



Taranath Shikshana Samsthe's

Soma Subhadramma Raman Goud Women's College

Station Road, Raichur-584101

(Affiliated to Akkamahadevi Women's University, Vijayapura)



Website: www.ssrorgians.org

Email: ssrgwcr20@gmail.com

Fax: 08532-225770

Principal: Smt. Geetha Badiger M.A., M.Phil.

Special Lecture



On

**“Evolving Marketing Techniques with
Special Reference to Digital Marketing”**

2018-2019

Organised by

**Department of Commerce
S.S.R.G Arts and Commerce College for
Women, Raichur.**



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Dated: 20/08/2018

NOTICE

All the B.Com students are hereby informed that the Department of Commerce organizing a special lecture titled **“Evolving Marketing Techniques with Special Reference to Digital Marketing”** on 21-08-2018 at 11:00 am in Seminar Hall.

IQAC Co-ordinator
S.S.R.G. Women's College,
RAICHUR-584 101.

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S.S.R.G. Women's College, RAICHUR.



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Dated: 20/08/2018

INVITATION

To,
Dr. Swaroopa Rani P Pattedar
Assistant Professor of Commerce
Government First Grade College for Women
Raichur.

Respected Madam,

The Department of Commerce, S.S.R.G Arts and commerce college for Women, Raichur is organising special lecture on **"Evolving Marketing Techniques with Special Reference to Digital Marketing"** on 21/08/2018 at 11.00 am at seminar hall. So we are pleased to invite you to deliver a special lecture on **"Evolving Marketing Techniques with Special Reference to Digital Marketing"** to our B.Com Students

Hope you would be kind enough to spare your valuable time.

Thanking You,

Head & Staff of the
Department of Commerce
S.S.R.G. Arts and Commerce college for Women, Raichur

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IQAC Co-ordinator
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PERSONAL DETAILS:

Name : Dr. Swarooparani.B.Pattedar

Date of Birth : 01-06-1974

Qualifications : M.Com.. Ph.D

Designation : Assistant Professor

Subject : Commerce

Date of Appointment : 12-09-2009

Office Address : Government First Grade College for Women Raichur-584101

Permanent Address : Dr.Swarooparani.B.Pattedar D/o B.C.Pattedar
H.No.11-1/23, Chowdeshwar Colony BrahmpurKaaburgi -
585103

Email : scm127@gmail.com

Mobile No. : 9483993371

Academic Qualification:

Qualification	Board/University	Year of Passing	Subject	Percentage
Ph.D	GUG	2008	Working Capital Management in KPCL	
M.Com	GUG	1998	Commerce	First Class
B.Com	GUG	1996	Commerce	Second Class
P.U.C	PUEB Bengaluru	1992	Commerce	Pass Class



S.S.L.C.	KSEEB Bengaluru	1990	Karnataka Board	State	Pass Class
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Professional Experience:

Teaching Experience: 13 Years 6months

Past Work Experience:

- ❖ Worked as Assistant Auditor in Bijaspur & Co Kalaburgi chartered accountant during the year 2000
- ❖ Worked as Guest Lecturer in Government First Grade College Raichur in 2008-09.
- ❖ Worked as Lecturer in TSS, BRB college of Commerce Degree College, Raichur from 2002-2003 and 2007 to 2009(Till govt appointment)
- ❖ Worked as Lecturer in Sri Sugureshwar Trust PU college Devasugur 2004-2004
- ❖ Assistant Professor from 12 sept 2009 to 15 June 2017 Government First Grade College Jalahalli. Tq: Devdurga Dist: Raichur.
- ❖ Assistant Professor from 16th June 2017 to till date GFGCFW Raichur ,

Membership/Fellowship of Accredited bodies:

- Member in KGCTA
- Member in HK-KGCTA
- Member of Commerce Teachers Association, Karnataka State Akkamahadevi Women University, Vijayapura.
- Member in FPAI, Raichur.



- Co-ordinate of Women Empowerment Committee.
- Co-ordinate of Grievance cell
- Worked as EDUSAT Co-ordinator in GFGC Jalahalli
- Worked Cultural programmes Co-ordinator in GFGC Jalahalli.
- Worked as RUSA Co-ordinator in GFGC Jalahalli and GFGCFW Raichur
- Worked as IT Co-ordinator in GFGC Jalahalli
- Worked as IQAC Co-ordinator in GFGC Jalahalli.
- Worked as Placement Cell Co-ordinator in GFGC Jalahalli.
- Worked as Librarian in GFGCFW Raichur
- IQAC Committee member in college.
- NAAC Committee member in college.
- NSS Committee member in college.
- Cultural Committee member in college

Computer Skills:

- Basic computer knowledge, MS Office,
- Internet

Experience:

1. UG: 13 years 5 months
2. PG: 2 Years
3. **Area of specialization: Finance**
4. **Research Area: Working Capital Management in KPCL**
5. **No. of research papers presented in national and international Conference:10**
6. **No. of papers published in national and international journals: 18**
7. **Participation in Conferences/Seminars/Workshops/Symposium :21plus**

15(online)

8. Orientation Program attended : 1
9. Refresher Program attended : 4
10. Induction Training attended : 1
11. Trainings attended:18
12. Events organized:14



Additional Information

A) Departmental Exam

- I) General law part-I : I session 2010
- II) Genral law part -II : I session 2010
- III) Accounts Higher : I session 2010
- IV) Accounts Lower : I session 2010
- V) Kannada Exam : Relaxation in SSLC First language is Kannada

B) Computer Literacy Test : 05-11-2016

C) Adjudication (Review) of Thesis in respect of Ms. ShravanaKumari,S.Birader, for the award of Ph.D., Degree in Commerce Dravidian University, Examination Section. Order dated 29.01.2017 and received on 25.05.2017 and report submitted on 28.11.2017.



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THANKING LETTER



To,
Dr. Swaroopa Rani P Pattedar
Assistant Professor of Commerce
Government First Grade College for Women
Raichur.

Respected Madam,

It was very kind of your part accepting our invitation as a key speaker in a special lecture on "**Evolving Marketing Techniques with Special Reference to Digital Marketing**" organised by the Department of Commerce on 21-08-2018 at 11 am in seminar hall.

I would like to extend my heartfelt thank and regards to you for delivering a scholarly and thought provoking lecture as well as presentation. We seek support in future for such academic programs.

Thanking you

Smt. Earamma J
Assistant professor
Department of Commerce

IQAC Co-ordinator
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DEPARTMENT OF COMMERCE

2018-19

A Brief Report of a Special Lecture on

**“Evolving Marketing Techniques with Special
Reference to Digital Marketing”**



The Department of Commerce, S.S.R.G. Arts and Commerce college for Women, Raichur organized a special lecture titled **“Evolving Marketing Techniques with Special Reference to Digital Marketing”** on 21st August, 2018 at 11 am. The lecture was delivered by **Dr. Swaroopa Rani P Pattedar**, Assistant Professor of Commerce. The Total 50 Students from of B.Com Participated along with faculty members. The session was organized through offline mode in seminar Hall.

Dr. Swaroopa Rani P Pattedar madam defined the term Digital Marketing in an effective manner. She explained that Digital Marketing is the component of marketing that utilises internet based digital technologic to promote products and services.

While delivering lecture, Madam as covered areas like Search Engine Marketing, Search Engine Optimization, Social Media Marketing, Mobile Marketing, Live Video streaming Marketing, Email marketing etc., She threw light on importance of digital marketing in our day to day life.

At the end of the session, for almost 3 hour was followed by 20min session of Q&A session from the students and faculties attending. Dr. Swaroopa Rani P Pattedar Madam herself answered both each and every query to the students. The faculty member of our department Smt. Earamma J presented a vote of thanks to the speaker.

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Photo Gallery of Special Lecture on **“Evolving Marketing Techniques with Special Reference to Digital Marketing”**



Geetha Badiger

IQAC Co-ordinator
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Geetha Badiger

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DEPARTMENT OF COMMERCE

COURSE: Evolving Marketing Techniques with Special Reference to Digital Marketing



Students list

Sl. No	Student Name	Class	Signature
1.	Aseema Kousar	B Com III	Aseema
2.	Aishwarya	B Com III	Aishwarya
3.	Veena	B Com III	Veena
4.	Umme Habeeba	B Com III	Umme
5.	Swathi	B Com III	Swathi
6.	Seniltha	B Com IV	Seniltha
7.	Sowmya B.	B Com III	Sowmya B.
8.	Priyanka	B Com III	Priyanka
9.	Pooja Patel	B Com III	Pooja
10.	Mibania Banu	B Com III	Mibania
11.	Kalshayani	B Com III	Kalshayani
12.	Indramma	B Com III	Indramma
13.	Hemera Anjum	B Com III	Hemera
14.	Chandrakala	B Com III	Chandra
15.	Aysha Taneem	B Com III	Aysha
16.	B. Swathi	B Com III	Swathi
17.	Bhasathi G.	B Com III	B. Swathi
18.	Ishika Pawar	B Com III	Ishika
19.	Apoorva C	B Com III	Apoorva
20.	Akshaya	B Com III	Akshaya
21.	Ambamma	B Com III	Ambamma
22.	A. G. Naultha	B Com III	A. G. Naultha
23.	Diksha Devi	B Com III	Diksha
24.	Sonali	B Com III	Sonali
25.	Shalini	B Com III	Shalini
26.	Afoeen Begum	B Com IV	Afoeen

(Handwritten signature)

(Handwritten signature)
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S.S.R.G. Women's College, RAICHUR.



27.	Afreen Begum	B Com V	Afreen
28.	Amna Zoha	B Com V	Amna
29.	Chaitanya	B Com V	Chaitanya
30.	Chaitra	B Com V	Chaitra
31.	Dr. Sowmya	B Com V	Sowmya
32.	Eshwaramma	B Com V	Eshwaramma
33.	Gangamma	B Com V	Eshwaramma
34.	H-L- Bhargavi	B Com V	Bhargavi
35.	Gousia Batool	B Com V	Gousia
36.	Heena Kousar	B Com V	Heena
37.	Indira	B Com V	Indira
38.	Jamena	B Com V	Jamena
39.	Jashna Prayanka	B Com V	Jashna
40.	K. Rajeshwari	B Com V	Rajeshwari
41.	Padmavathi	B Com V	Padma
42.	Prathima	B Com V	Prathima
43.	Radhika Rani	B Com V	Radhika
44.	Reshma	B Com V	Reshma
45.	Sadnya	B Com V	Sadnya
46.	Sana Asraf	B Com V	Sana
47.	Sana Nawaz	B Com V	Sana
48.	T.N. Himabindu	B Com V	Himabindu
49.	Uma Dewi	B Com V	Uma
50.	Shulpa	B Com V	Shulpa

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