



A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)

A SEMINAR ON SOCIAL MEDIA MARKETING by
MR. MOHAMMED J AQEEL (29-01-2022)

INVITATION



AHM'S
ANJUMAN ARTS, SCIENCE, COMMERCE
COLLEGE AND PG CENTRE
AN IQAC INITIATIVE

INVITATION

PRESENTS

Seminar

on Social Media Marketing

RESOURCE PERSON

MR. MOHAMMAD J AQEEL



JAN 29 2022



10:30 AM

Venue:
College
Function Hall

PROF. MOHAMMED GANIM
STUDENTS WELFARE OFFICER

PROF. S A INDIKAR
IQAC COORDINATOR

PROF. MUSHTAQUE K SHAIKH
PRINCIPAL

organised by Student Welfare Wing



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PHOTOS



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BIO-DATA OF THE RESOURCE PERSON



aki_d_hotpistonz



1,421
posts

117K
followers

127
following

Aki D HotPistonz

Stunt Performer

True Rider, Pro Biker, Marketing Expert & Content Producer.

15 Years Of Precise Motorcycle Riding 🏍️💪

Contact: akidhopperhpz@gmail.com

🔗 youtube.com/c/AkiDHopper and 1 more



Followed by zuhairbarmawar, maawiyamohtisham and 17 others

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Hubli Trip





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APPRECIATION LETTER TO THE RESOURCE PERSON



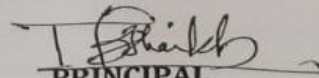
Staff/37/2021-22/

Dt: 29th January, 2022

APPRECIATION LETTER

It is hereby certified that **Mr. Mohammed J. Aqueel** conducted a Guest Lecture on Marketing with special emphasis on Social Media Marketing on 29th January 2022, for the B.Com First year students. The session was very useful, fruitful and informative. The students enjoyed & benefited by his experience and knowledge. The session was full of practical examples & motivating works and activities. The students expressed satisfaction towards the session.

On behalf of the management, principal, and staff members we thank him for his kind gesture and his valuable time.


PRINCIPAL



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MR. MOHAMMED J AQEEL (29-01-2022)

SIGNED CIRCULAR

Anjuman Arts, Science and Commerce College, Bhatkal

Ref. No.: SWO/221/2021-22/

Date: 27-01-2022

SEMINAR NOTICE

All the B.Com 1st Semester Students are hereby informed to attend a Seminar on "Social Media Marketing" scheduled for **January 29, 2022** in **College Function Hall** at **10:30 am**. Explore proven strategies, choose the best platforms, and learn how to engage your audience effectively.

Aftab
B.Com 1st Sem 'A'

A
B.Com 1st Sem 'B'



T. Shaiikh
Principal

Anjuman Arts, Science & Commerce
College, BHATKAL (U.K.) 581320



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A SEMINAR ON SOCIAL MEDIA MARKETING by
MR. MOHAMMED J AQEEL (29-01-2022)

Venue: Hall - 11

Date: Sunday, 29 January 2022

Program Schedule (10:30 AM To 1:30 PM)

Nature Of Program	Time	Resource Person
Announcement	10:30 To 10:40	Mr. Anser (B.Com 1 st Year)
Quirat	10:40 To 10:45	Mr. Mubeen
Welcome Address & Introduction Of Guest	10:45 To 11:00	Prof. M. Ganim
Garlanding	11:00 To 11:05	Students
Address By Resource Person (Session-I)	11:05 To 12:15	Mr. Mohammad J Aqeel
Tea-Break	12:15 To 12:30	—
Question-Answer Session (Session-Ii)	12:30 To 01:00	Mr. Mohammad J Aqeel
Presidential Remarks & Vote Of Thanks	01:00 To 01:20	Prof. M K Shaikh



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REPORT ON SEMINAR ON SOCIAL MEDIA MARKETING

29th January, 2022, a seminar was organised by students welfare wing where in Mr. Mohammad J Aqeel was the resource person. His introduction was done by Mr. Ganim (SWO), he mentioned that he is the very first personality in Bhatkal to have Silver as well as Gold Play Button on YouTube. Not only is he is a YouTuber but also a brand ambassador of several companies. He rode to Ladakh covering 60,000 KM alone. Bhatkal is also widely known for Aqeel Shaikh's great achievement.

Some excerpts from his session is as under

'Social media is popular tool used widely these days because of its user-friendly features. Platform such as Facebook, Instagram, Twitter etc are giving people infinite opportunities to connect and create an impact on the audience through their skills and service. The youth is especially one of the dominant users of social media. And this makes us wonder that something so powerful and with such a massive reach cannot be all good. There are two sides to a coin and is same with social media hence it's necessary to look at both these sides. Mr. Aqeel Shaikh began his seminar by sharing early days of his journey, as a YouTuber where he created contents which people actually liked. It was shared to many and that encouraged him to work more on his passion. He then took his contents to other platforms such as Instagram, Facebook etc. He, now, has 15,000+ followers on Facebook making him widely known among many... At the end of the seminar, students asked questions. Few among those were, "what's the minimum number of views needed to generate income from YouTube?", "how was your experience in the journey of Ladakh?" "How do you handle hate on social media?". His answer to the Ladakh's experience was: While covering 60,000 KM, he faced challenges such as climatic changes, bad weather etc His answer to the question on handling hate on social media was: He usually creates contents neutrally. Not targeting audience of specific region, ignoring negative comments'.

Finally, the principal of our college Proff. Mushtaq Sheikh appreciated the guest and subsequently presented a memento to the guest.


Student Welfare Officer
Prof. Mohammed Ganim


IQAC & NAAC Coordinator
Prof. S. A. Indikar


Principal
Prof. M. K. Shaikh
Anjuman Arts, Science & Commerce
College, BHATKAL (U.K.) 581320

