



A.H.M.'s

ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE, BHATKAL
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)
Accredited "B" Grade by NAAC

13. SEMINAR ON SOCIAL MEDIA MARKETING



INVITATION

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

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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IQAC & NAAC CO-ORDINATOR

Anjuman Arts, Science,
Commerce College & P.G. Centre
Bhatkal



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PRINCIPAL
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BHATKAL-581 320



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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

IQAC & NAAC CO-ORDINATOR
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