

REPORT OF APRENDEMOS

The annual IT seminar **Aprendemos** was held on **February 21 , 2015 (Saturday)** at **MERI Auditorium**. The theme for this year's seminar was **"E-commerce and digital Marketing"**

The seminar started with the lighting of the lamp by Honorable **Chief Guest Sh. Sachin garg**, President, Daffodil software ltd. and other dignitaries namely, **Sh. I.P Aggarwal**, President, MERI, **Prof. Lalit Aggarwal** , Vice-President, MERI, **Prof. Y.L. Grover**, Director, MERI, **Shri. S. K. Aggrawal**, CFO, MERI, **Prof. A. K. Agarwal**, Dean (Management),MERI , **Sh. Aseem Makhija**, Dean-Corporate Relation, MERI

The welcome address was given by Sh. I.P Aggarwal. The seminar was graced by the thoughts of Sh. Sachin Garg. He introduced the topic telling the scope available in it. He emphasized on, how digital marketing, is used to reach customers. With everyone having smartphone digital media is used more for purchasing everything. Currently out of total e-shopping done 70% is done for tour & travel. He further continued in the next session.

Prof. Lalit Aggarwal gave memento to our Chief Guest and Vote of thanks was given by Prof. Y. L Grover.

The next technical session started at 1210 hrs. It was presented by **MS. Mridul Anand**, who recently joined Google India Pvt. Ltd. She told about different method used to improve website. She shared her view on using SEO (Search Engine Optimization), SEM (Search Engine Marketing), Google Analytics and many more.

The next session started at 1405 hrs. It was presented by **MS. Neha Sharma**. She is our alumni of MCA. and is currently working as Senior Software Engineer at Birlasoft India pvt .She told various aspect of e-commerce and further informed that now industry is shifting to m-commerce.

The last session was an inter College IT Quiz 'CATECHIZE'. 5 teams from different colleges including MERI participated. **VIPS** won the quiz and got a cash prize of Rs.1500. The second prize of Rs. 1000 was won by **DIAS**.

Faculty Members and students from different colleges participated in the seminar. The general response has been very positive and the seminar was a great success.

The seminar was coordinated by **Mrs. Ritu Aggrawal**, MCA-Coordinator, MERI and **Mr. Sumit Chauhan**, Faculty, MERI.