

## Digitalization and Environmental Awareness – 2018

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International Institute  
of Professional Studies

**REPORT**  
**WORKSHOP ON ENVIRONMENTAL AWARENESS AND DIGITAL**  
**MARKETING**

IIPS | ADVERTISING AND PUBLIC RELATIONS | 4-5 September, 18

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The workshop was designed to make students aware about threats to the environment and basic environmental laws. The day started with Kulgeet and Saraswati Vandana, followed by the first session of Dr. Aniket Sane who is Project Director at "SAMARTH" and "SAHAYOGI". Topic of his discussion was disaster and its management. "We can forecast any disaster in an approximate way, not exact. Disasters can come in any form, anywhere, unexpectedly. We have to learn how to manage it. Disaster management is for everyone, every branch of study and not for an individual", he says. Some key points from his session were-

- Disaster management is a management of risk and consequences of disaster.
- Hazard+risk+vulnerability= event of disaster
- Preparedness, mitigation, prevention is very important to limit the after effects of disaster.
- Value of human resources is a way of disaster management.

The next session was taken by Mr Nikhilesh Barore who is a qualified trainer from National Civil Defence College, Nagpur under Ministry of Home Affairs. He explained about ABC of first aid i.e airway, breathing, circulation and CPR. He also gave disaster safety demo to handle unforeseeable disasters. CPR training is an important resource in an emergency. CPR provided immediately after cardiac arrest can double the victim's chances of survival. He also explained about how right lifting of a person in an emergency can actually prevent injury. "if you have a rope, knife and a matchstick you can come out from any kind of disaster" he said. Some key points from his session were-

- CPR an emergency procedure to restore blood circulation and breathing during cardiac arrest.
- Bandaging-triangular, circular, st jones sling, large arm sling
- Lifting-human crutch, toe drag, two hand seat

Post lunch session started with Mr Rakesh Jain. He is Principal Facilitator at Outdoor Learning Resources Pvt. Ltd. He started by saying that "kids follow actions, not the instructions, but elders follow instructions, not actions. Instructions are not made to avoid everyone has to follow them." He suggested some equipments to carry like rope, knife, whistle, and lighter for safety during adventures. Some key points were-

- Peer pressure, overexcitement, and lack of knowledge are the main causes of accidents.

- Things one must always carry along- mobile, power bank, rope, whistle, water bottle
- Must inform your family while going for an adventure sport
- Must not apply any kind of perfumes and also keep in check the health issues like blood pressure, asthma etc

Rakesh Yadav took the next session who has 10 years of experience as a zoo curator in Indore. He talked about his role, how he monitors wildlife and takes care of their well being in zoo. Er. Nihar Nitin Parulekar was the next speaker who is founder/president of ARPF. He has worked with WWF and has been awarded many prestigious awards in his field addressed students about wildlife. He said idea of ARPF came when he saw people teasing poor animals. He started with a mere force of just 20 volunteers, it has now grown tremendously into a huge organization. Some key points were-

- Animal rehabilitation and protection front, an organization teaching people what wildlife is all about
- Zoo corps is a concept of volunteer who take active participation of protecting zoo animals from public vandalism
- Green warriors: plantation activities.

Ritu Chouhan took the next session post tea break. She spoke about the environment and how important it is to save it. She laid focus on environmental laws. the last topic of discussion was environment and media which was taken by OP Soni, photo editor at Dainik Bhaskar, spoke about the importance of media in rescuing and making people aware about them.

The second day of the workshop included sessions on "**Digital Marketing**" on the occasion of Teachers Day. This training programme was designed to make participants more effective in understanding digital marketing strategies. Very often marketers are building cyber assets—Websites, Blogs, Facebook pages, LinkedIn profiles, YouTube channels and so on; only because everyone seems to be doing so. Not much thought goes into the strategy or execution. The workshop provided students to get a clear understanding of the building blocks that contribute digital marketing and equipped them with the knowledge of Cyber Law and its importance, Cyber Awareness and career opportunities in cyber, SEO and Google Ad Words knowledge, Digital Media and Web Development, Digital Journalism, Digital platform writing etc.

Do the selfies you click remain only in your phone's storage? The information you share on different websites, are they limited their only? Do your phones actually get washed off all the data after formatting? These are few alarming questions raised by- Mr. Shobhit Chaturvedi. Co-Founder of Institute of Advance Studies and Consultant at Cyber Crime Investigation cell (MP). Mr. Chaturvedi asked students to keep passwords which nobody can make out and keep changing them frequently. He explained various types of cyber threats like- cyber bullying, fishing attacks made through emails, sms, and lotteries etc. The recent threat he spoke about is cloning of sim card by its 16 digit numbers. He closed



the session by saying "We all know certain things but we still resist to lay focus on them". Some key points from his session were-

- Cyber stalking refers to following the movements of a person, Photo morphing mean modifying the existing photograph without the wishes of the individual to which it belongs.
- Inserting pen drive into someone's PC without the owner's will is a form of Cyber crime.
- Every device has some digital footprints.
- Crime can be done with or without knowledge

The Second speaker for the day was Mr. Shivpal Rajput, he is a digital marketing trainer at digital skills valley. He introduced social media marketing, a type of internet marketing which refers to the process of gaining attention through social media. He explained the emerging need of promotions and advertising through digital media platforms and how it can radically change your business. He said that you can discover your talent and use potential of your social media sites to keep updating your profile. Some key points were-

- Social media marketing is a cloud, a type of internet marketing which refers to the process of gaining traffic through social media marketing sites.
- In order to utilize the marketing platform, we need to be aware and spread awareness regarding the same
- Importance of social media marketing is increase brand awareness, cost effective, customer satisfaction and higher conversion cost.
- Social media is the most stress free and profitable platform to increase your business visibility and cost effectiveness.

Post Lunch Session was taken by Mr. Raj Padhiyar, director Digital Gurukul. Who gave deep knowledge and insights about digital marketing and said "If you apply right strategies in email marketing, you will get higher return on investments". He said that as digital marketing is embraced by the marketers they need a multimedia strategy to attract more and more excess. He further explained the entire concept of search engine optimization, Masthead Advertising, instagram advertising etc. He closed the session by saying-"You can use Google ad words to advertise your campaign as advertisers". Some of the key points were-

- Digital marketing is the promotion of any product or service using various online channels such as Facebook, Instagram, WhatsApp etc.
- ROI of a single email is 4,300
- As per statistics 90% of traffic access the first result from Google search.
- Search engine optimisation is the shifting of a particular website from thousands of positions to the first position. SEO refers to all the process or efforts you make to make your products search more organic and improve the quality of traffic on it.

The next session was taken by Mohan Vatnani, who is working as a President at Indore Insurance Institute and also holds All India Council post at Insurance Institute of India. He explained how dynamic digital environment has its impact on governments, markets

and society as a whole. He explained Influential marketing and Micro moments- which is in respect to behavior of new customer for a product or service. Some of the key points were-

- Marketing is a wider concept than that of Selling. Marketing informs and stimulates demand for products whereas selling is an activity of giving a product or service in return of money.
- Despite our needs we don't buy a product due to unawareness, high price and psychological barriers.
- The most important point in marketing is communication using print media, social media, broadcasting media etc

Bill Gates understood the need of time and developed today's operating systems, even you can be future Bill gates, if you understand the concept of digital media - said Mr. Arpan Jain, founder and CEO at Patshala and Founder at Hindi Gram. Some of the key points were-

- GUI is graphical user interface is a type of interface that allows to interact with electronic devices through graphical icons.
- Website is a marketing tool in which a set of related web pages are located under a single domain name.
- India's first Operating system was Rediff then came MSN.

The workshop successfully attained its proposed goals. Although it is an unlimited area of knowledge, speakers tried to compact it into one day workshop, giving more attention on participation and benefits for the students. Two days workshop became a reality due to the continuous support and motivation of Programme -In charge Dr. Jyoti Sharma and Dr. Anshu Bhati (Batch Mentor).

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