

ACTIVITY REPORT

S.E.S. College, Sreekandapuram

RUSA Equity Initiative – ASAP Digital Marketing for Beginners

Particulars	Details
Type of Programme	Skill Development Programme
Title of the Programme	Digital Marketing for Beginners
Organising Initiative	RUSA Equity Initiative
Supporting Organisation	Additional Skill Acquisition Programme (ASAP)
Dates	5th & 6th March 2026 and 9th & 10th March 2026
Venue	S.E.S. College, Sreekandapuram
Organising Institution	S.E.S. College, Sreekandapuram
Target Group	Students of the College
Programme Focus	Digital Marketing Skills

Objective

The programme aimed to provide students with basic knowledge and practical skills in **digital marketing** and to improve their employability and digital competencies. The programme was conducted as part of the **RUSA Equity Initiative**, which seeks to enhance participation and skill development among students from diverse and disadvantaged backgrounds.

Programme Description

As part of the **RUSA Equity Initiative**, supported by **ASAP**, S.E.S. College, Sreekandapuram, organised the **Digital Marketing for Beginners** programme. The programme was conducted in two sessions on **5th & 6th March 2026 and 9th & 10th March 2026** with the first batch attended by 36 students and the second batch by 32 students.

The sessions introduced students to the fundamentals of digital marketing and provided opportunities to develop relevant practical skills. The programme focused on enhancing students' digital competencies and preparing them for academic, professional, and employment opportunities.

Outcome

The programme helped students gain an understanding of the fundamentals of digital marketing and develop relevant digital skills. It enhanced their awareness of digital platforms and their potential applications in professional contexts. The programme also contributed to the skill-development objectives of the **RUSA Equity Initiative** by providing students with opportunities to improve their employability and digital competencies.



SES COLLEGE SREEKANDAPURAM

Affiliated to Kannur University

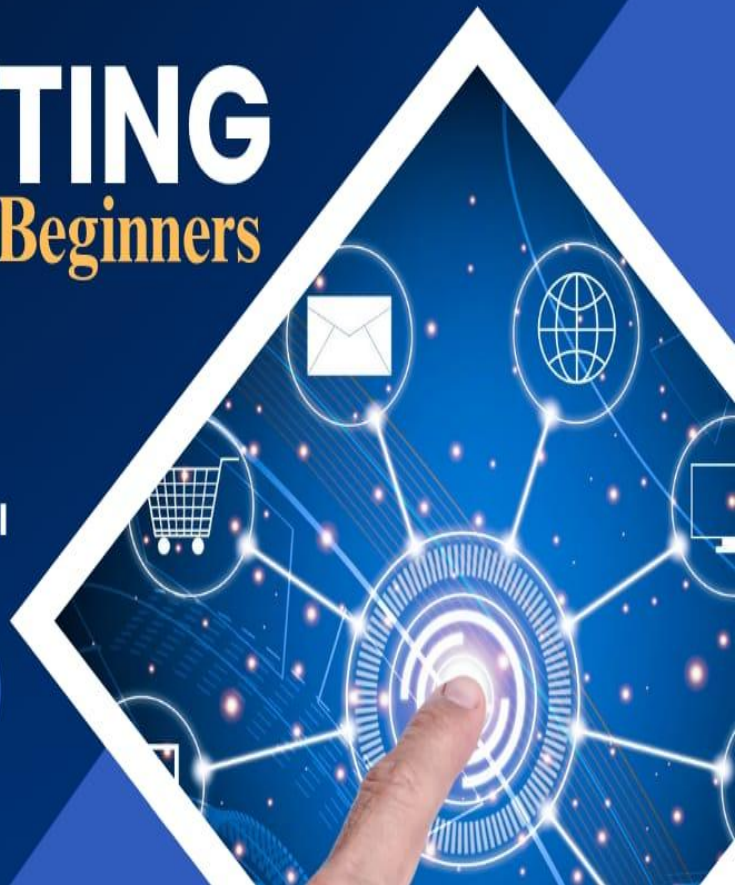


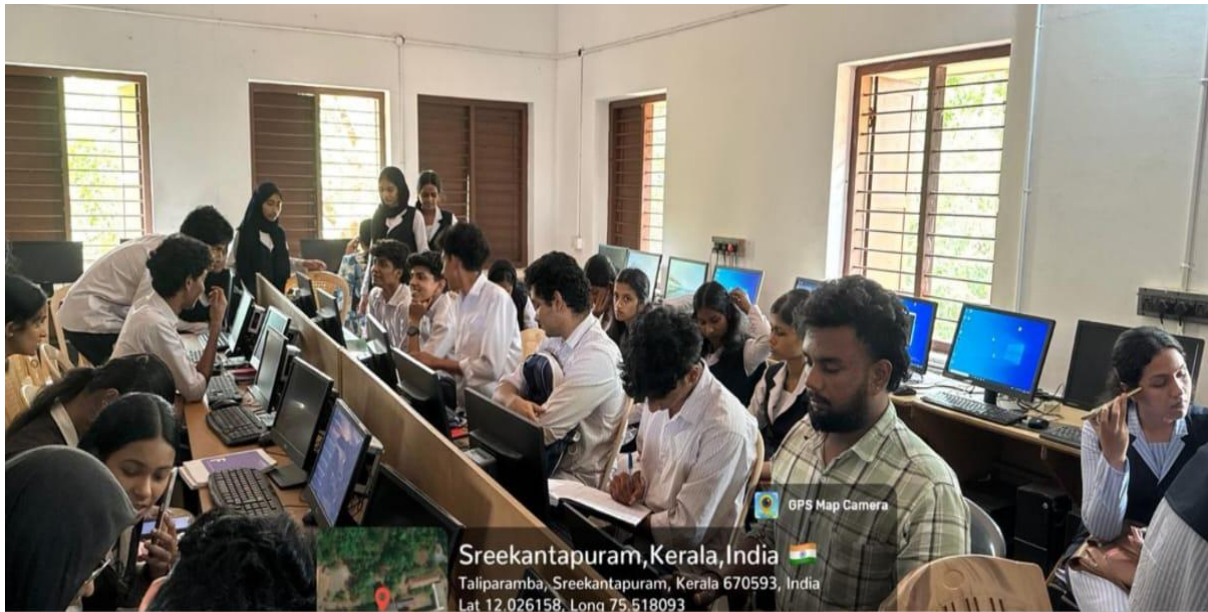
RUSA Equity Initiative

Digital **MARKETING** *For Beginners*

**Boost your skills in Digital
Marketing**

**9TH&10TH MARCH
2026**







SES COLLEGE SREEKANDAPURAM

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A Govt. of Kerala Undertaking

◆ **RUSA Equity Initiative** ◆

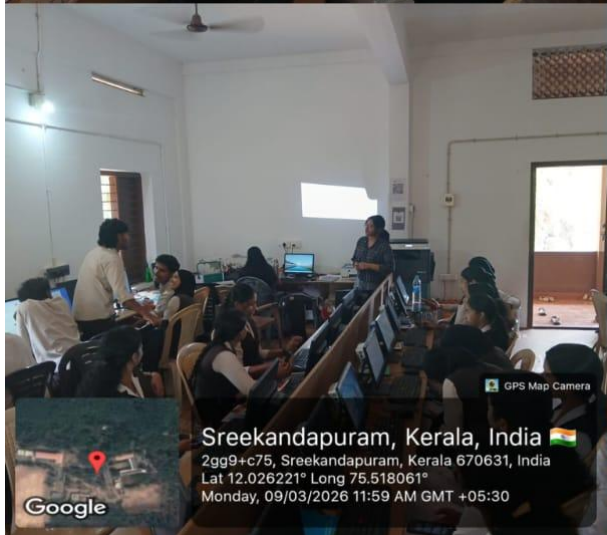
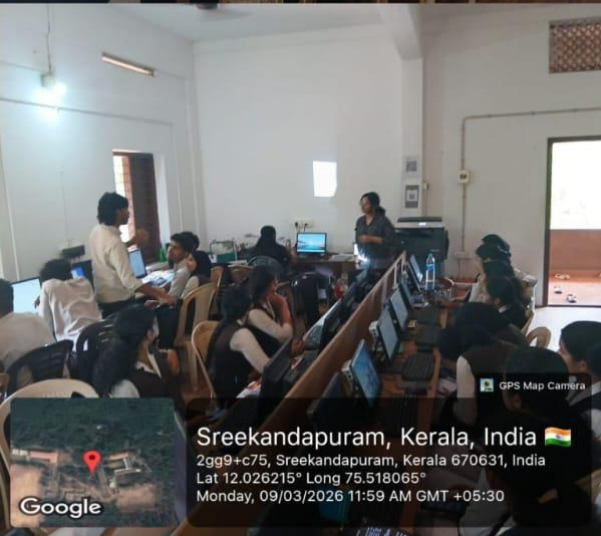
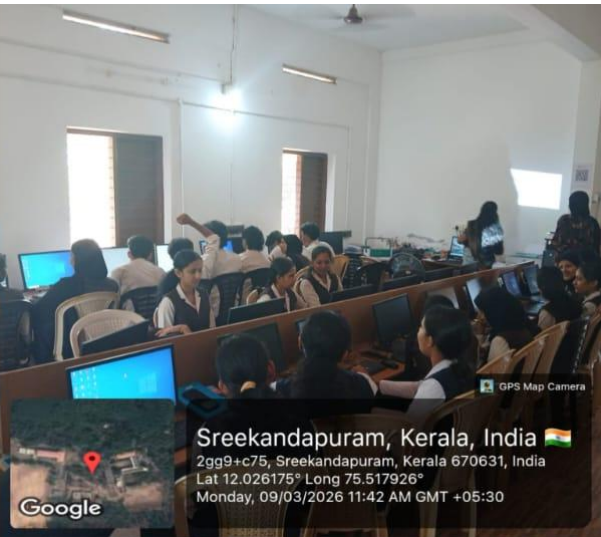
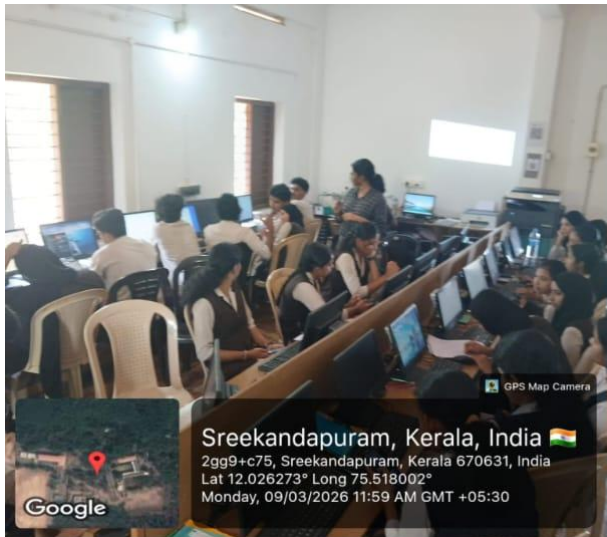
- **DIGITAL** - **MARKETING** - - **FOR BEGINNERS** -



Boost Your Skills in Digital Marketing

5th & 6th March 2026







Certificate of Completion

THE FOLLOWING CERTIFICATE IS AWARDED TO

Hrithwik Sujith

for completing the Digital Marketing For Beginners

program conducted as part of RUSA 1.0 Equity Initiatives at
SES Sreekandapuram

on 5 - 6 March 2026



Prof. Vigil Kumar VV
Head- Talent Based Builders



Certificate of Completion

THE FOLLOWING CERTIFICATE IS AWARDED TO

Rajila v p

for completing the Digital Marketing For Beginners

program conducted as part of RUSA 1.0 Equity Initiatives at
SES Sreekandapuram

on 9 - 10 March 2026



Prof. Vigil Kumar VV
Head- Talent Based Builders