



**SCAD POLYTECHNIC COLLEGE**

AFFILIATED BY DIRECTORATE OF TECHNICAL EDUCATION, CHENNAI / ISO 9001-2015  
CERTIFIED INSTITUTION. APPROVED BY AICTE, NEWDELHI.



**INSTITUTION'S  
INNOVATION  
COUNCIL**

(Ministry of Education Initiative)



**ISSUE FALL: APR**

**DAILY ACTIVITY REPORT**

**18 APR 2023**

## **WHATSAPP MARKETING**

Our SCAD Polytechnic College Social Media Team has been implementing several initiatives in an effort to better structure our social media sites. This team collected 7633 contact details (WhatsApp numbers) of 10th grade students. Today, this team has shared a two-page notice of our college with 1100 students and their parents.

## **TELE-MARKETING**

Tele-marketing team of SCAD Polytechnic College's work is to update every student with information. This team's work is to communicate with the school students and their parents on a regular basis. Today (18/04/2023), two staff members of this team contacted 48 students and their parents in total.

**Editors : Ms. V.L .BismyLect /English**

**Mr. V.Lourdu Arul Ruban, Designer**

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## **SCHOOL VISIT**

Our SCAD Polytechnic College is currently expediting admissions for the academic year 2023. Various pamphlets are being distributed in order to directly meet 10th and 12th grade students and highlight our college's merits and placements. Today (18/04/2023), Mr. Murugan, Lecturer/Mech, visited the Govt. Hr. Sec. School, Pottal, Manimuthar and distributed the pamphlets to the school students.

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