



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

19 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 has collected 7633 contact details (WhatsApp numbers) of 10th grade students. Today (19/04/2023), this team shared a two-page notice of our college with 1120 students and their parents. Today this team has also shared the placement details of the academic year of 2022 - 2023.

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 (19/04/2023), four staff members of this team contacted 50 students and their parents in total and they have got 6 positive responses from the students and their parents.

Editors :Ms. V.L .BismyLect /English

Mr. V.Lourdu Arul Ruban, Designer

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ADMISSION 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, (19/04/2023), Mrs. Jeyanthi, Lecturer/ECE, and Mrs. Suja, Lecturer/EEE, visited the people of Dohnavur and distributed pamphlets to them. Our staff members have given all the details about our college and explained the merits and advantages of studying here. They have gotten positive results from six people.

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