



**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**

**24 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 and 12th grade students. Today (24/04/2023), this team shared the poster about the Summer Skill Training Program to 1300 students of 10th and 12th grade and also with 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 (24/04/2023), three staff members of this team contacted 66 students of 10th and 12th grade and their parents in total and they have gotten 18 positive responses from the students and their parents.

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

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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, (24/04/2023), Mr. Shanmuganathan, lecturer/Mech visited the people of Mukkudal and Ambai and Mr. Anwar Raja/Physical Director, visited the people of Kalakkad 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 students in total.

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