




- **Title Of Event/ Programme (Seminar/ Webinar/ Workshop/ Extension Lecture/ Extension Activity/ Any Other Activity):** One day Alumni Talk (Lecture)
- **Theme of The Event/ Programme:** The theme of an event focused on “Building Impactful Digital Experiences with WordPress & Marketing Strategy.”
- **Academic Session:** 2024 - 2025
- **Date:** 10-05-2025
- **Venue:** Humanities Building, Asutosh College
- **Objective/ Purpose:** To empower participants with the technical skills and strategic insights needed to build, manage, and market high-performing WordPress websites. The seminar aims to bridge the gap between web development and digital marketing by offering hands-on training, real-world case studies, and actionable strategies that drive traffic, engagement, and conversions.
- **Speaker/S / Resource Person/S:**
Arup Koner (Ex Student of the Department, Batch 2020 – 2023)
Designation: WordPress Developer/ Digital Marketing
Company: Edvisor Overseas Company
- **Target Audience/ Participants:** Students of Department of Software Development, B.Voc Studies.
- **Attendance Sheet:** Yes


 **ASUTOSH COLLEGE**
92, S.P. MUKHERJEE ROAD,
KOLKATA - 700026
www.asutoshcollege.in

Alumni Talk
on
Wordpress Developer / Digital Marketing

ACADEMIC SESSION 2024 – 2025
Activity Date - 10.05.2025

STUDENT ATTENDANCE SHEET


SL. NO.	NAME / SIGNATURE OF THE STUDENTS WITH DATE	SL. NO.	NAME / SIGNATURE OF THE STUDENTS WITH DATE
1.	Shridhar	14.	Priyam Sanyal
2.	Mr. Saurabh	15.	Aloke Digan
3.	Ananta	16.	Subhajit Bera
4.	Sk. Mohammad Rezaul	17.	Annap Singh
5.	Niraj Shaw	18.	Sohail Mallick
6.	Rishav Deb Nath	19.	Pappu Khan
7.	Sourendra Kumar	20.	SK. Abdul Kader
8.	Chayan Sanyal	21.	Ayali Mishra
9.	MD. Samsad Ali Sarker	22.	Mr. Ananta
10.	Abhishek Saha	23.	Apurba Ray
11.	Mr. Saha	24.	Soumya Sanyal
12.	Subhrajit Bera	25.	Debkanta Mandal
13.	Srishti Sanyal	26.	Chandan Das

Dr. Manoj Kumar
Principal
Asutosh College
92, S.P. MUKHERJEE ROAD
KOLKATA - 700026


- **Brief Report About the Event/ Programme:** The purpose of “Python Programming Fundamentals” organised by Department of Software Development B.Voc Studies successfully introduced to equip attendees with practical skills in WordPress development and strategic digital marketing, enabling them to build, manage, and promote high-performing websites that drive engagement and conversions.
- **Expected Outcome:**
 - Participants gained hands-on experience with WordPress tools
 - Improved understanding of integrated marketing strategies
 - Networking opportunities with industry experts
 - Positive feedback with over 90% satisfaction rate in post-event survey
- **Geo-Tagged Photographs:** Attached Below



- **Poster of the Program:** Attached Below



Asutosh College

92, S.P Mukherjee Road, Kolkata. West Bengal. India.

Alumni Talk on


Wordpress Development & Digital Marketing

organised by

Department of Software Development, B.Voc Studies

in association with

IQAC, Asutosh College



Name: Arup Koner
Designation: WordPress Developer / Digital Marketing
Company: Edvisor Overseas Company

Date - 10.05.2025
Time - 11:30 am - 12:30 pm
Venue - Humanities Building, Asutosh College

Manas Kabi
Dr. Manas Kabi
 Principal
 Asutosh College
 PRINCIPAL
 ASUTOSH COLLEGE
 92, S. P. MUKHERJEE ROAD
 KOLKATA-700 026

