

Department of Computer Engineering

Government Polytechnic for Girls, Surat



Vision:

To empower girls of diploma computer engineering to excel in IT Industries and serve the society.

Mission:

- To strive for academic excellence and professional competence among students and staff.
- To encourage innovative ideas among students to enhance their entrepreneurship skills.
- To provide high tech educational resources and supportive infrastructure.

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Fundamental of Digital Marketing

Abstract:

n Article on Fundamentals of Digital Marketing with What, Why and How of digital marketing is explained in this article. This article will make eager a reader to search more things about the Digital Marketing and will make them enthusiastic to dive into the world of Digital marketing.





Mr. M. J. Gohil Lecturer, Department of Computer Engineering

What is Digital Marketing?

Digital Marketing or internet marketing or online marketing whatever you call it, is one of the booming things these days. And why not? After all people's usage of the internet has increased tremendously in past decade. Humans depend heavily on the internet on these from finding a local store nearby to you and any sort of data to get their work done. This article will help you to understand the basics of Digital marketing and fundamental types of Digital marketing.



Digital Marketing is divided majorly into 10 types. Here is the list of various types of digital marketing you should be aware of:

- 1. Search Engine Optimization (SEO)
- 2. Pay Per Click (PPC)
- 3. Social Media Marketing (SMM)
- 4. Content Marketing
- 5. Email Marketing
- 6. Influencer/ Affiliate Marketing
- 7. Viral Marketing
- 8. Mobile Marketing
- 9. Radio& TV Ads
- 10. Electronic Billboards

1. Search Engine Optimization (SEO):

SEO stands for search engine optimization and as the name suggests, it is the science and art of getting your webpages to rank higher in SERPs (search engine results page).

How it works:

On page SEO: This type of SEO focuses on all of the content that exists "on the page". when looking at a website. By researching keywords for their search volume and intent (or meaning), you can answer questions for readers and rank higher on the search engine results pages (SERPs) those questions produce.

Off page SEO: This type of SEO focuses on all of the activity that takes place "off the page" when looking to optimize your website. "What activity not on my own website could affect my ranking?" You might ask. The answer is inbound links, also known as back links.

Technical SEO: This type of SEO focuses on the backend of your website, and how your pages are coded. Image compression, structured data, and CSS file optimization are all forms of technical SEO that can increase your website's loading speed – an important ranking factor in the eyes of search engines like Google.

2. Content Marketing

This term denotes the creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, and customers. The channels that can play a part in your content marketing strategy include:

Blog posts: Writing and publishing articles on a company blog helps you demonstrate your industry expertise and generates organic search traffic for your business. This ultimately gives you more opportunities to convert website visitors into leads for your sales team.

Ebooks and white papers: Ebooks, whitepapers, and similar long-form content helps further educate website visitors. It also allows you to exchange

content for a reader's contact information, generating leads for your company and moving people through the buyer's journey.

Infographics: Sometimes, readers want you to show, not tell. Infographics are a form of visual content that helps website visitors visualize a concept you want to help them Want to learn and apply content marketing to your business? Check out HubSpot Academy's free content marketing training resource page.

How it Works:

Through posting blogs, videos and images, you build up a loyal consumer base, that visit your site for content that serves a purpose. Whether that be informative content about your business or industry knowledge you share, your customers will appreciate the effort behind every blog or video you post. It's about listening to your customer needs and producing what they want. If your content is share worthy enough, it can help drive in traffic and potentially more business.

3. Social Media Marketing:

Social media marketing is the use of social media platforms so as to connect with your audience and build your brand. This practice promotes your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. The channels you can use in social media marketing include:

1. Facebook.

3. LinkedIn.

5. Snapchat.

2. Twitter.

4. Instagram.

6. Pinterest.

Social media marketing is the process of working on marketing through, you guessed it, social media. With social platforms like Facebook, Twitter and Instagram (to name a few) ever growing, businesses online need to invest in social media marketing in order to grow their following and reach a whole new pool of potential customers.

Dependent on your business type, there's a social network out there for you. All businesses would do well to be on Facebook, but if you specialize in B2B, LinkedIn is the one for you.

How it Works:

Through like campaigns and targeted ads, the goal is to grow your following on social media in the hopes of gaining more business through these platforms. Sites like Facebook collect data about your likes and interests, as well as personal factors like age, location etc. All of this information is available to Facebook business users to create targeted ads to appear on a select demographics' news feed. These ads can be used to promote products, services or entice users to 'like' your page, keeping them up to date with your posts.

4. Pay Per Click Ad:

PPC, or Pay-per-click, is a form of advertising on search engines, like Google and Bing. It's a way of moving to the top of search engine results pages by paid means. It's called PPC because your ad account is charged every time one of your adverts is clicked. The cost of each ad, or CPC (cost per click), depends on the quality score of your website and the selected keyword's competition. PPC campaigns can be a short-term solution, and many use it to shift products or seasonal deals, as a way to boost revenue. There are around 4 spots for Ads on Google, so getting your website in the for a selected keyword can be challenging. SEO work is about your ranking being 'earned'.

How it Works

By bidding on a selected keyword or search term, you can make your way into the 4 ad spaces offer by Google. Through tools like Google AdWords, PPC pros work on finding keywords that your website will perform well, and dependent on the competition, CPC is determined. Through bidding on keywords, against competitors, your ad appears in relevant search results and will charge you if a user clicks on your ad.

5. Email Marketing:

Another form of marketing is email marketing, and you've guessed it, it involves email. It's a form of direct marketing which sends information, offers, blogs etc. directly to your mailing list's inboxes. Through a sea of emails, your marketing email will appear, but the trick is getting it read. Yes, it may emerge alongside 100s emails, and if you can't create an email that's eye-catching, then it will be lost. Luckily there are email marketing tools and agencies (like us), that can assist you. Email marketing is a great way of reaching your customers, interacting with them after purchases or even sending them a newsletter. Be warned, sending unsolicited emails will land you a place in the spam box. So, make sure you've gathered your mailing list by your own means and not from a third-party company. They need to be your customers or have opted into receiving your mail.

How it Works:

By using your existing mailing list, you can create a prospective list of recipients for your mail. This can bring in traffic to your site, or even help you sell some products with unique discount codes. With the analytic tools, you can monitor things like opening rate and even how many clicked through on a link.

6. Influencer / Affiliate Marketing:

Both influencer and affiliate marketing utilize those in a position of 'power', usually social media influencer or industry experts etc. This is to assist you inmarketing a product or service to their audience. It's become more and more popular in recent years, through sites like Instagram and YouTube, where companies will enlist a well-known influencer, to promote their products orservices on their social pages or affiliate websites. These collaborations can involve giving away unique discount codes, sponsored blog posts or prize drawsetc. for the influencer audience, to build some buzz around your brand and business.

How it Works:

This investment cycle entails finding someone with a large following. This can be on social or in an industry and then approaching them with a collaboration. Most will require payment or a cut of the sales that come from their audience purchasing their products or services. Then, they'll create posts, blogs or videos, to 'show off' your collaboration and hopefully bring in more sales for your business. It's about finding the right influencer for your business.

7. Mobile Marketing

Mobile marketing is a way of marketing through SMS, Application, App Notification, Video Ads, Social Media etc.

Radio and television took the world by storm when they were first invented but today, they are fast giving way to other more powerful media and communication channels. To top it all off, today, there exist online and/or mobile radio and television. Traditionally it was difficult to know exactly how many listeners of radio, watchers of TV and readers of print ads acted on the message communicated to them.

But with the advent of digital radio and TV, it is easier to reach the people you want to reach, when and where you want to reach them. This laser focus is a big draw even at a time when these advertising channels are sinking into obscurity.

One should also consider advertising with online/mobile video/audio streaming platforms like Netflix, Amazon Prime, Gaana, Saavn, etc. though they may not fall in the umbrella of conventional radio or television.

What Makes a Digital Marketing Campaign an Effective?

A. Planning

Planning is the first step in forming a digital marketing strategy for the overall digital marketing network. A part of digital marketing revolves around effectively using digital communication tools and technology in advertising and marketing. Depending on the type of product, business opportunity, resources available. customer demographic communication tools can be used optimally through proper planning.

B. Strategy:

While planning its digital marketing strategy, a company needs to possess clarity in its communication. When a company proposes exactly what they are offering customers online,

they build relationships and trust. Basing on digital targeting approaches after reviewing the product, price, promotion, place, people, process, and physical appearance will yield the most favorable results.

C. Create an Action Plan

The final step is the setting up a budget and management systems with measurable reference points like the audience reach achieved across platforms, etc. The integration of paid, owned, and earned media of the company is also important. Setting up content creation — oral, visual, or written, for online media falls under this step. After digital marketing plan has been finalized, a scheduled format of digital communications must be distributed throughout the internal operations of the company.

Does digital marketing work for all businesses?

Digital marketing can work for any business in any industry. Regardless of what your company sells, digital marketing still involves building out buyer personas to identify your audience's needs, and creating valuable online content. However, that's not to say all businesses should implement a digital marketing strategy in the same way.

- 1. B2B Digital Marketing
- 2. B2C Digital Marketing



- 1. SEO Stands for:
 - a. Search Engine Operation
 - b. Social Engine Organization
 - c. Search Engine organization
 - d. Search Engine Optimization
- 2. Infographics are designed to satisfy the which marketing strategy?
 - a. SEO
 - b. SMM
 - c. Content Marketing
 - d. Mobile Marketing

- 3. _____ is the first step towards the marketing digital products.
 - a. Planning
 - b. SEO
 - c. Content Creation
 - d. Budget Analysis

Answer of Last Quiz (12)

Q. 1 Option C

Explanation:

Here simple series is there which form combination of 3 characters together.

XYX | XYX | XYX | XYX

Q. 2 Option B

Explanation:

Series following with -, - & + operations with value 35 for odd term. With the last odd value make reverse order with +,-,- operations with value 35.

Student Corner:

IMPORTANCE OF CONCENTRATION

Concentration is the ability to focus the attention on one single thought or subject, excluding everything else from the field of awareness.

Concentration is focus of the mind, the ability to hold the awareness of your mind on one point, one place, without wavering. The perfection of concentration leads to meditation. In the state of concentration, your mind is not aware of the external environment or of other peripheral things that surround the object of concentration ie. the object you are focusing on.

This can be best answered by comparing your mind to a light bulb. The rays of light from the bulb go out in all directions and the energy spreads. If you stand five feet away from the bulb, you can see the light but cannot feel the heat, even though there is great heat at the center of the bulb, at the filament. In the same way,



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your mind has great power in potential form, but it is dissipated in all directions. The mind thinks of different things one after another, without dwelling in depth on any particular subject. Therefore, the average mind does not utilize its power.

on every level of mental activity, it is concentration that is the key to success. What is not generally known is that a concentrated mind succeeds not only because it can solve problems with greater dispatch, but also because problems have a way of somehow vanishing before its focused energies, without even requiring

to be solved. A concentrated mind often attracts opportunities for success that, to less focused individuals, appear to come by sheer luck.

Any of us would not be born with ample amount of concentration. We need to tame our mind to achieve that level of concentration.

There are several things that can help you improve concentration:

- Improve sleep
- Make time for exercise
- Spend time in nature
- Give meditation a try
- Vary your diet
- Do a concentration workout

Work done with a concentrated mind becomes more enjoyable. A person with a concentrated mind can do all kinds of work with great efficiency. A person who is unable to concentrate, who thinks of other things while doing the work at hand, makes mistakes and takes an unnecessary length of time to complete the task, if he ever completes it at all. He will continually think about how slowly the time is passing. He will worry about himself, his problems, his family, while he is working. Due to poor concentration there is poor application, so the work is not properly done. Therefore, concentration is essential in daily life as well as in spiritual practice.





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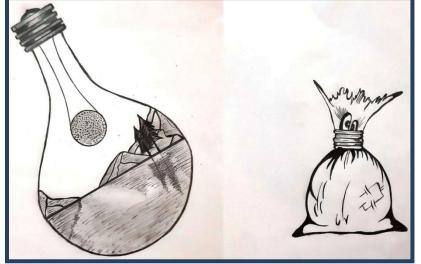


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Teacher's Day Celebration - Date: 05-09-2020

We celebrate Teachers' day every year throughout the country on 5th September. Students express their gratitude and appreciation for their teachers on this day. This day is dedicated to Dr. Sarvepalli Radhakrishnan – second President of India. The great academic philosopher and one of the most well-known diplomats, scholar, president of India and above all a teacher. As a tribute to this great teacher, his birthday has been observed as teachers' day.

A celebration conducted from our department by our students on 5th September2020. The whole function was planned by all Class coordinators of semester 3 & 5. We decided that, the celebration of teacher's day should be done online.

Various No. of activities performed by many students of Semester 3 & 5 on Teacher's day like,

- Welcome speech prepared by student of Class 3-C.
- Prayers sung by student of Class 3-B.
- Teacher's day wishing Videos prepared by the students of class 3-A,5-A, and class B of pass out batch-2017.
- Emotional Message written by student of class B of pass out batch-2017.
- Beautiful card designed by student of Class 5-B.
- Rapid questionnaire game for teachers planned by students of Class 3-C.
- Some funny games for teachers planned by students of Class 3-A, 3-B, 3-C.
- Teacher's day wishing card for individual faculties prepared by students of Class 5-B.
- Online teaching activity performed by some students of all the Class of semester 3 & 5.
- All classes of semester 3 celebrated Teacher's day through Ms Team by sending invitation link.

► Invitation Links:

Class 3-A

3A teachers day celebration link

You're invited to Teams meeting!

Teachers Day Celebration

https://teams.microsoft.com/l/meetup-

join/19%3aa354a794a6d04709a6d92876f9783e1f%40thread.tacv2/159928753889

1?context=%7b%22Tid%22%3a%224999be9d-8ca4-443e-872c-

710c70379d4f%22%2c%22Oid%22%3a%223f8bd01c-3d1c-4d35-9aa4-

6cb12311fae5%22%7d

Tap on the link or paste it in a browser to join.

Class 3-B

3B teachers day celebration link @1PM22

You're invited to Teams meeting!

Teacher's Day Celebration_3B_YMP

https://teams.microsoft.com/l/meetup-

join/19%3a92124b24824e4663964925a020954cf2%40thread.tacv2/159924086472

8?context=%7b%22Tid%22%3a%224999be9d-8ca4-443e-872c-

710c70379d4f%22%2c%22Oid%22%3a%2246845ac1-099e-4bb3-a77f-

e51762c9404a%22%7d

Tap on the link or paste it in a browser to join.

Class 3-C

3C Teacher's Day Celebration at 2 pm. All are heartily invited.

You're invited to Teams meeting!

3C Teachers' Day Celebration - 201

https://teams.microsoft.com/l/meetup-

join/19%3acd5911e4ad874cc3b0557995b8cdba9d%40thread.tacv2/159923701658

6?context=%7b%22Tid%22%3a%224999be9d-8ca4-443e-872c-

710c70379d4f%22%2c%22Oid%22%3a%2259626487-0fd4-4547-9a8a-

c4310be72c69%22%7d

Tap on the link or paste it in a browser to join.

> Welcome Speech:

❖ By:Memon Lisa, Class 3-C

- A warm and heartfelt welcome to respected my fellow students and the star of the day-my dear teachers...
- Teacher's day is the most crucial occasion in the studentlife..
- This day is celebrated on every 5th sept on the birthday of Dr.sarvepalliradhakirshnan.
- As joyce Meyer rightly quoted that "Teachers can change lives with just the right mix chalk and challenge".
- My self memonilsa from computer dept 3rdsem...

very good afternoon to all present here.. Teachers, our lockdown mentors..

As we all know, we have gathered to celebrate Teacher's Day online. Let me take this opportunity to thank all our teachers, who have been working very hard to teach us online. Taking education to the next level, this year may have given us tough times, but our teachers have surely been a ray of hope.

From guiding us to motivating us, this year our respect for teachers worldwide has grown immensely. We know it has been challenging for each one of us, but teachers have been our lockdown mentors. They have supported us throughout and helped us cope with online classes and tests.

In these tough times, I would like to thank all the teachers on behalf of each and every student for your unwavering support. Thank you for guiding us, inspiring us and making us what we are today!

Teachers' Day is a wonderful occasion for celebrating and enjoying the beautiful bond shared by teachers and students. Even now, some former students who have grown up to do wonderful things with their lives.teachers have been going the extra mile, during the pandemic, to ensure a smoother transition from physical

classrooms to virtual sessions. "During the pandemic, our relationship with our teachers has been transformed for the better. Our teachers have also brought hope in these difficult times for all of us. They constantly keep motivating us to be strong

Last but not least, I would like to end my speech by Dr APJ Abdul Kalam's quote, "The purpose of education is to make good human beings with skill and expertise. Enlightened human beings can be created by

teachers." Thank you to all my teachers, who have always been our guiding light and support system!

> Quiz & Games for Faculties from students:

1. What do the letters CPR stand for?

Ans: cardio pulmonaryresuscitation.

2. Name two places you could check forpulses?

Ans: neck, wrist.

3. Money used in Finland?

Ans: Euro

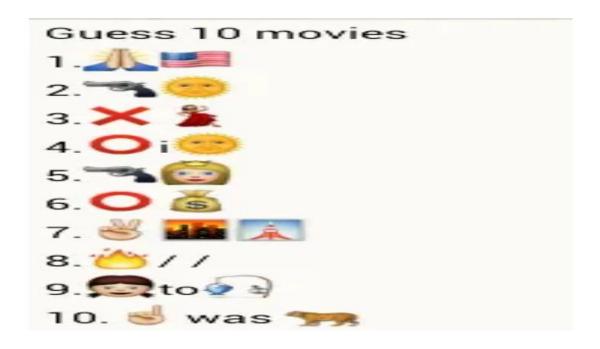
4. Nanotechnology Deal's with?

Ans: small things

5. Which state is producing more coffee inIndia?

Ans: Karnataka

	ONTE 1 1
	वॉलीवुड में खिलाड़ी की जाम ख़ै कीन खा आठीनेता जाना जाता है अहाथ क्रुसार
3)	what do the litters CPR stand for? Coudio formoncoly suspiciontion Bazz land of 300 and on strong use and allen seed and strong used and allen strong used and allen seed and allen strong used and allen seed and all seed and allen seed allen seed and allen seed allen seed and allen seed and allen seed allen seed and allen seed allen seed and allen
4)	हमारा व्याविधान कितने साल में और कितने माहिने में अर्थेर कितने दिन में बना था ह 2 तर्ष , 18 दिन , 11 महिना
5)	अगंगरत 1342 में महातमा गांही ने कोनरना अंदिवान किया था आहत छीडी अंदोलान
9	मुलार्की शहर की जाम सं फोनसा काहर जाम पाता है अथपूर्व



- 1.namastelondon
- 2.gunday
- 3.no entry
- 4.holiday
- 5.evolver rani
- 6.golmaal
- 7.2States
- 8.agni path
- 9.hasi to phasi
- 10. Ektha tiger

► Messages from students:

From:AishwaryaPostiwala, Class 5-B

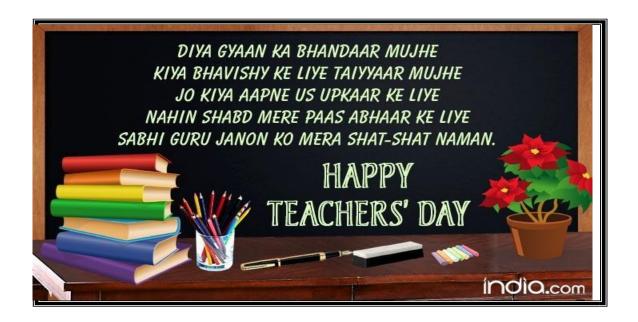




- Teacher's day is the national festival, and it is
- celebrated all over India. Teacher's day is celebrated on 5th September every year, because of the Sarvapalli Radhakrishnan, who was the former president of India, born on this day.
- Teacher's day celebrated in all over India for respect and
- love among the teachers. Teachers' profession is very great for the students because they are the idol for every student.
 - In all over a world, the mother comes first as the teachers for her children. From every childhood, the children learn to speak from their mother. Teachers are the great idol of their children. On the next, the teachers come in every
 - student's life for teaching to them. Teachers are one of the best trainers to complete the ambition of students' life by learning a good way.
 - Teachers are only one who prepares the children to become great citizens of tomorrow. Teachers are the only ones who remembered throughout life. Everyone should do respect to their teachers; it will be ideal for life. The impression of teachers is very loving and sincere.



- Teacher's day is celebrated all over India, and it is a more
- important day celebrates the teacher's importance in society. The students must do many of the activities for teachers and make a very special day for teachers.
- Teachers, all achievements are shown by the students on this day.
- Teachers are a special blessing from God to us. They are the ones who build a good nation and make the world a better place. A teacher teaches us the importance of a pen over that of a sword. They are much esteemed in society as they elevate the living standards of people. They are like the building blocks of society who educate people and make them better human beings.
- Most importantly, a good teacher is one who does not merely
- focus on our academic performance but our overall development.
- Only then can a student truly grow. Thus, good teachers will understand their student's problems and try to deal with them correctly. They make the student feel like they always have someone to talk to if they can't do it at home or with their friends.
- Growing up, our parents and teachers are the first ones to impact our lives significantly. In fact, in the younger years, students have complete faith in their teachers and they listen to their teachersmore than their parents. This shows the significance and impact of a teacher.



Quotes:

"If a country is to be corruption free and become a nation of beautiful minds, I strongly feel there are three key societal members who can make a difference. They are the father, the mother and the teacher."

"Education is not the filling of a pail, but the lighting of a fire."

"The whole art of teaching is only the art of awakening the natural curiosity of young minds for the purpose of satisfying it afterwards."

"Good teaching is more a giving of right questions than a giving of right answers."

To Faculties:

Arti Mam	Bharat Sir	Chetana Mam
Harshada Mam	Rekha Mam	Khyati Mam
Harsh Sir	Mahendra Sir	Mona Mam
Naman Sir	Priya Mam	Rajvi Mam
Jigish Sir	Sandip Sir	Tejal Mam
Yogita Mam	Krupal Mam	Nisha Mam
Ila Mam		Shreya Mam

From:BhumiParmar , Passout batch-2017, Class 5-B

- ♣ In these 3 year of college...A best memories we were spend together with our best Faculty and we love it too much.
- ♣ Jismekrupal mam HOD the unse Hume bohotdarthapehle par abnahiraha...But wobhi caring the harchiz me so ThankYouKrupal Ma'am...
- ♣ JismeShreya mam ki notes Humareliyebohot helpful hotithihar subject keliye..So
 ThankYouShreya Ma'am...
- → Jisme Bharat sir ne hamare class kibohotachhiachhitarifbhikithi sab faculty se jabkihamare class ko hi patakyakyatarif but wobhi supportive the harkamkeliye....So ThankYou Bharat Sir...
- ♣ Jisme Mona Ma'am hume hard topic bhiekdum easily smajaajayeese explain karte the..Har bar hamaresath friendly rehnekeliyeThankYou Mona Ma'am..
- ♣ JismeNaman sir ki singing masti se hamaralecbohotachhajatatha..Or lab to ese hi jatithi sir kehte the chhodokalsikhadunga ye practical...So ThankYouNaman Sir for always being with us...
- → Jismeaarti Ma'am hamare class se bohot tang bhiaagaye the... hum unhemanatebhi the... Ha magaraapkesathkiharmastihamareliye amazing thi...And Ma'am sorry agar jyada tang kiyaho to...So ThankYouAarti Ma'am..
- ♣ Jisme Harsh sir kawolecjohumebohotpasandtha jab sir kehte the chaloaajkuchnahikartejiskojokarnawokaro...So ThankYou us freedom keliye Harsh Sir...
- ♣ JismeJigish Sir Or Priya Ma'am ke database subject kalec or usmekimastibohot memorable thihamareliye...So ThankYouJigish Sir And Priya Ma'am..
- → Thank you Harshda Ma'am... Illa Ma'am...Khyati Ma'am...Pratiksha Ma'am...hamare viva submission time pehume easy questions puchnekeliye or ekdum mast se hamara viva-submission lenekeliye...So Thankyou..
- ➡ ThankYouJanki Ma'am aap se hum final year me jyada attach hue..Kyokipehleaapkonahijante the utna fir jab jangaye to durjanekawaktaagya..But ThankYouhamaresathek dost kitarahrehnekeliye..
- ♣ And a Great ThankYou to HOD Ma'am and Principal Sir..ThankYou for every interesting Finishing School project, Webinar, Events, Visits, Job Fair....ThankYou for everything...
- ♣ A Big ThankYou to all faculty for making our college life Amazing and Memorable...
- ♣ Happy Teacher's Day to all my dearest Ma'am And Sir.. ♥□
- → Gohil sir aapkobhulenahi he aapkeliyeshabd hi nahirahe...ThankYou So much our class Sir jisekabhi koi chintanahithi class me kyahoraha he kyanahikuchnahi... Final year me jinhepatachalaki ye student bhihamare class me thi..But ThankYouMahendra Sir hamare class ko memorable bananekeliye... You were best Class Sir ever.. #SpecialThankYou □

▶ Photo Gallery of Teacher's Day Celebration:













Aaj yaad ata hai, Ye school ki duniya bhi kitni majedaar hoti thi,

Jahan Azaad panchi ki tarah jeeya jaata tha, Kaise bhulye jaa sakte h wo din,

พื่อten by:- Pal Navdiwala ล แล Voice by:- Kunal Bahetti

























QUE:1:-नाक पर चढ़कर कान पकड़करलोगों को है पढ़ाती।

बताओ बताओ कोन हु मे????



ROUND 2:-

QUE:2:-दो अक्षर का नाम है, रहता हरदम जुखाम है, कागज मेरा रुमाल है बताओ मेरा क्या नाम है।



FINAL ROUND

QUE:6:ऐसी क्या चीज है जिसके पासचेहरा
है दो हाथ है मगर टांगे नहीं है।









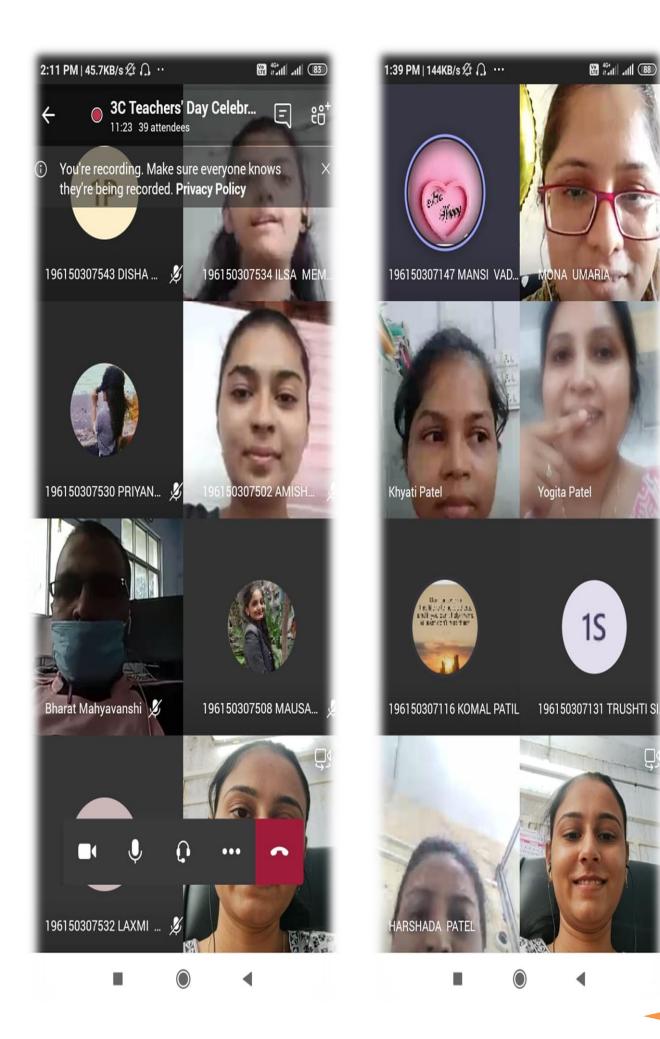


Dear Teacher,

Thank you far continually inspires me to only best. You help me strive for goals, I found guidance, friendship, also pline and everything in one person is you.











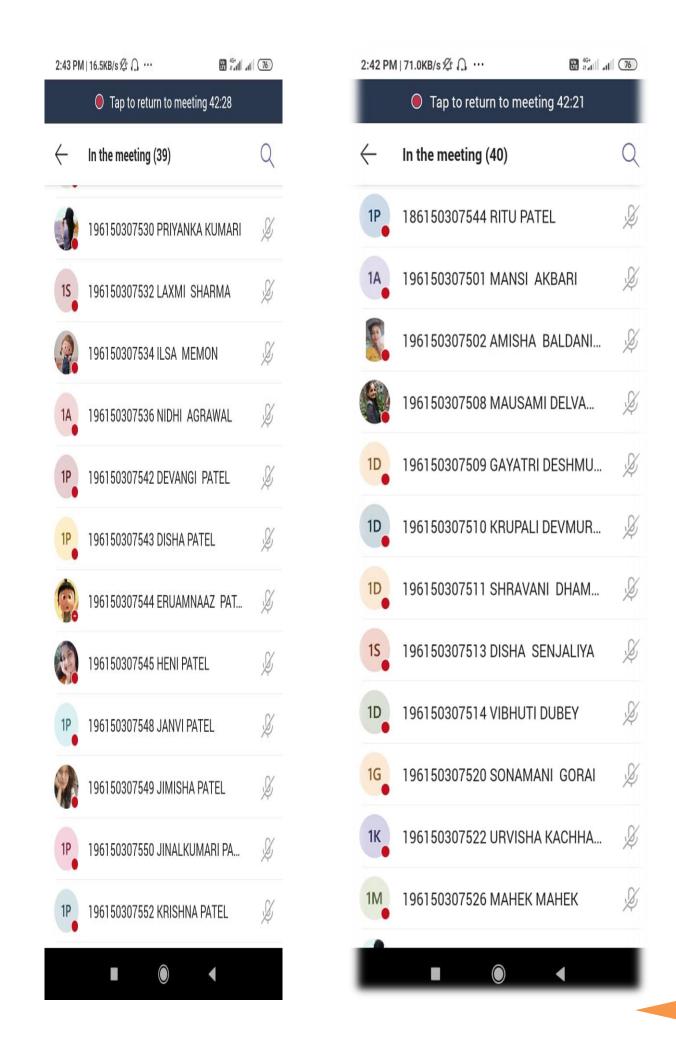






















Happy Teacher's day to all the great and amazing teachers we had in our college life thank you for the wonderful time you all spent and shared with us...Thank you for understanding us and helping us always ...

And on the other/hand requesting you that we will surely completely our file by next lab and get it checked calso discussing with you about the new things coming

Video message from Class-B of batch 2017

