


Anjuman-i-Islam's
AKBAR PEERBHOY COLLEGE OF COMMERCE AND ECONOMICS
NAAC ACCREDITED COLLEGE
M. S. ALI ROAD, DO TAKI, MUMBAI-400 008.

1/08/22

ACTIVITY REPORT			
Name of the Activity:	<u>DIGITAL INCUBATION 2022</u>		
Name of the Depart / Committee:	Career guidance & Placement cell		
Convenor of the Activity:	Dr Hanif Lakdawala	Resource Person	Mrs Romana Syed
Target Audience	BMS, B.Com, D.S, BAMMC,	No's of Students Participated	13
Name of the student coordinator	Idrisi Nushrat		
Brief Summary of the activity conducted:			
Basic objective: To Provide support to our students to start their own Digital agency. Every day starting form 4 th July 2022 students were provided with live training on various digital platforms such as Google, Facebook & Instagram. The students were given hands-on training to handle campaigns on various social media platforms in computer Lab			
<ol style="list-style-type: none">1. The students were expose to live sessions of on launching campaign on Facebook, Instagram & google.2. Live and Practical exposure to social media analytical tools3. Practical tutorials on handling various software such as Coral draw, Adobe & Canva			


Prof. Hemant Kumar Jonnala
Chairman
Career guidance & Placement cell


Prof. (Dr.) Shaukat Ali
Principal

25-06-2022

NOTICE

DIGITAL INCUBATION

{BMS, BAMMC, BSc (IT), BSc (D.S) }

Career guidance & Placement cell is pleased to inform all students that we have started DIGITAL INCUBATION CENTER at 4th Floor Computer Lab. Any student who desires to start their own micro digital agency can enroll their name with respective coordinators. The digital incubation is schedule to start from 4th July 2022.

Students will be provided with live training. The students can use all the basic machines and facilities provided in the computer Lab


The objectives of the INCUBATION CENTER are as follows:

1. To provide support to students to start their own micro digital agency
2. Every day starting form 4th July 2022 students will provided with live training on how to lauch advertising campaign on various digital platforms such as Google, Facebook & Instagram. The students will be given hands-on training to handle campaigns on various social media platforms in computer Lab
1. The students would be expose to live sessions of on launching campaign on Facebook, Instagram & google.
2. Live and Practical exposure to social media analytical tools
3. Practical tutorials on handling various software such as Coral draw, Adobe & Canva

Resource Person: Mrs Roomana Syed, Vice President , Auburn Digital solutions and our Alumni.



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Chairman
Career guidance & Placement cell



Prof. (Dr.) Shaukat Ali
Principal

Attendance Record of DBA learnthedigital Batch-1

Sr No.	Name of the Students	04-07-22	05-07-22	06-07-22	07-07-22	11-07-22	12-07-22	13-07-22	14-07-22	19-07-22	20-07-22	Total	Per. (%)
1	IDRISI NUSRAT	5	5	5	5	5	5	5	5	5	5	50	100.00
2	IDRISI NUZIAT	5	5	5	5	5	5	5	5	5	5	50	100.00
3	SHAHIRA ANSARI	5	5	4	4	5	5	4	4	5	5	46	92.00
4	ANSARI AADIL	5	4	4	5	5	4	5	5	5	5	47	94.00
5	AZMI MAHENOOR	5	5	5	5	5	5	5	5	5	5	50	100.00
6	KHAN BILAL	5	5	5	4	5	5	5	5	4	5	48	96.00
7	KHAN PARVEZ	5	5	5	5	5	5	5	5	5	5	50	100.00
8	ANSARI RIMSHA	5	5	5	5	5	5	5	5	5	5	50	100.00
9	ANSARI YUSUF	5	5	5	5	5	5	5	5	5	5	50	100.00
10	ZARI ZAID	4	5	3	5	5	5	5	5	5	5	47	94.00
11	RAKHANGI AMAAN	5	5	5	5	4	5	5	5	5	5	49	98.00
12	ANSARI AAKIF	5	5	4	5	5	5	5	5	5	5	49	98.00
13	KAZI HANNAN	5	5	5	5	3	5	5	5	5	5	48	96.00

Harif

Digital Incubation-2022 feedback

10 responses

Publish analytics

Name of the Participant

7 responses

Idrisi Nuzhat

Ansari Aadil

Khan Parvez

Kazi Hannan

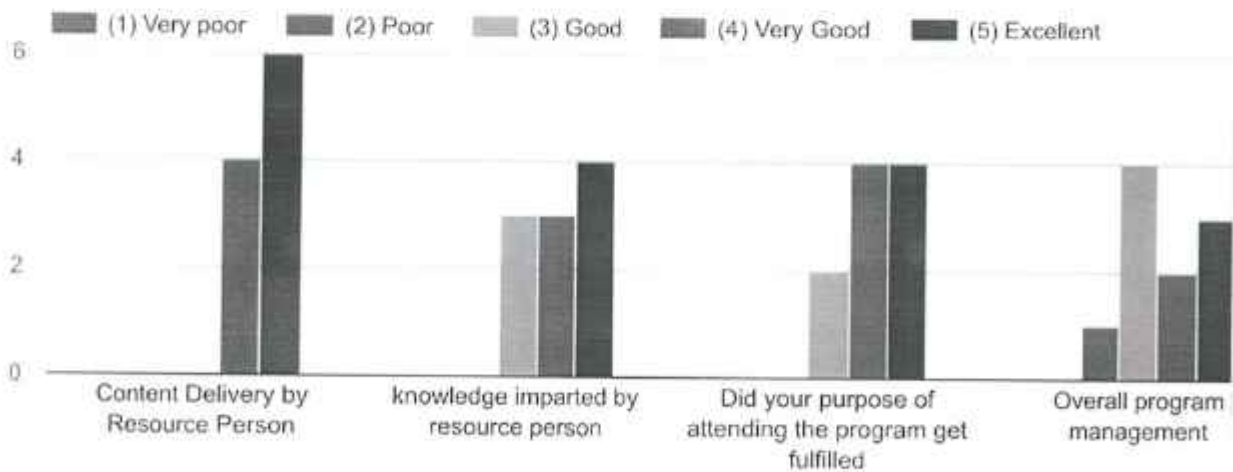
Aakif Ansari

Zari Zaid

Yusuf ansari

Please provide the ratings (1 Lowest - 5 Highest)

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Google Forms



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Marg, Delisle Rd, opp. BDD Chawl 105,
Arvind Nagar, Worli,, Maharashtra,
Mumbai - 400013



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A2N ENTERPRISES

Dear Shaikh Saud Mohd Haroon,

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations! You have completed 2 months of internship in A2N Enterprise as a Reel Editor and Graphic Designer, Along with your innovative and standout designs, you were great at coming up with creative ideas for the team and helping them out whenever needed. Your designs consistently stood out, and we received positive feedback from our clients. You were always quick to volunteer to assist in other areas of company operations, thus proving to be a great team player. We wish you good luck and success in your career ahead.

Thank you for being part of our innovation journey.

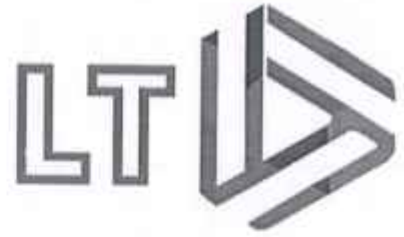
Sincerely,

Altamash Khan

Founder,CEO

+91-9820864639
info@learnthedigital.com

Building No. 69 Shop No.6
Yusuf Building, Dilima Street,
Dockyard Road, Maharashtra,
Mumbai - 400010



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A2N Enterprises

Dear Khan Bilal

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations!

You have successfully completed 2 months of internship in A2N Enterprise as a Social Media Marketing Intern, & Creative Designer & Reel Designer.

Your reels consistently stood out and recieved positive feedback from our clients.

You were always quick to volunteer to assist in other areas of company operations thus proving to be a great team player.

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A2N ENTERPRISES

Moinuddin Ansari

Team Manager

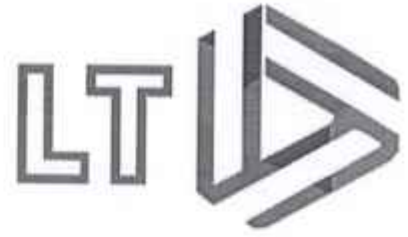
Sarika Pabrekar

Team Supervisor

+91-9820864639

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Dockyard Road, Maharashtra,
Mumbai - 400010



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A2N Enterprises

Dear Khan Parvez

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations!

You have successfully completed 2 months of internship in A2N Enterprise as a Social Media Marketing Intern, & Creative Designer & Reel Designer.

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A2N ENTERPRISES

Moinuddin Ansari

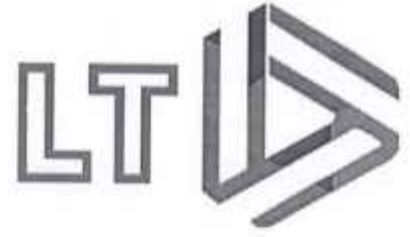
Team Manager

Sarika Pabrekar

Team Supervisor

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A2N Enterprises

Dear Ansari Rimsha

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations!

You have successfully completed 2 months of internship in A2N Enterprise as a Social Media Marketing Intern, & Creative Designer & Reel Designer.

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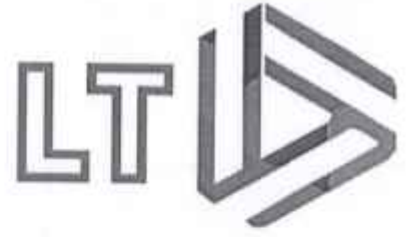
Team Manager

Sarika Pabrekar

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Dear Ansari Yusuf

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations!

You have successfully completed 2 months of internship in A2N Enterprise as a Social Media Marketing Intern, & Creative Designer & Reel Designer.

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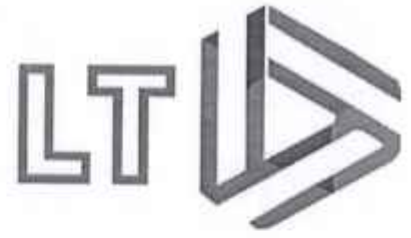
Team Manager

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A2N Enterprises

Dear Zari Zaid

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations!

You have successfully completed 2 months of internship in A2N Enterprise as a Social Media Marketing Intern, & Creative Designer & Reel Designer.

Your reels consistently stood out and recieved positive feedback from our clients.

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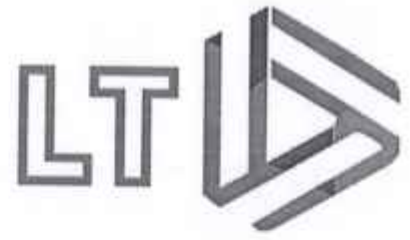
Team Manager

Sarika Pabrekar

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A2N Enterprises

Dear Rakhangi Amaan

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations!

You have successfully completed 2 months of internship in A2N Enterprise as a Social Media Marketing Intern, & Creative Designer & Reel Designer.

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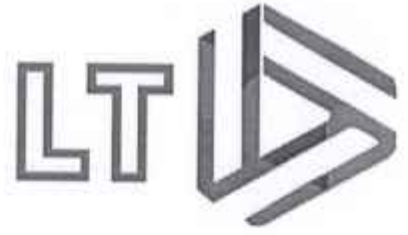
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Dear Ansari Aakif

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations!

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Team Manager

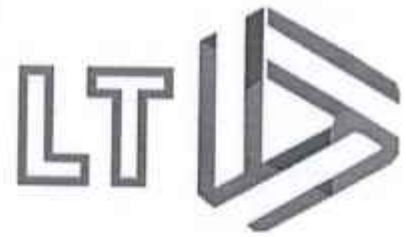
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A2N Enterprises

Dear Kazi Hannan

Greetings from A2N Enterprises DBA learnthigital.com

Congratulations!

You have successfully completed 2 months of internship in A2N Enterprise as a Social Media Marketing Intern, & Creative Designer & Reel Designer.

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A2N ENTERPRISES

Moinuddin Ansari

Team Manager

Sarika Pabrekar

Team Supervisor



BV
BRAND'S VOICE

**An Advertising Agency
for Local Businesses**

An Akbar Peerbhoy College Initiative

BRAND'S VOICE

AN ADVERTISING AGENCY FOR LOCAL BUSINESSES



**Increase your sales round
the clock with powerful branding**

Our goal is to help business
and brands to:



Create Awareness:

Through offline and On-line promotion



Increase their sales & Revenue by:

Social Media Campaigns
(Instagram post & reels, Facebook & Google campaigns)

Instore Live Promotion
(Live sales and promotion activity inside the store)

Public relation campaigns
(Customized Events and activities)

Retail store Point of Purchase Promotions
(Standees, Dangers, window displays)



HOW WE DO IT?

CONTENT & CREATIVE:

Create original Brand stories which trigger positive word of mouth. Thus, increase visibility and keep customers interested in the brand.

Create original slogan exclusively for the brand

Write original copy, designs visuals and all creatives for various media

STRATEGY & PLANNING:

Understand the current Brand or business health by rigorous feedback from the existing customers. Based on the customers feedback design promotion and marketing strategy

Study the trends in the market, keep an eye on competitors and attract new customers with innovative strategies

DIGITAL SOLUTIONS



WEBSITE DEVELOPMENT

Designed website that instantly builds a bond with the customer which can double your sales.

Our expert team designs website with focus on User Interaction (UI) and User Experience (UX) making websites that are both interactive and leave a lasting impact on the mind of your visitors.



SEARCH ENGINE MARKETING (PPC)

We manage and execute Google adwords/PPC (Pay Per Click) campaign.



SOCIAL MEDIA MARKETING

We create content for Facebook, Twitter, Instagram, LinkedIn, YouTube and other social channels.



INFLUENCER MARKETING

Choosing the right people to talk about a brand is an extremely important decision. We pick up the appropriate influencers across categories to suit the brand and the service. Our purpose is to enhance your brand awareness and increase the ROI.



BROCHURE DESIGNING

We design Brochure that's a detailed version of the product's promotion. The range of our brochure design services include, Bi-Fold Brochures, Tri-Fold Brochures, Quad-Fold Brochures and Corporate Brochure Designs.



LOGO DESIGNING

We design Logo as a branding and marketing tool that can be used to signify your business



MARKETING RESEARCH

We undertake brand health research to get the feedback from the customers, understand their expectations and conduct GAP Analysis to help business to satisfy the customers and increase customer loyalty



Akbar Peer Bhoy College Of Commerce & Economics

(NAAC Accredited College/ Affiliated to University of Mumbai)

EARNING INCOME DAY

A platform for students to showcase thier skills & talent by marketing the products or services of
THIER CHOICE

Products like:

- Food items or snacks
- Home made spices & masala
- Home made pickles & papads
- Home made cakes pastries

Services like:

- Advertising agency
- Digital agency
- Any accounting services
- Any multimedia services
- Any student family business

And Many More



Date: 29th September 2022

Thursday

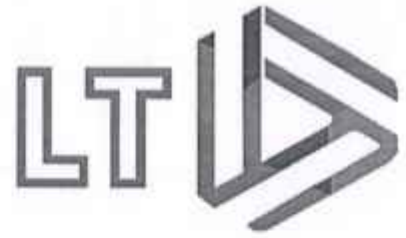
Timing: 10am to 1pm

**Venue: MS Ali Road, Near Do Taaki, Chota sonapur,
Siddharth nagar, Mumbai 400008**



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A2N Enterprises

Dear Idrisi Nusrat

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations!

You have successfully completed 2 months of internship in A2N Enterprise as a Social Media Marketing Intern, & Creative Designer & Reel Designer.

Your reels consistently stood out and recieved positive feedback from our clients.

You were always quick to volunteer to assist in other areas of company operations thus proving to be a great team player.

We wish you good luck and success for your career ahead.

Thank you for being part of our innovation journey.

A2N ENTERPRISES

Moinuddin Ansari

Team Manager

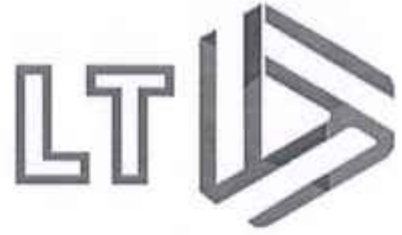
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A2N Enterprises

Dear Idrisi Nuzhat

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations!

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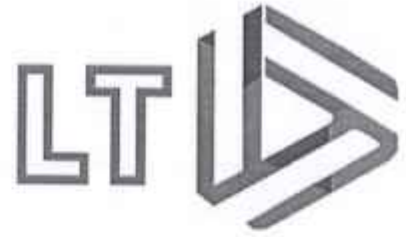
Team Manager

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Dear Shahira Ansari,

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations!

You have successfully completed 2 months of internship in A2N Enterprise as a Social Media Marketing Intern, & Creative Designer. You were always quick to volunteer to assist in other areas of company operations thus proving to be a great team player. We wish you good luck and success for your career ahead. Thank you for being part of our innovation journey.

A2N ENTERPRISES

Moinuddin Ansari

Team Manager

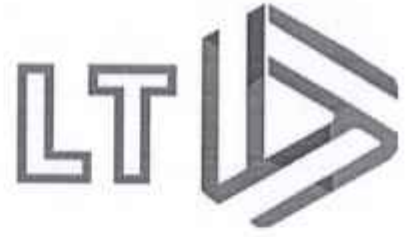
Sarika Pabrekar

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Dear Ansari Aadil

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations!

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Team Manager

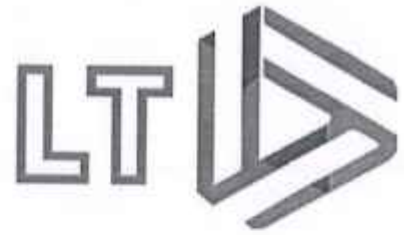
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A2N Enterprises

Dear Azmi Mahenoor

Greetings from A2N Enterprises DBA learnthedigital.com

Congratulations!

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A2N ENTERPRISES

Moinuddin Ansari

Team Manager

Sarika Pabrekar

Team Supervisor

DIA

Data insights & Analysis

Attract & retain your customers with AI & DATA Science

DIA offers following services to Local businesses

1. Online Promotion through whatsapp, Instagram & Facebook
2. Customer survey & feedback
3. Offline events & In-store Promotion

c

1. Online Promotion through whatsapp, Instagram & Facebook

- a. Design customized Digital posters for on-line promotion
- b. Promote the business through instagram& facebook

DELIVERABLES:

- a. One new digital poster every week
- b. Prepare the database of the customer for Whatsapp customized promotion

2. Customer survey & feedback

Collecting customer data can be done using simple tools and methods that respect customer privacy and preferences.

Here are some straightforward tools and approaches use by us:

- a. **Customer Feedback through Interactive QR Codes:** Place QR codes on products or in-store signage that link to surveys or feedback forms. Customers can scan these codes using their smartphones to easily access surveys.
- b. **Customer Surveys:** we will create paper or digital surveys that ask customers about their buying habits, preferences, and feedback.
- c. **Loyalty Cards:** Assist in implementing a loyalty card program where customers earn rewards or discounts for each purchase. This not only encourages repeat business but also allows you to track buying habits.
- d. **Comment Cards:** Place comment cards near the checkout area for customers to provide feedback and suggestions. Include questions about their favorite products and any improvements they'd like to see.

- e. **Online Forms:** If the business has a website or social media presence, create simple online forms where customers can share their preferences and buying habits. Ensure that the forms are user-friendly and mobile-responsive.

DELIVERABLES:

- a. Comprehensive survey report
- b. Feedback report

3. Offline events & instore promotion:

- a. **In-Store Events and Contests:** Organize in-store events or contests that require customer participation. This can provide insights into their interests and preferences.
- b. **Customer-Exclusive Events:** Host special events or product launches exclusively for loyal customers. These events can provide opportunities for in-person feedback.
- c. **Customer of the Month:** Recognize and reward a "Customer of the Month" based on their feedback and loyalty. This encourages participation and loyalty.

DELIVERABLES:

- d. One event in a month



Anjuman-I-Islam's

AKBAR PEERBHOY COLLEGE OF COMMERCE & ECONOMICS

NAAC Reaccredited College • Affiliated to University of Mumbai

Maulana Shaukatali Road, Do Taaki, Grant Road (E), Mumbai - 400008.

Tel.: Office: 23074122 Principal: 23083405

E-mail : apcce_college@yahoo.co.in Website : www.apcollege.in

Ref. No. _____

MEMORANDUM OF UNDERSTANDING (MoU) BETWEEN

This Memorandum of Understanding (herein after called as the 'MOU') is entered on this day i.e. 02nd June 2022 by and between Anjuman I Islam's Akbar Peerbhoy College of Commerce and Economics (Herein after referred as 'First Party') AND A2N Enterprises DBA www.learnthedigital.com (Herein after referred as 'Second Party')

OBJECTIVES

WHERE AS:

1. First party is the recognized and established educational institute
2. Second party is the Private enterprise dealing in training in the digital domain
3. Both Parties understand that they are signing this MOU for the purpose of helping INCUBATEES in learning Digital Promotions and Marketing and launching their own enterprise

CLAUSE 1: Facilities and Infrastructure

- a. First party will provide the dedicated space and infrastructure support after mutual discussion between both the parties as and when need arises.
- b. The second party will provide its expertise to INCUBATES after mutual discussion as and when need arises.

CLAUSE 2: No financial liabilities on either party

- a. There are no financial liabilities or commitments between both the parties
- b. The second party is not supposed to charge any fees from INCUBATES or college

CLAUSE 3:

The Validity or termination of this MOU depends on the mutual discussion and cooperation between both the parties. Any party can terminate the MOU after consulting the other party. Duration of the incubation center will be June-2022 to May-2023

AGREED

For

Anjuman-I-Islam's Akarbar Peerbhoy College

Name: Prof. (Dr.) Shaukat Ali

Signature

For

A2N Enterprises DBA www.learnthedigital.com

Name: ALTAMASH KHAN

Signature

