

## TECHNICAL SESSION – I

11.15 a.m. to 01.00 p.m.

Welcome Address: **Dr. C. Braba**  
Assistant Professor of Commerce

Resource Person : **Mr. Dawndev Devarajan**  
Founder, Lee and Dawn Digital,  
Al Khoory Building, Al Karama, Dubai, UAE.  
Branding & Identity, Website  
Developer, Video Producer.



**TOPIC : “Brand Monetization”**

Vote of Thanks : **Sr. P. Arockia Manisha, III. B.Com**

Lunch Break : **01.00 p.m. to 02.00 p.m.**

## TECHNICAL SESSION - II

02.00 p.m. to 03.00 p.m.

Welcome Address : **Ms. A. Thasneem Zeenath, II. B.Com**

Resource Person : **Ms. Lee Thomas**  
Co-Founder, Lee and Dawn Digital  
Al Khoory Building, Al Karama,  
Dubai, UAE.



**TOPIC : “What, How, Why of SOW (Scope of Work)”**

Vote of Thanks : **Ms. S.B. Sree Lekshmi, II.B.Com**

Valedictory Session : **03.00 p.m. to 3.15 p.m.**

**Distribution of Certificates**

Vote of Thanks : **Dr.(Sr).S. Sahayaselvi**  
Assistant Professor of Commerce

**National Anthem**

## ORGANISING COMMITTEE

Patron : **Dr.(Sr.) Gerardin Jayam**  
Secretary, Holy Cross College,  
(Autonomous), Nagercoil

Chair Person : **Dr. (Sr.) S. Anne Perpet Sophy**  
Principal, Holy Cross College,  
(Autonomous), Nagercoil

Convenor : **Dr. M. Mary Helen Stella**

Organising Secretary : **Dr.(Sr.)S.Sahayaselvi**

Organising Committee: **Dr. S. Mary Pearly Sumathi**

**Dr. C. Braba**

**Adv. Mrs. A.J. Sreeja**

**Ms. K. Chenifer (III,B.Com)**

**Ms. S. MarjanaSherin (III B.Com)**

**Ms. G. Lincy Lara (II. B.Com)**

**Ms. S. EvelinLithisha (I.B.Com)**

**Confirm your participation on or before 20<sup>th</sup> April 2022.**

**Lunch & Refreshment will be provided**

No T.A & D.A will be given to the participants.

**Registration Fee Rs.300/-**

For Further Details Contact :

**Dr. M. Mary Helen Stella - 94877 85470**

**Dr. (Sr.) S. Sahayaselvi - 89038 38548**

Venue : **Multi purpose Hall**  
Holy Cross College (Autonomous)  
Nagercoil.

**AIM THE SKY.....**



## HOLY CROSS COLLEGE (AUTONOMOUS)

[Nationally Accredited with 'A+' Grade (CGPA 3.34) by NAAC]  
Nagercoil-629 004, Kanyakumari District, Tamil Nadu



International Conference

on

**“Digital Marketing and  
Monetization for Millennial”**

**22<sup>nd</sup> April, 2022**



*Organised by*

**Research Department of Commerce**

**HOLY CROSS COLLEGE**

**(AUTONOMOUS)**

Nagercoil-629 004,

E-mail: [commerce@holycrossngl.edu.in](mailto:commerce@holycrossngl.edu.in)

## About the College

Holy Cross College is the first women's college in Kanyakumari District inaugurated on 2<sup>nd</sup> August 1965 and administered by the congregation of the sisters of the Cross of Chavanod. It is affiliated to Manonmaniam Sundaranar University, Tirunelveli. It was conferred Autonomous status in 2007 and extension of autonomy was granted in November 2016. The College has undergone 4 cycles of accreditation by National Assessment and Accreditation Council. The college has crossed its fiftieth milestone in the year 2015 and it has a student population of 2600 spread across 15 disciplines. The college has been instrumental in churning out thousands of truly educated women, not merely cultured and refined but truly disciplined and empowered. Thus this college stands for the uplift of women by upholding the glorious motto of the college.

## About the Department

The Department of Commerce was started in the year 1980 with an undergraduate programme. Due to heavy patronage for Commerce education the department branched out to the M.Com programme in the year 2007. Furthermore additional undergraduate programmes also came into existence in 2006 and 2010 and M.phil in 2012. Our department has been recognized as a research centre in the year 2017. In addition to commerce education and research,

the department has been inculcating positive personality and holistic development of students through systematic and diverse teaching methods, personal attention and expert guidance. The department feels proud that the commerce students are dynamic, innovative and enterprising.

## About the Seminar

Owing to the extensive use of Internet and its avid fascination, people are shifting their mindset towards realm towards digital world. The Influence of social media, influencer marketing, digital trendsetters lead to customized inclination towards digital influence. People started loving digital trends; from mobiles to electronic gadgets everything makes a roller-coaster dimensionless influence for new age millennial. Living without food is accepted, but not without internet or a digital gadget is the new catchy phrase, technical advancement is rapid and people started to search rather than thinking. The world is connected digitally and Covid 19 has explored new possibilities of connecting, collaborating, networking, communicating, organizing, learning, selling or almost everything went digitally ease. Brand awareness is created extensively through digital marketing and closely around 50% of the startups are doing business and making good revenue with this digital revolution. Digital era through digital marketing or digital exploration enabled to buy and sell almost anything online, people started making money by exploring the

potential possibilities of digital world, and almost a selfie is sold for INR 7 Crore through NFT, digital world is evolving day by day and there are more opportunities that are untapped and could be explored extensively. Hence this seminar aims to bring out the following outcomes among Z generations in colleges. They are

- ◆ To recognize the possibility and prospects of digital business across the globe.
- ◆ To become entrepreneurs or to become start-up founders.
- ◆ To build better brand connection for Millennials
- ◆ To know how to Monetize and earn Profit from Digital Marketing

## PROGRAMME

**Registration** : 9.00 a.m. to 10.00 a.m.

## INAUGURAL SESSION

10.00 a.m. to 11.00 a.m:

Prayer Song : **Department choir**

Welcome Address : **Dr. M. Mary Helen Stella**  
Head & Associate Professor of Commerce

Felicitation : **Dr. (Sr.) Leema Rose**  
Vice Principal  
Holy Cross College (Autonomous),  
Nagercoil

Inaugural Address : **Ms. Gina P Nelson**  
Former Deputy Manager at  
Ministry of Education, UAE.,  
Founder, Bella and Bella productions.



Vote of Thanks : **Dr. S. Mary Pearly Sumathi**  
Assistant Professor of Commerce

**Tea Break** : 11.00 a.m. to 11.15 a.m.