



**SEL Lectures 22-23**

1. An expert session on “**Innovation Techniques - Combating Financial Crimes using AI & ML**” was conducted by Mr. Mustafa Fatakdawala, Senior Financial Crime Specialist on 13th March 2023 for third year students for the subject Artificial Intelligence.





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- An expert session on “Leveraging Innovative Development through Augmented Research” was conducted by Mr. Arnav Neel Ghosh, Strategic Advisor - Growth - International Markets, Parallax on 13th March 2023 for third year students for the subject Cloud Computing.



- An expert session on “Recent Trends in Mobile Computing” was conducted by Dr. Munir Sayyad, Asst. Vice President at reliance Jio on 11th April 2023 for third year students for the subject Mobile Computing.



4. An expert session on “Digital Marketing & Social media marketing” was conducted by Mr. Sivaramakrishna Palodi . Trainer unacademy on 13th April 2023 for third year students for Social Media analytics.

**Why Better than Traditional?**

- Large Audience
- Audience Targeting
- Cost Effective
- Immediate Feedback
- Easy Tracking

**Why you need digital marketing?**

- Future oriented and in-trend
- Add on to your CV
- Supply and demand ratio is rich
- Makes you self independent
- Very easy to learn
- Tremendous growth rate
- Reasonable
- MBA is miniature

**Who can Learn Digital Marketing?**

- ✓ Anyone with basic understanding of internet
- ✓ No programming or website knowledge
- ✓ Basic English and communication skills are must
- ✓ Enthusiastic and Interested in technology

**Skills you will need**

- Good with Social Media
- Data Analytics + Google Analytics
- Wordpress + Basic HTML
- Basic Design Sense

**Chat**

**Doubts**  
Now you can ask all your doubts during a live class right here

Sivaramakr... 1:04 PM  
is it in seminar hall gathering or will they join individually?

You 1:06 PM  
yes, we can start

Hitakrit, Sakshi, Dhruv & 15 others joined

Tap here to send your message

5. An expert session on SaaS Applications for “Internet of the Future” was conducted by Mr. Subodh Gajare, Senior Principal Architect Cisco R&D Bangalore on 28th July 2022 for third year students for the Computer Networks.





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An expert session on **SaaS Applications for “Internet of the Future”** by Mr. Subodh Gajare



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