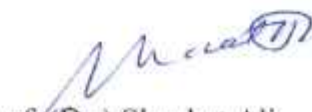


Anjuman-i-Islam's
AKBAR PEERBHOY COLLEGE OF COMMERCE AND ECONOMICS
NAAC ACCREDITED COLLEGE
M. S. ALI ROAD, DO TAKI, MUMBAI-400 008.

31/08/23

ACTIVITY REPORT			
Name of the Activity:	<u>DIGITAL INCUBATION 2023</u>		
Name of the Depart / Committee:	Career guidance & Placement cell		
Convenor of the Activity:	Dr Hanif Lakdawala	Resource Persons	Mrs Romana Syed, Prof Ahtesham, Prof Abdul Sadique, Prof Hanif Lakdawala, Prof Sadaf Shaikh, Prof Haya Shaikh
Target Audience	BMS, B.Com, D.S, BAMMC,	No's of Students Participated	31
Name of the student coordinator	Rehman Khan		
Brief Summary of the activity conducted: Basic objective: To Provide support to our students to start their own Digital agency. Every day starting form 1 st August 2023 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. Besides this the following training was provided <ol style="list-style-type: none">1. The students were exposing to live sessions of on launching campaign on Facebook, Instagram & google.2. Digital Marketing and Software3. Computer Hardware & IT4. Soft skills training5. Event management, Catering and HR6. Live and Practical exposure to social media analytical tools7. 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

24-07-2023

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 1st August 2023

Students will be provided with live training. The students can use all the basic machines and facilities provided in the computer Lab. The students will be given training for soft skills, Digital marketing, Computer Hardware IT, Training & Development, Event management, Catering and HR.

The objectives of the INCUBATION CENTER are as follows:

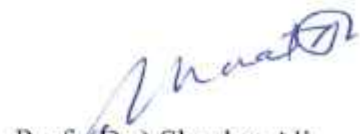
1. To provide support to students to start their own micro digital agency
2. Every day starting form 1st August 2023 students will be provided with live training on how to launch advertising campaign on various digital platforms such as Google, Facebook & Instagram. The students will be given hands-on training to handle campaigns on various social media platforms in computer Lab.
3. In addition students would be expose to live sessions of on launching campaign on Facebook, Instagram & google.
4. Live and Practical exposure to social media analytical tools
5. Practical tutorials on handling various software such as Coral draw, Adobe & Canva

Resource Person: Dr Hanif Lakdawala, Prof abdul sadique, Prof Ahtesham, Prof Sadaf & Prof Haya and Mr Altamash

Venue: Computer Lab, 4th Floor

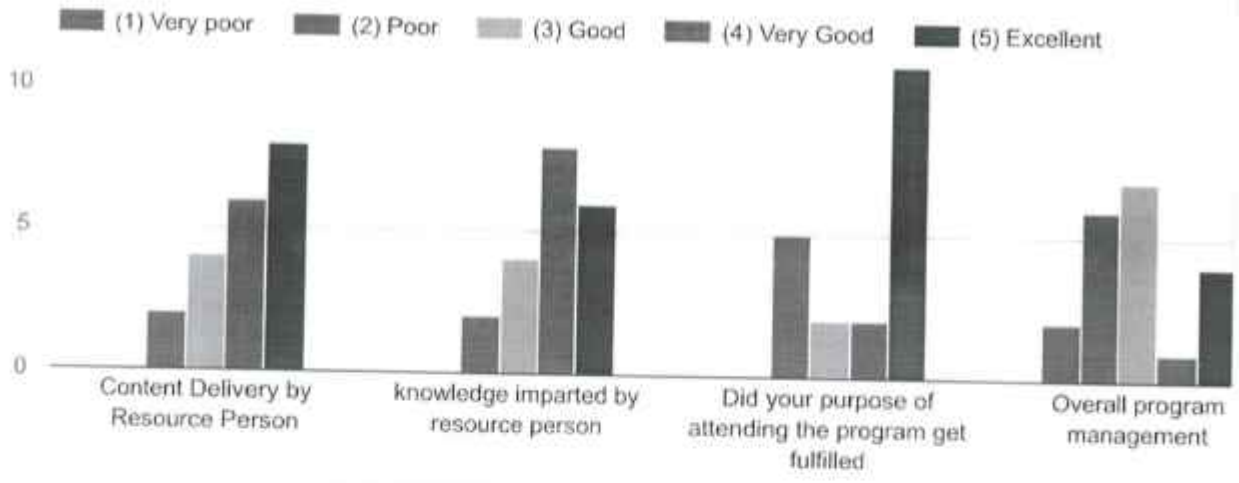

Prof. Hemant Kumar Jonnala
Chairman

Career guidance & Placement cell


Prof. (Dr.) Shaukat Ali
Principal

Please provide the ratings (1 Lowest - 5 Highest)

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Google Forms



Digital Incubation-2023 feedback

20 responses

Publish analytics

Name of the Participant

15 responses

Shaikh Abrar

Shaikh Zeeshan

Adina Ansari

Ubed chaudhary

khan Haris

momin Iffat

kulsum

khan Saeem

mohammed Khan

Khan sami

Qazi Maria

Kehkashan

Sayyed Saad

Maaz Qureshi

Shaikh AISHA



Attendance Record of DBA Leamrthedigital Batch-2

Sr No.	Name of the Students	01-08-23	02-08-23	03-08-23	08-08-23	09-08-23	10-08-23	11-08-23	14-08-23	17-08-23	18-08-23	Total	Per. (%)
1	ABOUL REHMAN KHAN	5	5	5	5	5	5	5	5	5	5	50	100.00
2	SHAICH ABRAH	5	4	5	4	5	5	4	5	4	5	46	92.00
3	SHAICH AISHA	4	5	5	5	4	5	5	5	5	5	48	96.00
4	ANSARI ADINA	5	5	4	5	5	5	5	5	5	5	49	98.00
5	ANSARI ALFITA	5	5	5	5	5	5	3	5	5	5	48	96.00
6	ANSARI SUMAIYYA	5	5	5	5	5	5	5	5	5	5	50	100.00
7	ABSHAN MULLA	5	5	5	5	3	5	5	5	5	5	48	96.00
8	AGIF ALI	5	5	3	5	5	5	5	5	5	3	46	92.00
9	CHAUDHARY UBED	5	2	5	5	5	5	5	5	5	5	47	94.00
10	KHAN HARIIS	5	5	5	5	5	5	5	5	5	5	50	100.00
11	HUSSAIN LAMBIWALA	5	5	5	5	3	5	5	5	5	5	48	96.00
12	IFFAT MOHIN	5	5	5	5	5	5	5	5	5	5	50	100.00
13	KHAN AIFAAZ	5	5	5	5	5	5	5	5	4	5	49	98.00
14	KHAN ANISHA	5	3	5	5	5	5	5	5	5	5	48	96.00
15	KHAN MOHAMMAD GILMAAN	5	5	5	5	5	5	5	5	4	5	49	98.00
16	KHAN SAENYA	5	5	5	5	5	5	5	5	5	5	50	100.00
17	KHAN TEHREEM	5	5	5	5	5	5	5	5	5	5	50	100.00
18	KHAN KULSUM	5	5	5	5	5	5	5	5	5	5	50	100.00
19	MAAZ QURESHI	5	5	5	5	5	5	4	5	5	5	49	98.00
20	QURESHI MARIA	5	5	5	5	5	5	5	5	5	5	50	100.00
21	KHAN SAMI	5	5	5	5	5	5	5	5	5	5	50	100.00
22	QAZI MARIA	5	5	5	5	5	5	5	5	5	5	50	100.00
23	ANSARI SAJID	5	5	5	5	5	5	4	5	5	5	49	98.00
24	SHAICH KEHAKSHAN	5	5	5	5	5	5	5	5	5	5	50	100.00
25	SAYYED SAAD	5	5	5	5	5	5	5	5	5	5	50	100.00
26	SHAICH IMTIYAAZ	5	5	5	5	5	4	5	5	5	5	49	98.00
27	TARANNUM AAGI	5	5	5	5	5	5	5	5	5	5	50	100.00
28	SAYED ZAID	5	5	5	5	3	5	5	5	5	5	48	96.00
29	ANSARI ZEESHAN	5	4	5	5	5	5	5	5	5	5	49	98.00
30	SHAICH SIMRAN	5	5	5	5	5	5	5	4	5	5	49	98.00
31	MOHAMMAD DAIWRE	5	5	5	5	5	5	5	5	5	3	48	96.00

for



A2N Enterprises
www.learnthedigital.com

Shop No: 3, Ground Floor, OPP Bdd Chawl
106, Shivram Seth Amrutwar Marg, Delisle
Road, Near Shree Ram Mill, Worli,
Mumbai, Maharashtra 400013
+91-9820864639

SUB:OFFER LETTER FOR INTERNSHIP

To, Shaikh Saud/ShaiKh Iffat/Khan kashaf/ShaiKh
Ayesha/Ansari Amaan/Khan Sami/Sayed Amin

Greetings from A2N Enterprises DBA learnthedigital.com
Congratulations!

We're informing you that these students were selected
for the 2-month internship program.

Please accept this offer by filling out the enclosed
forms and returning them to the Team lead Supervisor.

Thank you for being part of our innovation journey.

Sincerely,

Altamash Khan

Founder, CEO



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. 06th June 2023 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-2023 to May-2024

AGREED

For

Anjuman-I-Islam's Akarbar Peerbhoy College

Name: Prof. (Dr.) Shaukat Ali

Signature

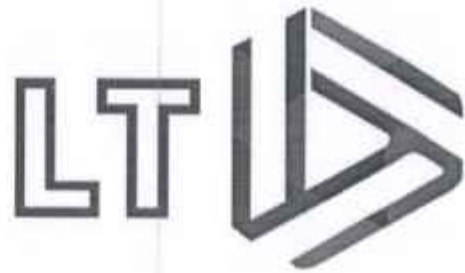
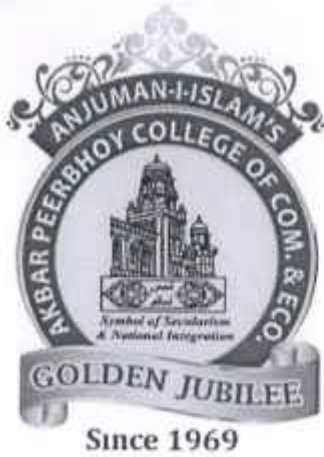
For



Learn the Digital: www.learnthedigital.com

Name: ALTAMASH KHAN

Signature



www.learnthedigital.com
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Dear Abdul Rehman Khan,

Greetings from A2N Enterprises, DBA learnthedigital.com

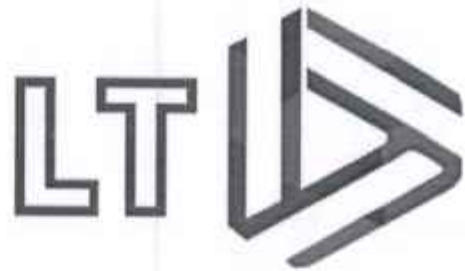
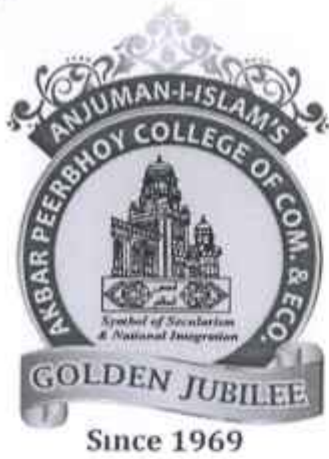
Congratulations! You have completed two months of internship Incubation at Akbar Peerbhoy College of Commerce and Economics. As a Reel editor and creative Designer, Along with your innovative and standout designs and Reels, Your designs consistently stood out and received positive feedback from the Creative Head. 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



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A2N ENTERPRISES

Dear Shaikh Abrar,

Greetings from A2N Enterprises, DBA learnthedigital.com

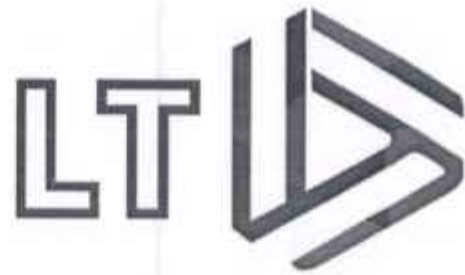
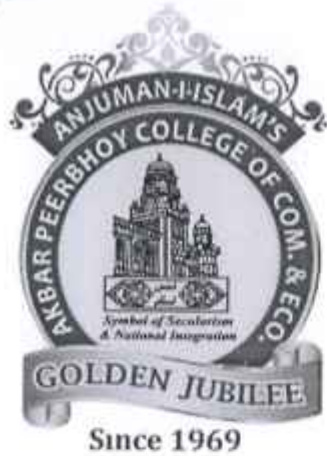
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Sincerely,

Altamash Khan

Founder,CEO



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A2N ENTERPRISES

Dear Shaikh Aisha,

Greetings from A2N Enterprises, DBA learnthedigital.com

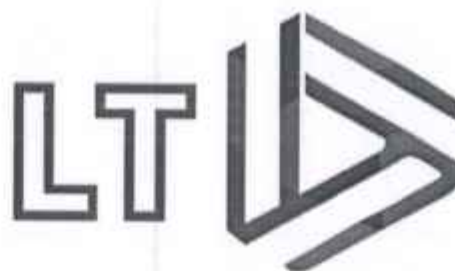
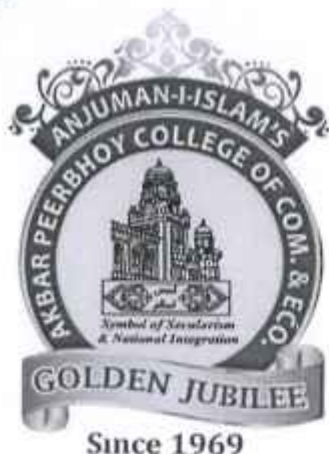
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Sincerely,

Altamash Khan

Founder,CEO



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Dear Ansari Adina,

Greetings from A2N Enterprises, DBA learnthedigital.com

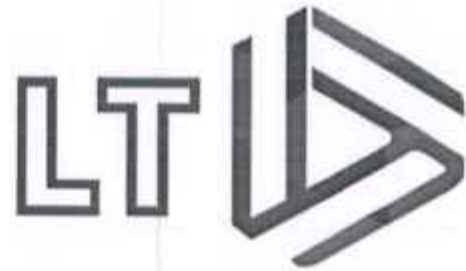
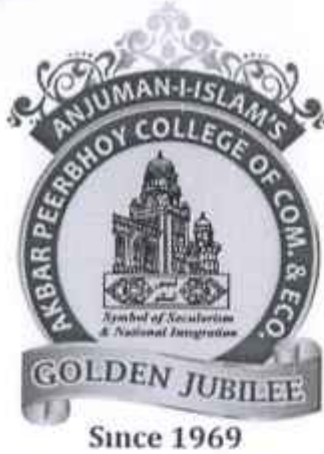
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Sincerely,

Altamash Khan

Founder,CEO



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Dear Ansari Alfiya,

Greetings from A2N Enterprises, DBA learnthedigital.com

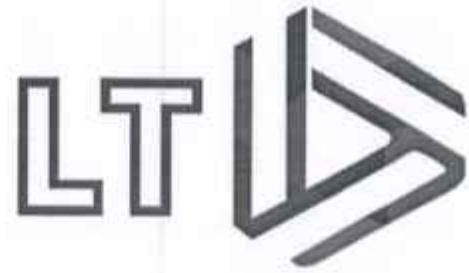
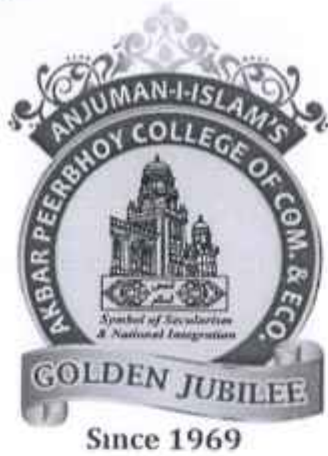
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Sincerely,

Altamash Khan

Founder,CEO



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Dear Ansari sumaiyya,

Greetings from A2N Enterprises, DBA learnthedigital.com

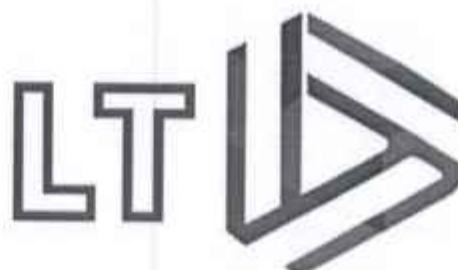
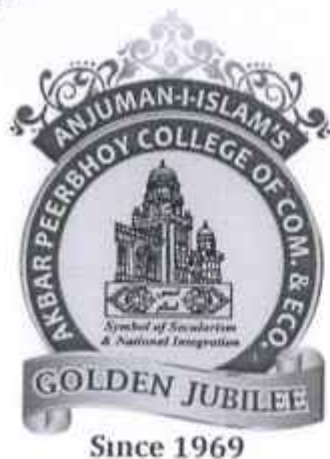
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Sincerely,

Altamash Khan

Founder,CEO



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Dear Arshan Mulla,

Greetings from A2N Enterprises, DBA learnthedigital.com

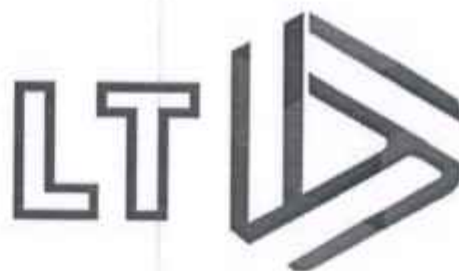
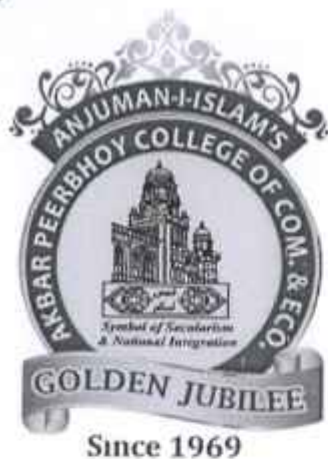
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Sincerely,

Altamash Khan

Founder,CEO



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Dear Asif Ali,

Greetings from A2N Enterprises, DBA learnthedigital.com

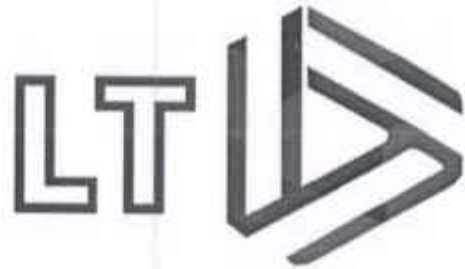
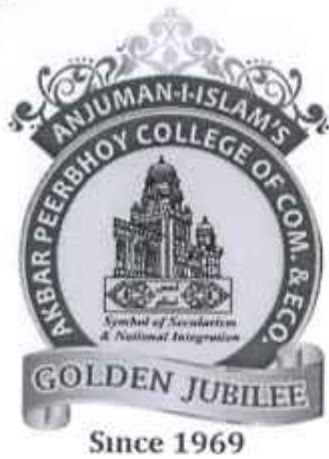
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Thank you for being part of our innovation journey.

Sincerely,

Altamash Khan

Founder,CEO



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Dear Chaudhary ubed,

Greetings from A2N Enterprises, DBA learnthedigital.com

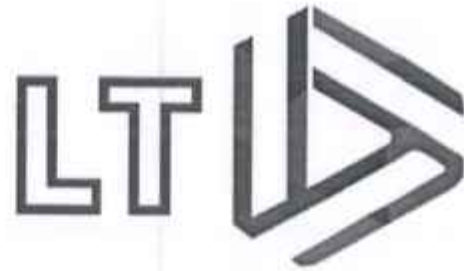
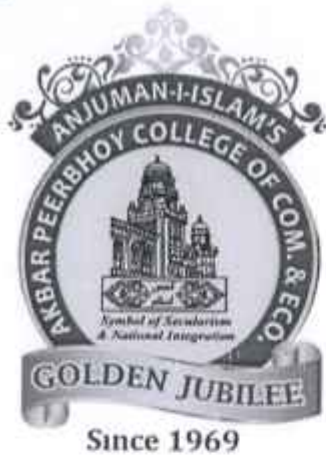
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Thank you for being part of our innovation journey.

Sincerely,

Altamash Khan

Founder,CEO



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Dear Khan Haris,

Greetings from A2N Enterprises, DBA learnthedigital.com

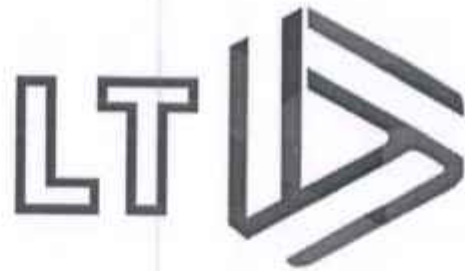
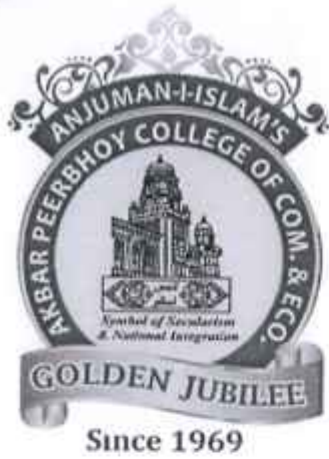
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Sincerely,

Altamash Khan

Founder,CEO



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Dear Hussain Lambiwala,

Greetings from A2N Enterprises, DBA learnthedigital.com

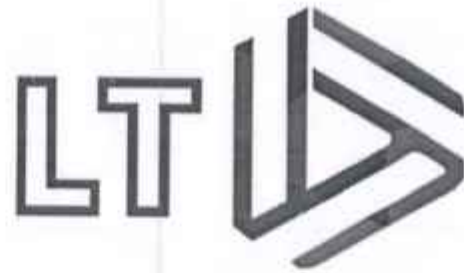
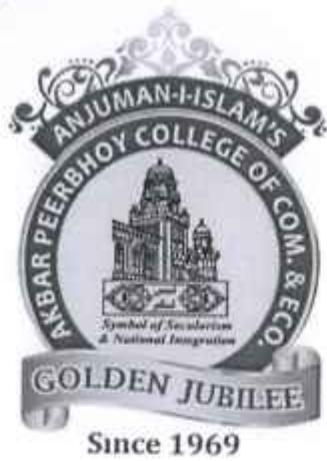
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Sincerely,

Altamash Khan

Founder,CEO



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A2N ENTERPRISES

Dear Iffat Momin,

Greetings from A2N Enterprises, DBA learnthedigital.com

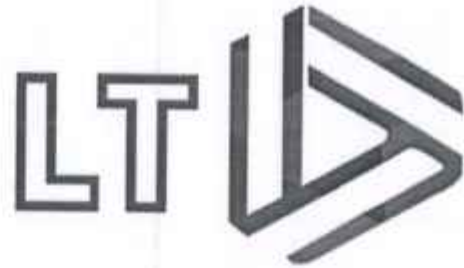
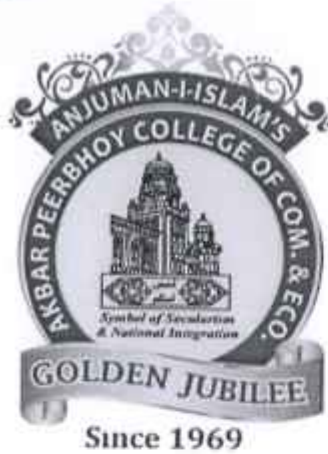
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Sincerely,

Altamash Khan

Founder,CEO



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Dear Khan aifaaz,

Greetings from A2N Enterprises, DBA learnthedigital.com

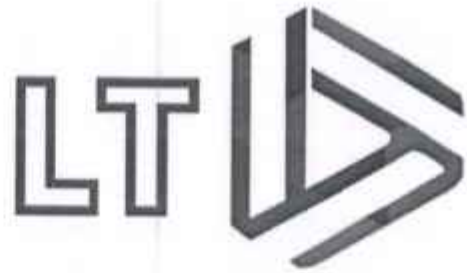
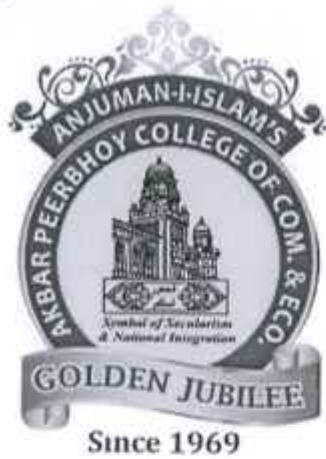
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Sincerely,

Altamash Khan

Founder,CEO



www.learnthedigital.com
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Dear Khan Anisha,

Greetings from A2N Enterprises, DBA learnthedigital.com

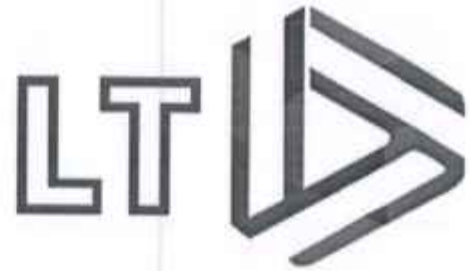
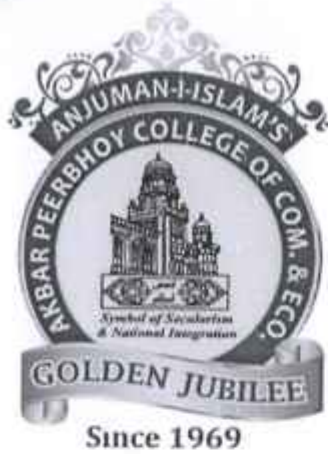
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Sincerely,

Altamash Khan

Founder,CEO



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Dear Khan Mohammad Gilmaan,

Greetings from A2N Enterprises, DBA learnthedigital.com

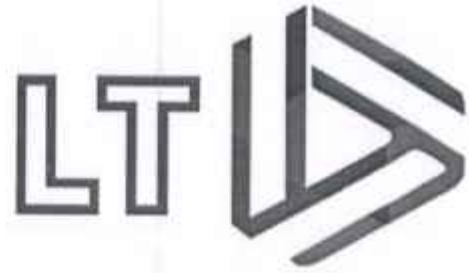
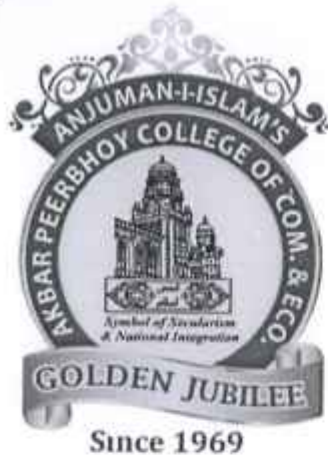
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Thank you for being part of our innovation journey.

Sincerely,

Altamash Khan

Founder,CEO



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Dear Khan Saeema,

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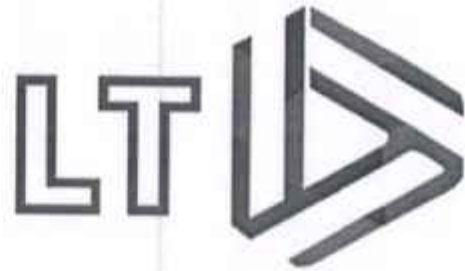
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Dear Khan Tehreem,

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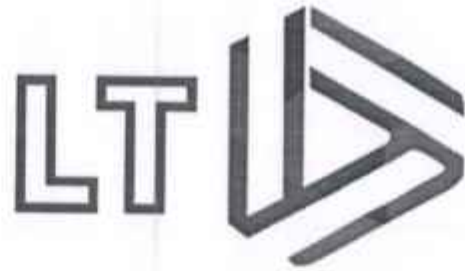
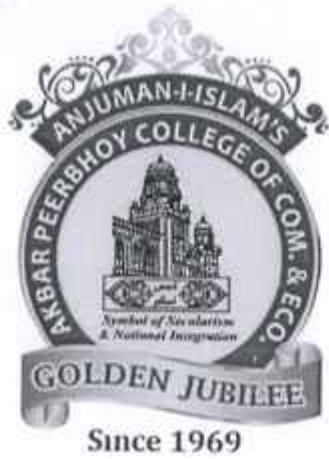
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Dear Khan Kulsum,

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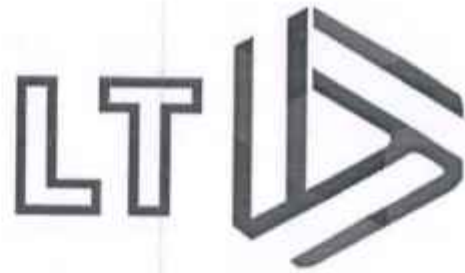
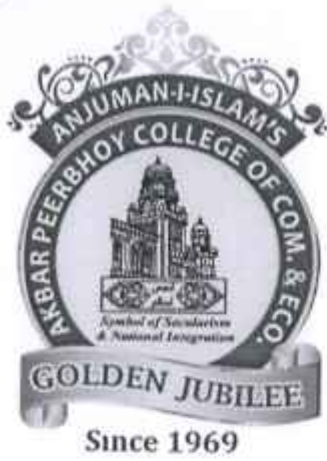
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Dear Maaz Qureshi,

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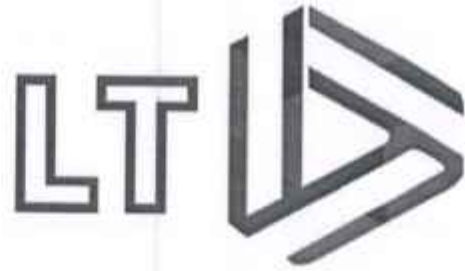
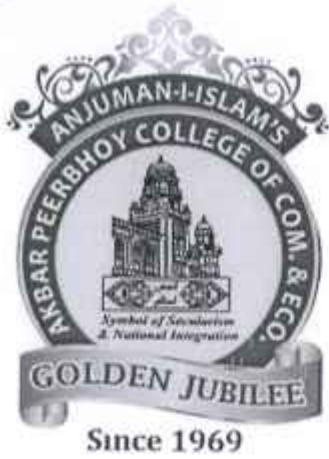
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Dear Qureshi Maria,

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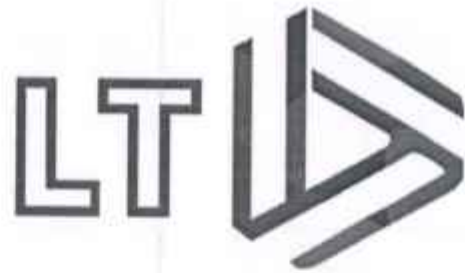
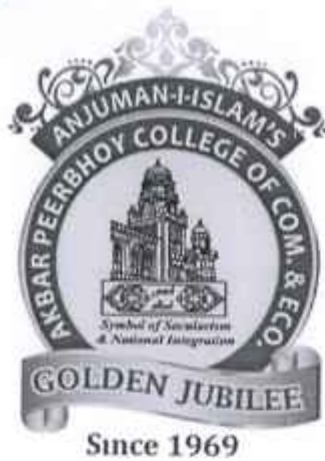
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Dear Khan Sami,

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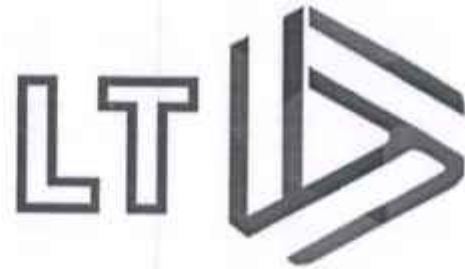
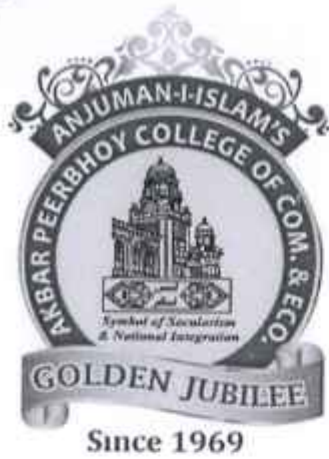
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Dear Qazi Maria,

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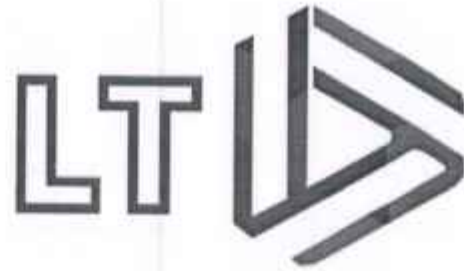
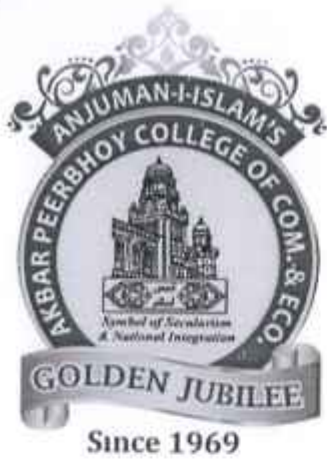
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Dear Ansari Sajid,

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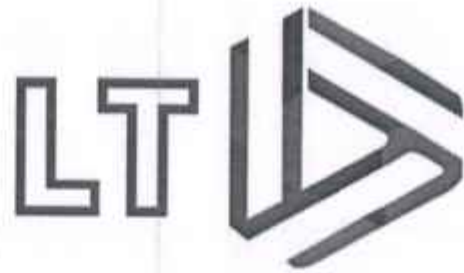
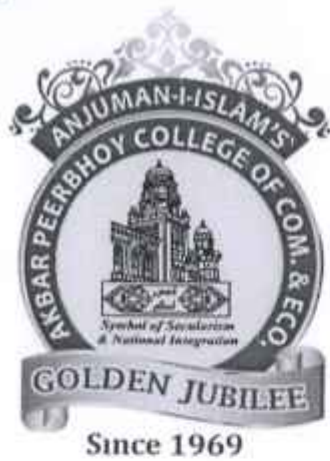
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Dear Shaikh Kehkashan,

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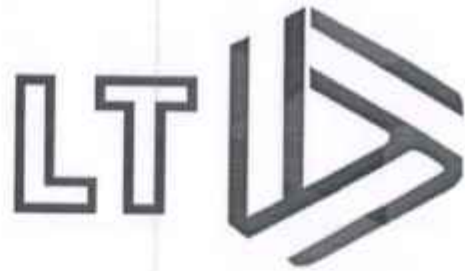
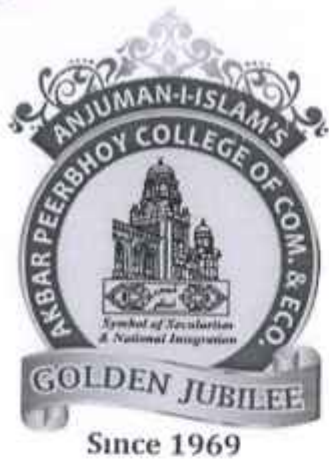
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Dear Sayyed Saad,

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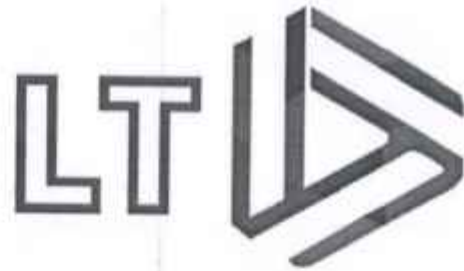
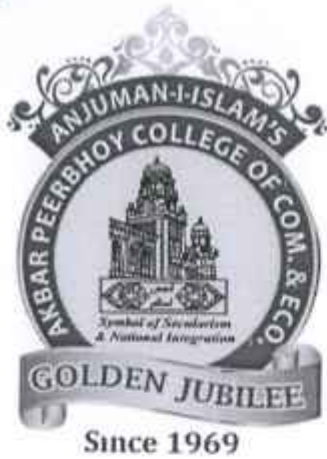
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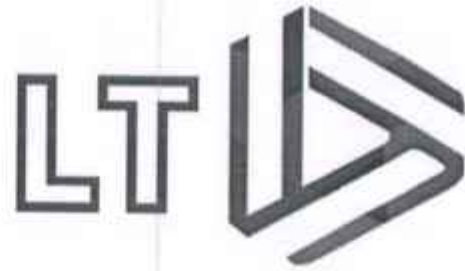
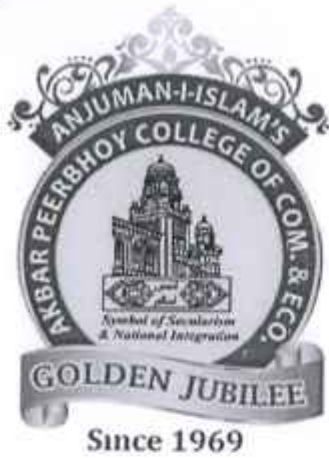
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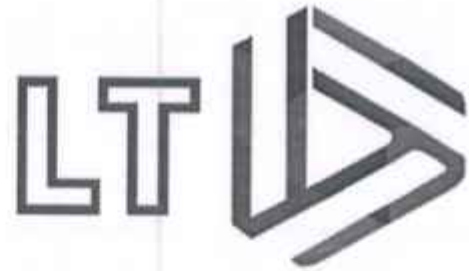
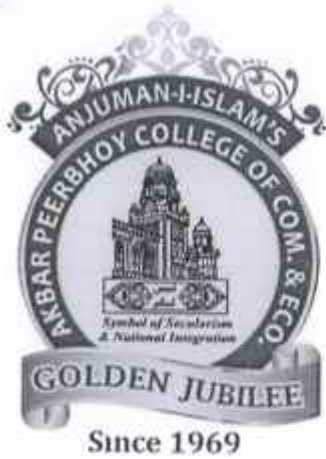
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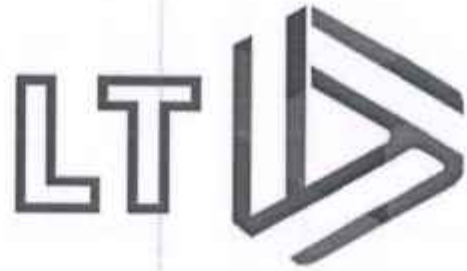
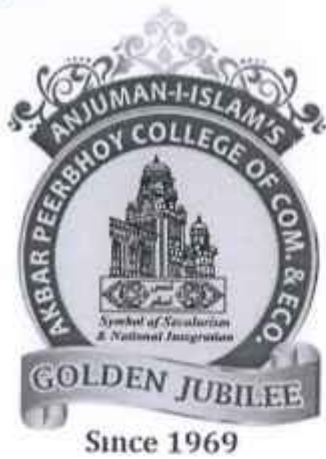
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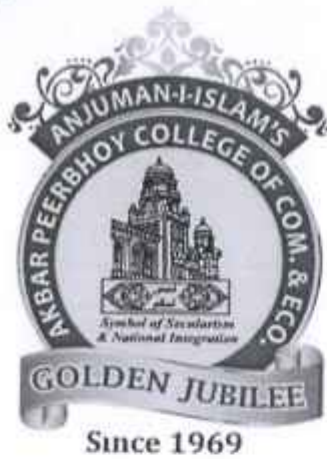
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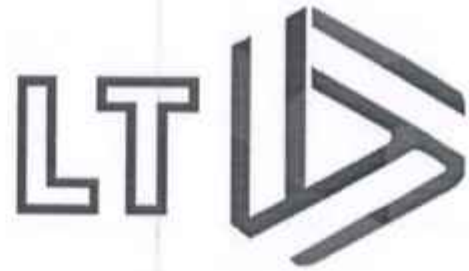
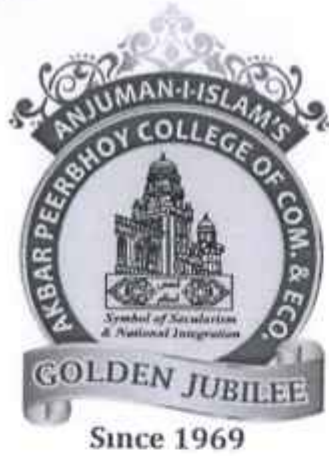
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Dear Mohammad Dawre,

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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