

ABOUT MGIT

Mahatma Gandhi Institute of Technology (MGIT) has experienced rapid growth since its establishment in 1997 by the Chaitanya Bharathi Educational Society (CBES) in the serene and tranquil surroundings of Gandipet, Hyderabad. The institute is accredited by NAAC with A++ grade for a period of 5 years w.e.f 23rd Nov 2023. MGIT has obtained academic Autonomous status by UGC for 10 years from the academic year 2021-22 and all the Departments of the Institute have been accredited by NBA, New Delhi.

The Institute has been consistently ranked among the top 10 Engineering Colleges in Telangana State. In its two decades and more of its evolution, all the stake holders of the Institute, relentlessly endeavoured to position MGIT as a Leader and an Innovator in the ecosystem of technical education. The Institute has established excellent Infrastructure such as state-of the art laboratories, spacious library with a collection of printed and digital books & journals, sports & hostel facilities along with Infrastructure for extra and cocurricular engagements, in pursuit of academic excellence. MGIT has scaled greater heights in Research & Innovation and made its mark in Industry and in academia.

ABOUT IT DEPARTMENT

The Department of Information Technology at MGIT was established in 1997 with an annual intake of 60 students. It has 21 qualified faculty members, including Three professors and eighteen assistant professors, supported by experienced non-teaching staff. Currently, the department has six Ph.D. holders and ten faculty members pursuing their Ph.D

The department boasts well-equipped independent laboratories, providing facilities for students to learn emerging technologies such as Data Analytics, Data Mining, IoT, AI, Machine Learning, and Open-Source Technologies. Faculty members are engaged in AICTE-sanctioned research projects. Students participate in various clubs and professional chapters like ASME, ISTE, EEE, and the Innovation Club, showcasing their skills through product development and organizing workshops, seminars, and conferences. Our graduates are highly sought after by employers due to our hands-on curriculum, excellent labs, and strong industry connections..

Purpose of the program

To create awareness about the power of Social Media and Digital Marketing in today's digital era and to equip participants with essential knowledge and practical exposure to online marketing tools, platforms, and strategies. The workshop aims to help learners understand how digital channels can be effectively used for branding, promotion, communication, and business growth.

objective of the program

- To introduce the fundamentals of Social Media and Digital Marketing.
- To provide hands-on training on popular platforms like Facebook, Instagram, LinkedIn, YouTube, and Twitter (X).
- To demonstrate content creation, post designing, and campaign planning techniques.
- To explain Search Engine Optimization (SEO), Email Marketing, and Online Advertising basics

About the program

The One-Week Workshop on "Basics of Social Media and Digital Marketing" is designed to provide comprehensive knowledge of digital marketing concepts through expert sessions, live demonstrations, and practical activities.

Participants will learn how social media platforms function as marketing tools, how to create engaging content, run paid campaigns, analyze insights, and build an effective online presence. The program includes interactive lectures, case studies, tool-based practice, and real-time project exposure to ensure experiential learning.

Outcomes of the program

- Understand core concepts of Social Media and Digital Marketing.
- Create and manage professional social media accounts/pages.
- Design engaging posts and marketing creatives.
- Plan and execute basic digital marketing campaigns.
- Apply SEO and analytics tools to track performance.
- Develop strategies for personal branding and business promotion.
- Gain confidence to pursue careers, freelancing, or entrepreneurship in digital marketing.



Department of Information Technology Organizes

One-Week workshop on " Basics of Social Media and Digital Marketing" in association with National Institute of Electronics & Information Technology (NIELIT), Hyderabad

16th - 20th February 2026

CHIEF PATRONS

Smt. Neelayyagari Padma, Chairperson CBES.

Sri. J Pratap Reddy, Secretary, CBES.

PATRONS

Prof. G ChandraMohan Reddy, Principal, MGIT.

Prof. K Sudhakar Reddy, Vice Principal , MGIT.

FACULTY COORDINATORS

Dr. D. Vijaya Lakshmi., Prof.& Head, Dept. of IT

Dr. M. Rudra Kumar, Professor, Dept. of IT.

FACULTY CO-COORDINATORS

Ms. A.V.L Prasuna, Assistant Professor, Dept. of IT.

Ms. B. Meenakshi, Assistant Professor, Dept. of IT.

Ms. Ch Lakshmi Kumari, Assistant Professor, Dept. of IT.

Ms. Ch.Sudha, Assistant Professor, Dept. of IT.

Mr. B. Lokesh, Assistant Professor, Dept. of IT.

Mr. B.Tulasi Das Assistant Professor, Dept. of IT.

Technical Support

Mr. V. Surendra, Assistant Programmer

RESOURCE PERSONS

✉ Team from NIELIT Hyderabad

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