

Kolosseum-Collegiate Entrepreneurs
in association with “IQAC” celebrates Digital Marketing Day
organized a seminar on the topic
“Cyber Security in Digital Marketing Sites”

Report

On 16th December, 2023, The Department of Business Administration club named- Kolosseum-Collegiate Entrepreneurs (BBA-Club) in association with “IQAC” celebrates Digital Marketing Day and organized a seminar on the topic “*Cyber Security in Digital Marketing Sites*”. The session began at 2:15 P.M. in the academic building seminar hall. Students from every Department attended the session. There were 132 participants. The guests of honor were Mr.Sabiruddin Ahmed, SI of Police, Cyber-crime, PS Purba Bardhaman, Mr.Debabrata Pan, Software Support Personal, Cyber-crime, PS Purba Bardhaman and Mr. Prasanta De, Constable, Cyber-crime, PS Purba Bardhaman, The program commenced with felicitation ceremony.



The guests were felicitated by Father Principal and Dr. Kandarpa Kanti Hazra, H.O.D of Business Administration felicitate Father Principal, St. Xavier's College, Burdwan.

There was also the release of departmental magazine named as X-Hibit(2023-2024).Students from all three semester of BBA participated in the release of the magazine and they also give their poetry, story, photograph. The magazine is praised by our Father Principal.



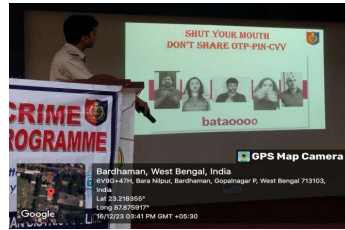
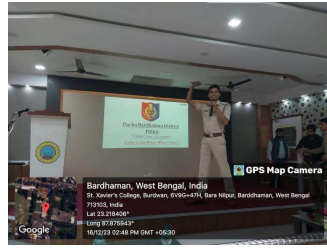
The session was very lively, resourceful and full of enthusiasm. The speaker was Mr.Sabiruddin Ahmed, SI of Police, Cyber-crime, PS Purba Bardhaman.

The speaker effectively highlighted participants about the evolving digital risks in digital marketing sites. Expert presentations elucidated current threat landscapes, emphasizing the urgency of proactive cyber security measures. Attendees gained actionable insights into detecting and mitigating diverse cyber threats, fostering a resilient security mindset. Case studies provided on practical perspectives, empowering participants with strategies to safeguard against sophisticated attacks. The interactive forum facilitated knowledge exchange, promoting collaboration and networking among cyber security professionals. The seminar's outcome was a reinforced commitment to implementing robust defense mechanisms, enhancing organizational preparedness, and collectively addressing the dynamic challenges posed by cyber threats in today's rapidly evolving digital landscape.

The magazine's outcome is of educational richness, blending the messages of Faculties with the innovative spirit of students. It captures the essence of learning, fostering a sense of pride and unity while enlightening readers with a new ideas and achievements.

The speaker converges to explore cutting-edge insights into digital threats. Engage with experts, gain actionable strategies against evolving risks, and network with peers.

The seminar ended at 4:00 P.M. followed by photo session with the guests, professors and students. The event was really successful with a lot of take away by the students.





St. Xavier's College, Burdwan



**KOLOSSEUM - COLLEGIATE ENTREPRENEURS
(BBA-CLUB)**

AND

**CYBER CRIME P.S PURBA BARDHAMAN
IN ASSOCIATION WITH "IQAC"**

celebrates

DIGITAL MARKETING DAY

**YOUR PRESENCE IS HIGHLY SOLICITED
THANKING YOU**

DATE:-16th-DEC-2023

VENUE:-Administrative Building ,
Seminar Hall

TIME:-2:15 PM