



DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE

(AUTONOMOUS)

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



HANDS ON TRAINING REPORT

Institute: Dhanalakshmi Srinivasan Engineering College (Autonomous)

Department: Computer Science and Engineering

Hands on Training Date: 4.03.2026

Workshop Type (Online/Offline): Online

(Devops and Digital Marketing)

S.NO	DATE	TOPICE	DEPARTMENT	RESOURCE PERSONS	VENUE	TIME	OBJECTIVE
1.	4.3.2026	DEVOPS	CSE	MS.A. SAHANA AFRIN COO, BIT BERRY TECHNOLOGY; MANAGER AJMERI GLOBAL, UAE	A-212	10.00AM- 1.00PM	TO PROVIDE PRACTICAL KNOWLEDGE ON DEVOPS TOOLS
2.	4.3.2026	DIGITAL MARKETING	CSE	MR. ARUN JEYARAM HCL MADURAI	A-212	2.00PM - 4.00PM	DIGITAL MARKETING TECHNIQUES AND ENCHANCE INDUSTRY READLINES

Nodal Coordinator: Mrs. Geetha T

System Support: Mr. Yuvraj

Coordinating Team: Mr. Rubiya.T

Nodal Coordinator
Signature

Head of Institute/Principal
Signature and Stamp

LIST OF EXPERIMENTS

(DevOps Laboratory and Digital Marketing Laboratory)		
S. No	Experiments	Lab
1	Introduction to DevOps tools and workflow	DevOps
2	Install and configure Git and GitHub	DevOps
3	Perform version control using Git commands	DevOps
4	Create and manage repositories in GitHub	DevOps
5	Implement CI/CD pipeline using Jenkins	DevOps
6	Containerization using Docker .	DevOps
7	Deploy application using Kubernetes	DevOps
8	Monitor applications using DevOps tools	DevOps
9	Introduction to Digital Marketing concepts	Digital Marketing
10	Create a website/blog using WordPress	Digital Marketing
11	Perform Search Engine Optimization (SEO)	Digital Marketing
12	Social Media Marketing using platforms	Digital Marketing
13	Email Marketing campaign creation	Digital Marketing
14	Google Ads campaign setup	Digital Marketing
15	Analyze website traffic using Google Analytics	Digital Marketing
16	Content Marketing strategy development	Digital Marketing
17	Create and manage online marketing campaign	Digital Marketing
18	Create and manage Google Ads campaign	Digital Marketing
19	Video marketing basics (YouTube channel creation optimization)	Digital Marketing
20	Online reputation management	Digital Marketing

GLIMPSES



