



INVERTIS
UNIVERSITY BAREILLY

7 days Workshop
ON
AWS Cloud Technology
Organised by

Department of
Computer
Science & Engineering

Date
23.09.2019 to 28.09.2019

Time
9:00 am to 3:00 pm

Venue
Seminar Hall-2

CEO I-Tech
Er. Suhail Quraishi

HOD
Dr. Gaurav Agarwal

Dean Engineering
Prof. R. K. Shukla



INVERTIS UNIVERSITY

Presents...

National Workshop

On

MATLAB Applications in Electrical & Electronics Engineering

October 27 & 28, 2017



Dr. Dheeraj K Khatod
IIT, Rorkee



Organized by

Department of Electrical Engineering
Department of Electronics Communication Engineering

INVERTIS UNIVERSITY, BAREILLY



Dr. Yogesh Vijay Hote
IIT, Rorkee

Mr. Arun Gangwar
ORGANIZING SECRETARY
Electrical Engineering

Mr. Arjun Singh
ORGANIZING SECRETARY
Electronics Communication Engineering

Invertis Village, National Highway-24, Bareilly UP-243 123 Ph: (0581) 2460442/443, 3390000 | Website: www.invertisuniversity.ac.in

Mr. Santosh Kumar
COORDINATOR
Electronics Communication Engineering

Mr. Mon Prakash Upadhyay
COORDINATOR
Electrical Engineering

INVERTIS
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Established by Govt. of U.P. u/s 122 of U.P. Act, 1962 vide U.P. Act 22 of 2006





I-Tech
INNOVATION IN YOU



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Presents

प्रौद्योगिकी

The Tech-Week

October 25th, 2018 - November 2nd, 2018



ABOUT TECH-WEEK

Aiming to inculcate the spirit of high attitude, multi-dimensional excellence and discipline in the students and strive to mould them in the right technological sphere, I-Tech, The Technical Club of Invertis University is here with a comeback of Tech-Week to uplift your zeal towards value based technological education. The nine days technical extravaganza from October 25th, 2018 to November 2nd, 2018 will include various workshops and sessions of different streams like Computer science, Electronics, Civil, Mechanical, Biotechnology. Renowned trainers from Innovation Cell, IIT Mumbai and Robokart will polish the technical skills of students.

Tech-Week is creating and nurturing competent students, from various schools & engineering colleges in Bareilly and neighbouring cities, who would be passionate about new idea and to implement them along with brushing their innovativeness. Let us get together on this platform to apply quality methods that let us derive knowledge with real time applications.



IRC v2.0 (Junior)

Date: 25th-26th Oct., 2018 (Workshop)
27th Oct., 2018 (RoboRace)

Timings: 9:00 am to 2:00 pm

Venue: Seminar Hall

Fees: In a team of 4, Rs. 500/- per person

In a team of 5, Rs. 400/- per person

For direct participation in RoboRace:

Rs. 100/- per person



IRC v2.0 (Senior)

Date: 25th-26th Oct., 2018 (Workshop)
27th Oct., 2018 (RoboRace)

Timings: 9:30 am to 3:00 pm

Venue: Seminar Hall

Fees: In a team of 4, Rs. 750/- per person

For direct participation in RoboRace:

Rs. 100/- per person



Machine Learning with Python Workshop

Date: 29th -31st October, 2018

Timings: 9:30 am to 3:00 pm

Venue: Seminar Hall

Fees: Rs. 600/- per person



Exciting prize for Winners.



Bridge building and Fabrication Workshop

Date: 29th -30th October, 2018

Timings: 9:30 am to 3:00 pm

Venue: Seminar Hall

Fees: Rs. 500/- per person



IC Engine Assembling and Designing Workshop

Date: 31st Oct.-1st Nov., 2018

Timings: 9:30 am to 3:00 pm

Venue: Seminar Hall

Fees: Rs. 500/- per person



Exciting prize for Winners.



Bio-Informatics Workshop

Date: 1st November, 2018

Timings: 9:30 am to 3:00 pm

Venue: Seminar Hall

Fees: Rs. 200/- per person



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For more information visit : www.itechclub.co.in

INVERTIS UNIVERSITY BAREILLY

Online

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for Invertians

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Organising by:

*Department of
Professional Communication*

Date: 15th-30th May, 2020



GET HANDS-ON
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EXPERIENCE**
WITH
**36+ HOURS
PROGRAM**

**15+ DIGITAL
MARKETING TOOLS**

**BECOME CERTIFIED
DIGITAL MARKETING
PROFESSIONAL**

with

C-DMCC

CERTIFIED DIGITAL MARKETING

CERTIFICATION COURSE


INVERTIS
UNIVERSITY BAREILLY

 **COURSE
INBOX**[™]
DIGITAL MARKETING TRAINING

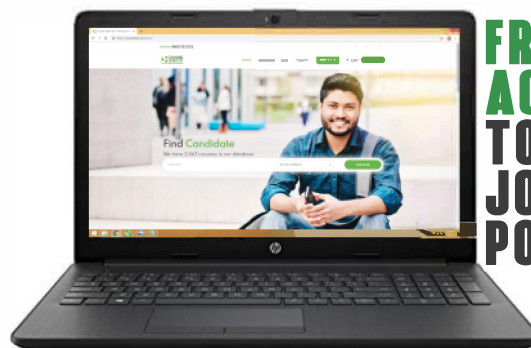
courseinbox.com



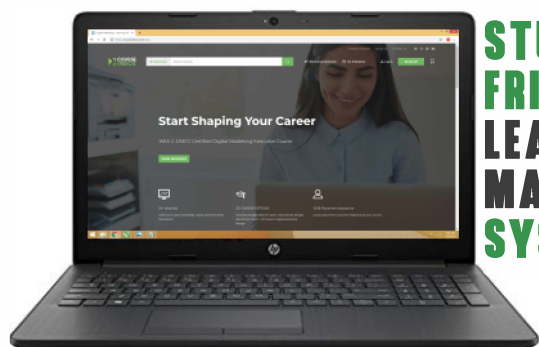
WHY THIS COURSE ?



**LIFETIME
QUERY
SUPPORT
CENTRE**



**FREE
ACCESS
TO
JOB
PORTAL**



**STUDENT
FRIENDLY
LEARNING
MANAGEMENT
SYSTEM**

WORK ON LIVE PAID TOOLS

FREE TOOLS WORTH RS 10,000

DIGITAL MARKETING BENEFITS

Entrepreneurs

- Start your online business
- Get more leads for your business
- Improve your marketing ROI

Freshers

- Start your career in the industry
- Starting salary 1.5-2.5 lacs PA
- Full placement support

Working Professionals

- Add more value to your CV
- Get higher pay packages
- Earn extra income as a freelancer



DMCC MODULES

MODULE 01

INTRODUCTION TO DIGITAL MARKETING

- What is marketing?
- What is Traditional Marketing?
- What is Digital Marketing?
- Benefits of Digital Marketing over Traditional Marketing
- Different approaches to Digital Marketing
- Main Components of Digital Marketing
- Phases of Digital Marketing



MODULE 02

INTRODUCTION TO WEBSITE CREATION

- Introduction to Website Creation
- What are Types of websites?
- Corporate Website
- E-commerce Website
- Informative Website
- Types of Informative Websites
- Social Media Website
- Personal Website
- Static and Dynamic websites
- What is Responsive Web-design
- Content Management System (CMS)
- What is Domain Name?
- What is Hosting and Types
- What is Wireframe?
- What is Navigation, Sidebar and Content Area

MODULE 03

ADVANCE WEBSITE PLANNING & CREATION

- How to purchase a domain ?
- How to purchase hosting ?
- How to install C Panel ?
- Understanding cpanel for website
- Wordpress CMS installation
- Wordpress dashboard introduction
- How to create post ?
- How to create a page using Page Builder ?
- Global navigation area
- Theme options overview



ORGANIC MARKETING MODULES

MODULE 04

CONTENT / INBOUND MARKETING

- What is Content Marketing
- Rules of Content Marketing
- Advantages of content Marketing
- Plagiarism Checker
- Content Spinning
- Content Generation Strategies
- Content Strategy Calendar

MODULE 05

Video Marketing & Graphic Designing

- Content Marketing Types
- Content Creation Tools
- Blogging – Different Types of blogs
- Video Marketing
- Infographics & Images
- Emailers

TOOLS THAT WE USE



Biteable



Plagiarism
Checker





MODULE 06

EMAIL MARKETING FOR BUSINESS

- Getting started with Email Marketing
- Factors effecting email delivery
- Improve the rate to reach inbox
- Email marketing list building
- Types of email campaigns
- Opt-in email marketing
- Bulk Email Marketing
- Creating perfect emails
- Email marketing tools :
Mailchimp, Aweber, GMass, Send in Blue
- Email reporting & measuring efforts

MODULE 07

SEARCH ENGINE OPTIMIZATION


- Introduction to Search Engine Optimization
- How search engine works
- Google Adwords account creation
- Introduction to Google Adwords dashboard
- Keyword research process
- Keyword planner tool

ON-PAGE SEARCH ENGINE OPTIMIZATION

- On-Page optimization
- Meta Tags-Title and Description
- Understanding image optimization
- SEO Plugins for Wordpress

OFF-PAGE SEARCH ENGINE OPTIMIZATION

- Introduction to Off-Page Optimization
- Different types of backlinks
- Search Engine Submissions
- Directory Submission
- Blog & Forum
- PR, PA, DA, Spam level etc



CAMPAIGN SUPPORT MODULES

MODULE 8

LEAD GENERATION & CONVERSION OPTIMIZATION

- Define a lead
- Understanding 4 pillars of lead generation
- Landing Pages
- Know types of landing pages
- Landing pages essentials
- How to create optimized form
- Key offers to promote

TOOLS THAT WE USE


WORDPRESS

 **hotjar**

 Instapage


CLICKY



PAID TRAFFIC MARKETING MODULES

MODULE 9

GOOGLE PPC INTRODUCTION

- Introduction to Google Adwords
- Account management basics
- Keyword targeting
- Types of Google Ads – Search and Display
- Understanding what are PPC and CPC
- Understanding 7 different AdWords Keywords - including negative keywords
- Understanding keyword research

MODULE 10

ADVANCED SEARCH ADVERTISING

- Introduction to Search Advertising
- What is bidding - different bidding methods
- Creating AdWords Search Network Campaign
- Bidding strategies
- Ad Scheduling
- Ad Targeting
- Understanding different Ad Extensions
- Budgets & bidding
- Search advertising advanced

TOOLS THAT WE USE





MODULE 11

ADVANCED DISPLAY NETWORK ADVERTISING

- Introduction to Google Display Network
- Google display planner tool
- Launching Display Campaign
- App Install Campaigns

MODULE 12

SOCIAL MEDIA MARKETING

- What is Social Media
- Importance of Social Media in Digital Marketing
- Introduction to different social Media networks

MODULE 13

FACEBOOK AND INSTAGRAM ADVERTISING

- Introduction to facebook Advertisements
- Setting up facebook Advertisements goal
- Creating facebook Ad campaign
- Creating, organizing and managing facebook ads
- Introduction to instagram ads
- Facebook ad bidding strategies
- Facebook ad analysis and ROI improvement

MODULE 14

GOOGLE ANALYTICS

- Introduction to Google Analytics
- Getting started with Google Analytics
- Google analytics account creation
- Understanding account structure
- Setting up google analytics tracking
- Key metrics & dimensions
- Understanding analytics report
- Adwords & Analytics description
- Goals, Ecommerce, Multi-Channel, Funnels & Attribution
- Advance google analytics reporting



TRAINING PROPOSAL



15 CAREER OPTIONS

**E-MAIL
MARKETER**

**Search Engine
SPECIALIST**

**WORDPRESS
DEVELOPER**

**MARKETPLACE
MANAGER**

**ONLINE
ADVERTISING
SPECIALIST**

**SOCIAL
MEDIA
MARKETER**

**WEB
ANALYTICS
EXECUTIVE**

**ONLINE
LEADS
MANAGER**

**DIGITAL
ACCOUNT
MANAGER**

**DIGITAL
CAMPAIGN
PLANNER**

**E-COMMERCE
SPECIALIST**

**WEB
CONTENT
MANAGER**

**ONLINE
REPUTATION
MANAGER**

**ADWORDS
SPECIALIST**

**AFFILIATE
MARKETER**

**Become Certified
By Industry Leaders**



[GOOGLE.COM/PARTNERS](https://www.google.com/partners)

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#LifeKoDoSahiDisha

WHAT EXPERT SAYS ?



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- Divya Prakash Dubey



"I always prefer quality education where trainers teach real stuffs and giving affordable education is so important in today's scenario that's what course inbox is doing, Focusing on learning rather than degrees."

- Mr Jitendra Vaswani
Founder, Bloggerideas.com



"I am totally in harmony with, the institutes like Course Inbox is the reason why there is no shortage of talented young people in the industry who made the digital space of India, what it is today."

- Mr Rajat Jain
Founder, Whizsky



" Institutions like Course Inbox are bringing the 'Live & Interactive' learning platform. My best wishes to the Course Inbox team to make the future drivers of our industry more skilled and not just a platform-oriented robots"

- Mr Prasad Dhamnaskar
100 Smartest Digital Marketing Leaders



" The way you are providing 4 in one Digital Marketing Course with an affordable price and helping the students to grow their career is something we don't find these days. Your job portal and student-friendly LMS is another big pointer of yours."

- Mr Sumit Sharma,
Travel Blogger



When you have passion, you can build any successful business/ career. Am really pleased to see that Course Inbox shares this vision and is helping a lot of students build their career by building their digital skills at an affordable cost.

- Mr Vimal
Digital Marketing Expert



National Workshop on SOLAR ENERGY TECHNOLOGY

March 23-24, 2017

March 23-24, 2017



National Workshop on SOLAR ENERGY TECHNOLOGY

About Workshop

The sun radiates more energy in one day than the world uses in one year. India has a tremendous scope of effective generation and utilization of solar energy as it faces 330 sunny days. The constantly diminishing non renewable energy sources, increasing cost of electricity, limitations of thermal, wind, & hydro power plants and scope of utilizing solar energy are few of the reasons, the world is striving for solar power utilization.

This workshop aims to provide the basic concepts, state of art techniques and recent advances in solar energy generation to the participants. This workshop shall make participants understand advances in solar photovoltaic system, solar cells, solar panels and other recent developments in solar energy technology. This Work-shop will be highly beneficial to the candidates who are interested to learn about power generation from Solar Panels.

Objective of Workshop :

- To enhance the knowledge base of beginners and the solar energy professionals with the recent status of solar energy technologies.
- To portray state of art of solar energy technologies.
- To increase the number of trained people in solar PV area.
- To boost hardware testing and new product development for solar energy based systems.
- To provide an outline about recent advancements in power generation using solar panels.

Contents of the Workshop :

Introductory :

1. Global and Indian Energy Scenario.
2. Types of solar technologies and applications.
3. Basics of electricity.
4. Overview of types of PV systems and components.

PV System Concepts and Components :

1. Solar resources, radiation and optimization.
2. PV modules.
3. Balance of System (BOS).

PV System Design :

1. Load calculation and analysis.
2. PV system designing.
3. Preparation of drawings for PV systems.

Advance Topics :

1. Standards and certification for PV components and systems.
2. Operation and maintenance

Troubleshooting of PV systems Safety :

1. General and specific safety and tools.
2. Specific safety for PV systems.

About University

Invertis University is established in by Govt. of UP u/s 2f of UGC Act 22 of 2010 with 8 institutions and number of doctoral, PG, UG and polytechnic courses with various research facilities. It started its journey as Invertis Institute of Management Studies in 1998. In 2005, it stepped towards courses in engineering with Invertis Institute of Engineering & Technology. In 2008, Invertis Institute of Engineering & Management was added to its offering Further profile. In 2010, Invertis came up as a full-fledged University.

Invertis University is presently running Engineering courses (CS, EC, EE, EEE, Biotech, ME, CE), Computer Applications, Management, Pharmacy, Law, Architecture, Journalism & Mass Communication etc. Invertis University has been ranked 'Most Promising Upcoming Private University in Uttar Pradesh' by Brands Academy Education Excellence Award 2012 and 'Best Emerging University of North India' by Indian Achievers Podium. Recently on 27th June 2014, Invertis University has been conferred the award of "Outstanding B-School Engineering Award" by National Education Awards 2014.

The department of Mechanical Engineering & department of Electrical Engineering was started in the year 2005. Both the departments are running 10th batch along with B.Tech in Mechanical Engineering & Electrical Engineering, Electrical & Electronics Engineering. Both the departments of Invertis University also offers M. Tech in Mechanical Engineering and Diploma in Electrical, Automobile and Production Engineering. The departments are having large faculties and their post graduate, doctoral degrees from premium institutions like IIT's and NIT's. The department has been actively involved in research and teaching activities.

Expert Lectures delivery :

The lectures and tutorials will be delivered by experts from IITs/NITs Faculty.

Who can participate?

Faculty/Engineers/Working Professionals in Academia/R&D Labs/Industry with basic degree in Electrical and Mechanical/Production/ Metallurgical Engineering are eligible. B.Tech, M.Tech and PhD Scholars are also encouraged to participate in the course.

Registration Details

The course fees for category wise are as follows:
Faculty : Rs. 500/-
Students (B.Tech./M.Tech.) : Rs. 250/-

Important Note :
Last date to receive the registration forms in the prescribed format is **20th March 2017**.

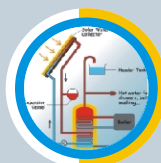
Selection Procedure : First Come, First basis.
Performance characteristics of Solar PV module



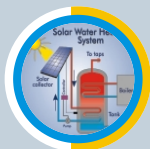
**SET
2017**



Patron :
Dr. Umesh Gautam
Chancellor, Invertis University



Advisors :
Prof. Jagdish Rai, Vice Chancellor
Prof. Y.D.S. Arya, Pro-Vice Chancellor
Shri L.P. Mishra, Director Administration
Prof. R.K. Shukla, Dean Engineering
Dr. P.P. Singh, Dean Student Welfare
Mr. Ajay Indian, Chief Proctor
Mr. Ajitanshu Mishra, HOD-ME



Convener :
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Contact No. : +91-8899270466
E-mail : gyanendra.s@invertis.org



Co-Convener :
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Organizing Secretary :
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E-mail : arvind.m@invertis.org

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Ph.: 0581-2460442, 2460443 | Fax: 0581-2460454

Website : www.invertisuniversity.ac.in

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NATIONAL WORKSHOP
on

SOLAR ENERGY TECHNOLOGY

March 23-24, 2017 (Thursday & Friday)



Cold water



Hot Water

Solar Heat Absorber

Solar Heat

**SET
2017**

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SET
2017

National Workshop
on
SOLAR ENERGY TECHNOLOGY

March 23-24, 2017 (Thursday & Friday)



Eminent Speakers



Prof. Ranjana Jha
NSIT
New Delhi



Mr. Yogesh Kumar Singh
Senior Research Scientist
NISE, Gurgaon



Prof. G.N. Tiwari
IIT, New Delhi


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Organized By
Department of Mechanical & Electrical Engineering
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National Workshop
on
SOLAR ENERGY TECHNOLOGY

SET
2017

March 23-24, 2017 (Thursday & Friday)

Registration Form



1. Name:
(In block letters)
2. Designation:.....
3. Department:.....
4. Field of specialization:.....
5. Institute/Organization Name:.....
6. Correspondence Address:.....
.....
E-Mail:.....Mobile No.:.....
7. Highest Academic Qualification:

Place:

Date:.....

Signature of Applicant:

Signature of Head of Department
(with date & seal)



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