# Abhinav Degree Alumni (ADA)
Campaign report

**Campaign serial number - 01**

**Campaign name – Facebook Live with My Professor-Season one**

Description- It's a casual and interactive platform, in which every Sunday a member from alumni group was going live on Facebook with his/her ex-professor to ask questions on current lifestyle, college memories, expectation from alumni and how a guest to the session can contribute towards the success of the ADA

Objective – To build on the strong teacher-student association formed during college, and create a platform to interact, engage and reconnect together.

Target audience – Abhinav Degree College (ADC) staff, current students and alumni

Period – August to October 2021

We tried targeting professors and alumni from across years to get the variety

| Sr. No. | FB Live Date | Guest Name | Subjects | Host Name | Batch |
|---|---|---|---|---|---|
| 1 | 8-Aug-2021 | Prof. Mangesh Telang | First Principal (2000 - 2005) | Krushnali Sawant | B.Sc. (2005 - 2008) |
| 2 | 15-Aug-2021 | Prof. Keshav Paranjpe | Second Principal (2005-2021) | Betty Samuel | B.A. (2009-2012) |
| 3 | 22-Aug-2021 | Prof. Smita Menon | Microbiology (2006-2008 & 2011-2017) | Punit Tiwari | B.Sc. (2013-2016) |
| 4 | 29-Aug-2021 | Prof. Deepali Manjrekar | First Professor (2000 - 2008) | Sagar Bhandarkar | B.Com. (2004-2007) |
| 5 | 5-Sep-2021 | Prof. Suresh Pandit | Physics (2004-2012) | Anant Naik | B.Sc. (2001-2005) |
| 6 | 12-Sep-2021 | Prof. Sunita Pachori | Chemistry (2004 -2010) | Yogesh Sawant | B.Sc. (2004-2007) |
| 7 | 19-Sep-2021 | Prof. Munesh Save | Accountancy (2002-2015) | Shravani Pavaskar | B.Com. (2013-2016) |
| 8 | 3-Oct-2021 | Prof. Sachin Hatle | CS & IT (2005-2008) | Pramila Retharekar | BSc IT (2007-2010) |
| 9 | 10-Oct-2021 | Prof. Sheryl Cusher | Mass Media (2014-2019) | Sanchit Jadhav | BMM (2016 - 2019) |
| 10 | 17-Oct-2021 | Prof. Tushar Raut | Accountancy (2008-2010) | Rubina Shaikh | B.Com. (2006-2009) |

Project team – Alumni members from various batches and streams was involved with their professional expertise to make this campaign successful.

All FB Live videos link –
https://www.facebook.com/AbhinavDegreeCollegeAlumni/videos/?ref=page_internal

# Abhinav Degree Alumni (ADA)
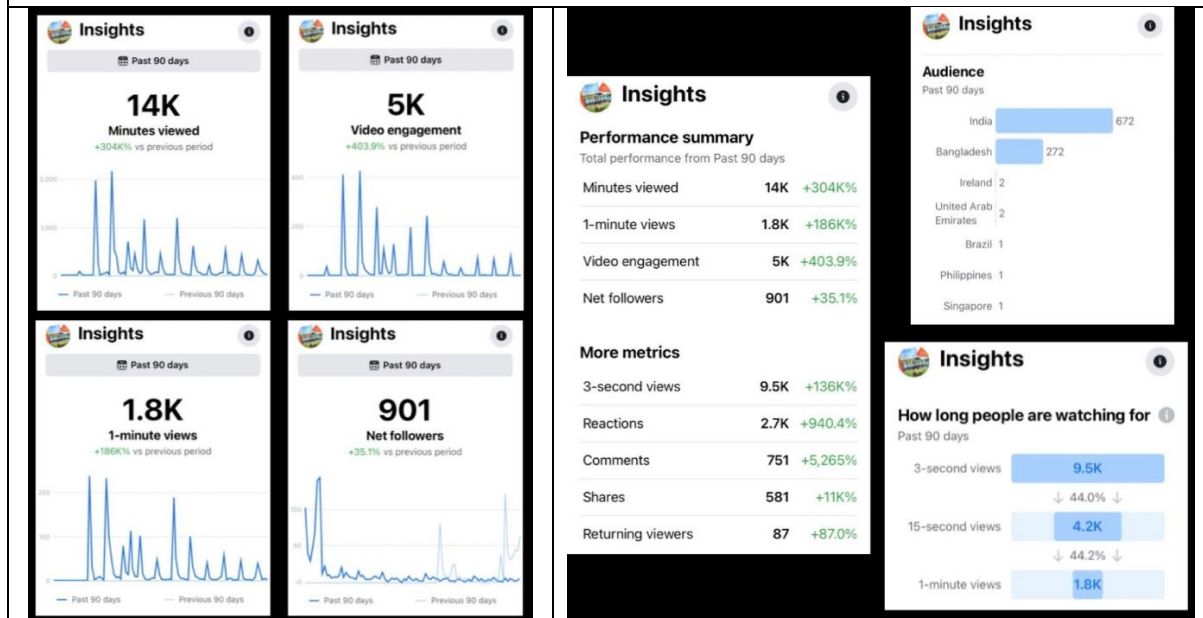## Campaign report

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| YouTube video link (post FB Live) https://youtu.be/RTUDS4G5aOU |
| This top 10 career tips are derived from the FB Live campaign |



**Success insight matrix report from Facebook
(Post campaign details)**



Thanks
Abhinav Degree Alumni (ADA)