

# REPORT INTERACTION ON MODERN BRANDING OFFLINE AND ONLINE

By

Mr Naga Raju

9<sup>th</sup> February 2017

## Inauguration of Guest Lecture:

The dignitaries in the inauguration of Guest Lecture were Dr K T Vigneshwar Rao, Head Mits School of Business, Mr Jaya Chandra P, Mr G. Sadasiva Prasad, Alumni Relation Officer,

The lecture was started with opening remarks by Dr. K.T. Vigneshwara Rao, who thanked Management for this great initiation of creating an opportunity to invite the Alumni members of the institute and enabling them to interact with the students and enlightening them with the current developments in the corporate world. Mr G. Sadasiva Prasad has shown pleasure and promised to conduct many more lectures in future for the benefit of the students. The number of students participated in the lecture were around 60.

## ABOUT LECTURE:

### Pay Attention to Fonts, Images and Colors:

People do not process imagery and writing in the same way across print and online media. Most individuals are used to reading serif fonts offline because fonts like Times New Roman are common in print media. By contrast, sans-serif fonts are more comfortable for reading on screens because they are easier to scan, especially on tiny mobile devices. If you are creating content for both, tweak the design to appeal to customers across different forms of media.

### Leverage User-Generated Content Online

Your online presence is a way for prospects and customers to get to know you before meeting you in person. Certain aspects of working with you can be difficult to share in-person and are better suited to your social pages or your website. Usually, this content is "user-generated," meaning it comes directly from customers who have already worked with you in the past. A few examples of user-generated content you can share online are:

Online reviews

User testimonials

# REPORT ON GUEST LECTURE ON DIGITAL PAYMENTS

By

Mr Anil Duth

10<sup>th</sup> April 2017

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## ABOUT LECTURE:

Digital Payments are emerging like a boom in today's world. After demonetization, digital payments has started and has become common in all kinds of transactions. There are different types of digital payment methods in India like

### 1) Banking Cards:

Cards are among the most widely used payment methods and come with various features and benefits such as security of payments, convenience, etc. The main advantage of debit/credit or prepaid banking cards is that they can be used to make other types of digital payments.

### 2) USSD:

Another type of digital payment method, \*99#, can be used to carry out mobile transactions without downloading any app. These types of payments can also be made with no mobile data facility. This facility is backed by the USSD along with the National Payments Corporation of India (NPCI). The main aim of this type of digital payment service is to create an environment of inclusion among the underserved sections of society and integrate them into mainstream banking.