



REPORT

SEMINAR ON SEARCH ENGINE OPTIMISATION USING AI

Date	26th October, 2023
Speakers	1. Mr. Akash Sharma (Additional Director, NIELIT) 2. Mrs. Nidhi Chawla (Consultant, AI)
Collaboration	NIELIT (National Institute of Electronics & Information Technology)
Participants	74

On the 26th of October, 2023 the Centre for Skill Development (CSD) in a timeless partnership with NIELIT, organized a most fruitful seminar for the students of Shyam Lal College on the correct way of 'Search Engine Optimization using Artificial Intelligence'. The objective of the seminar was to create awareness among the students about the fields of Data Science, Machine Learning and Deep Learning of Tools and Techniques.

The programme commenced with Dr. Kavita Arora (Convenor, CSD) introducing the distinguished panel comprising of Mr. Akash Sharma, Additional Director NIELIT and Mrs. Nidhi Chawla, Consultant. The National Institute of Electronics & Information Technology or NIELIT sent over the best in their quiver to educate the intuitive minds of the students. The seminar was further conducted by Mr. Akash Mehta on SEOs.

SEO means Search Engine Optimization and is the process used to optimize a website's technical configuration, content relevance and link popularity so its pages can become easily findable and as a consequence, search engines rank them better. This turned out to be a very incredible experience for the students as their queries were all satiated in the next interactive doubt session. This was evident in the crowd turn up, as there were close to a hundred onlookers in front of our fabulous speakers.

The seminar came to a fitting end by the vote of thanks given by Dr. Gayatri Chaturvedi. Thus, a thunderous applause was the key to the speakers' perfect departure as we bid them adieu.



**SLC (UNIVERSITY OF DELHI)
SHYAM LAL COLLEGE
CENTRE FOR SKILL DEVELOPMENT**
IN COLLABORATION WITH
NIELIT
Presents
**Seminar on
OPTIMIZING SEARCH ENGINES
USING AI**

RESOURCE PERSONS
AKASH SHARMA
Scientists 'E'/Additional Director
NIELIT, DELHI
NIDHI CHAWALA
Consultant, AI

Room No. 205,
New Building 11:30 A.M 26 OCT, 2023

Faculty Team: Dr. Gayatri Chaturvedi, Dr. Komilla Suri, Dr. Kinshuk Majumdar, Mr. Parveen Kumar, Dr. Rajni Arora, Ms. Sonia Mudel, Mr. Yogesh.
Student Team: Prabhu, Deepanshu, Anand, Pallavi, Chandra Mohan, Shubham, Piyush, Somya, Aditi, Abhinav, Gautam, Vivek, Ritik, Shaamil, Abhishree.

Prof. Kavita Arora
(Convenor, CSD) **Prof. Rabi Narayan Kar**
(Principal, SLC)

Follow : / csdofslc csd@shyamlal.du.ac.in






 **GPS Map Camera**



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Lat 28.674414°
Long 77.28257°
26/10/23 01:10 PM GMT +05:30



 **GPS Map Camera**



Delhi, Delhi, India
F43 A dwarika puri, Navin Shahdara, Shahdara, Delhi, 110032, India
Lat 28.674464°
Long 77.28246°
26/10/23 11:54 AM GMT +05:30





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Presents a Seminar on
"Optimising search engines using AI"

Date- 26/10/2023

Time- 11:30AM

id	Roll no.	Name	College/Institute	Course Applied for	Year	Signature
	230004	Bhumi Kapuri	Shyam Lal	Ba prog (Eco + pols)	1	Bhumi Kapuri
	230011	Tarishq Singh	shyam lal	11	1	Tarishq
	230838	Nilakshi	Shyam Lal	Ba prog (Eng + Pol Sci)	1	Nilakshi
	233233	Madhumitha Sree	shyam lal	B.COM (HONS)	2	Madhu.
	233385	Khushi	shyam lal	B.COM (HONS)	1	Khushi
	233140	Deepa	shyam lal	B.COM (HONS)	1st	Deepa
	233228	Swayam Shakti	shyam Lal	B.COM (HONS)	1st	Swayam Shakti
	233231	Khushi Rani	shyam Lal	B.COM (HONS)	1st	Khushi Rani
	233222	Khushi Kumari	Shyam Lal	B.COM (HONS)	1st	Khushi Kumari
	233339	Milee Gupta	Shyam Lal	B.COM (HONS)	1st	Milee Gupta
	233337	Liza Gupta	Shyam Lal	B.COM (HONS)	1st	Liza
	233362	Jaya Arora	Shyam Lal	B.COM (HONS)	1st	Jaya Arora
	233218	Kiran	Shyam Lal	B.COM (H)	1	Kiran
	233366	Piyush Balodhi	Shyam Lal	B.COM (H)	1	Piyush



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Sl. No.	Roll no.	Name	College/Institute	Course Applied for	Year	Signature
1	233127	Hansi Ravi	shyam lal clg	B.COM (HON)	1st	Hansi Ravi
2	233322	Anjali Gupta	shyam lal clg	B. Com (HON)	1st	Anjali
3	233101	Mohan Gupta	shyam lal clg	B. com (Hons)	1st	Mohan
4	233102	Bobby Kumar	shyam lal clg	B. com (Hons)	1st	Bobby
5	233123	Harsh Kashyap	shyam lal clg	B. com (Hons)	1st	Harsh
6	233126	Harsh Damian	shyam lal clg	B. com (Hons)	1st	Harsh
7	233321	Anjali Aggarwal	shyam lal clg	B. com (Hons)	1st	Anjali
8	233325	Aechana	shyam lal clg	B. com (Hons)	1st	Aechana
9	233139	Deepanshu	shyam lal	B. com (Hons)	1st	Deepanshu
10	233263	Anshuman	shyam lal	B. Com (Hons)	1st	Anshuman
11	233105	Anshika Sharma	shyam lal	B. com (Hons)	1st	Anshika
12	233132	Swyanshi Agarwal	shyam lal clg	B. com (Hons)	1st	Swyanshi
13	233146	Ravnaal Tiwari	shyam lal clg	B. com (Hons)	1st	Ravnaal
14	233119	Shayan Shakeel	shyam lal clg	B. com (Hons)	1st	Shayan



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io	Roll no.	Name	College/Institute	Course Applied for	Year	Signature
	233592	Harsh Kumar	SLC	B.com (Pr)	1st	Harsh
	233466	Divyansh S. Mishra	SLC	B.com (P)	1st	D.S.M. Mishra
	233469	Aryan Malhotra	SLC	B.com (P)	1st	Aryan
	233470	Sanket Sharma	SLC	B.COM (P)	1st	Sanket
	233365	Nikhil Gupta	SLC	B.com (H)	1st	Nikhil
	233367	Rohit Budakoti	SLC	B.com (H)	1st	Rohit
	233245	Harsh Agrawal	SLC	B.com (H)	1st	Harsh
	233212	Karan	SLC	B.com (H)	1st	Karan
	233258	Aditya Kumar	SLC	B.com (H)	1st	Aditya Kumar
	233472	Shreyansh Srivastava	SLC	B.COM (P)	1st	Shreyansh
	233652	Rohit Kumar	SLC	B.com (P)	1st	Rohit Kumar
	233564	Anand Pratap Singh	SLC	B.com (A)	1st	Anand
	233159	Santosh Bhatti	SLC	B.com (H)	1st	Santosh
	231666	Neeraj Tiwari	SLC	B.A. Eng Hons	1st	Neeraj



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id	Roll no.	Name	College/Institute	Course Applied for	Year	Signature
	233122	Nimisha Jain	SLC	Bcom Hons	2nd ^{1st}	Nimisha
	233130	Sangha Yapa	SLC	Bcom Hons	2nd ^{1st}	S.Yapa
	233129	Sanskriti Goel	SLC	Bcom Hons	1 st	Sanskriti
	233153	Deepanshi	SLC	BCom Hons	2 nd	Deepanshi
	233145	Dhanshana	SLC	BCom(H)	1 st	Dhanshana
	233384	KARTIK	SLC	B.com (H)	1 st	Kartik
	233578	Anush	SLC	B.COM (H)	1 st	Anush
	233257	Raghvendra Tripathi	SLC	B.Com (H)	1 st	Raghvendra
	233386	Mayank Gautam	SLC	B.COM (H)	1 st	Mayank
	233250	Ayush	SLC	B.Com (H)	1 st	Ayush
	23338	Manish	SLC	B. Com (H)	1 st	Manish



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io	Roll no.	Name	College/Institute	Course Applied for	Year	Signature
		RUDRA AWASTHI	SOL	Digital marketing	1st	
Faculty		Mr. Yogesh	SLC			
		Pooja Priya	SLC		1st	
		Amrit Khetan	SLC		1st	
	233340	Naman Raj sinha	SLC		1st	
	233291	Savan Kumar	SLC		1st	
	233384	Krishpreet	SLC		1st	
	233347	Om Chauhan	SLC		2nd	
	233482	Lokesh	SLC		2nd	
	233237	Akash Kumar Basal	SLC		1st	
	233342	Priyanshu	SLC		1st	
	233383	Garvit Jain	SLC		2nd	
	233254	Shiva	SLC		1st	
	231204	Titu	SLC	Digital marketing	2nd	