



St. John College of Engineering and Management

Autonomous Institute

(A Christian Religious Minority Institution)

Approved by AICTE and DTE, Affiliated to University of Mumbai / MSBTE

DTE Code : 3218 AICTE Permanent ID : 1-4790201

NAAC Accredited with Grade 'A+', Three Programs NBA Accredited



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REPORT

Details of Activity:

Name of the Activity	Introduction to Salesforce CRM		
Date & Time	05/03/2026	Department / Committee	ISTE
Venue	MMS Hall	No. of Participants	50
Nature of Activity	Guest Lecture	Mode of Activity	Offline
Name of Activity In-charge	Mrs. Rosy Pradhan	Name of Activity Coordinator	Mrs Rosy Pradhan
Name and Affiliation of Resource person	Mrs. Neha Saxena, Salesforce Instructor		

Activity Information:

Objectives	- To introduce the concept of Salesforce Management - To provide an overview of Salesforce as a leading CRM platform - To explore real-world applications of Salesforce - To interact with an industry expert
Target Audience	Second and Third year students
Methodology	- Welcome note and briefing about the resource person. - Session conduction by resource person. - Interactive Q&A session with students. - Collection of feedback and suggestions.
Outcomes	- Understand the fundamentals of Salesforce Management. - Identified areas of academic and behavioral improvement for students. - Explain the importance of CRM systems. - Understand current industry trends.

SWOT Analysis of the Event:

Strength	Weakness	Opportunity	Threats
Motivation for students to explore Salesforce certifications and career paths.	Limited time for hands-on demonstration.	Strengthening industry-academia interaction.	Bridging the gap between theoretical knowledge and practical implementation.

Feedback Analysis: *Feedback in graphical form*



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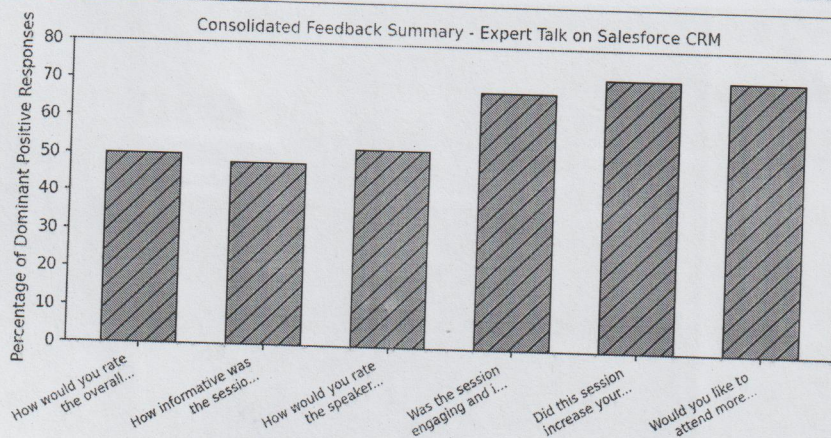
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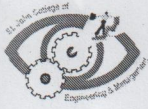
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Geo-Tagged Photo

Event: Expert Talk on Salesforce CRM | Resource Person: Mrs. Neha Saxena, Salesforce Instructor | Date: 5 March 2026, 12:00 PM | Venue: MMS Hall





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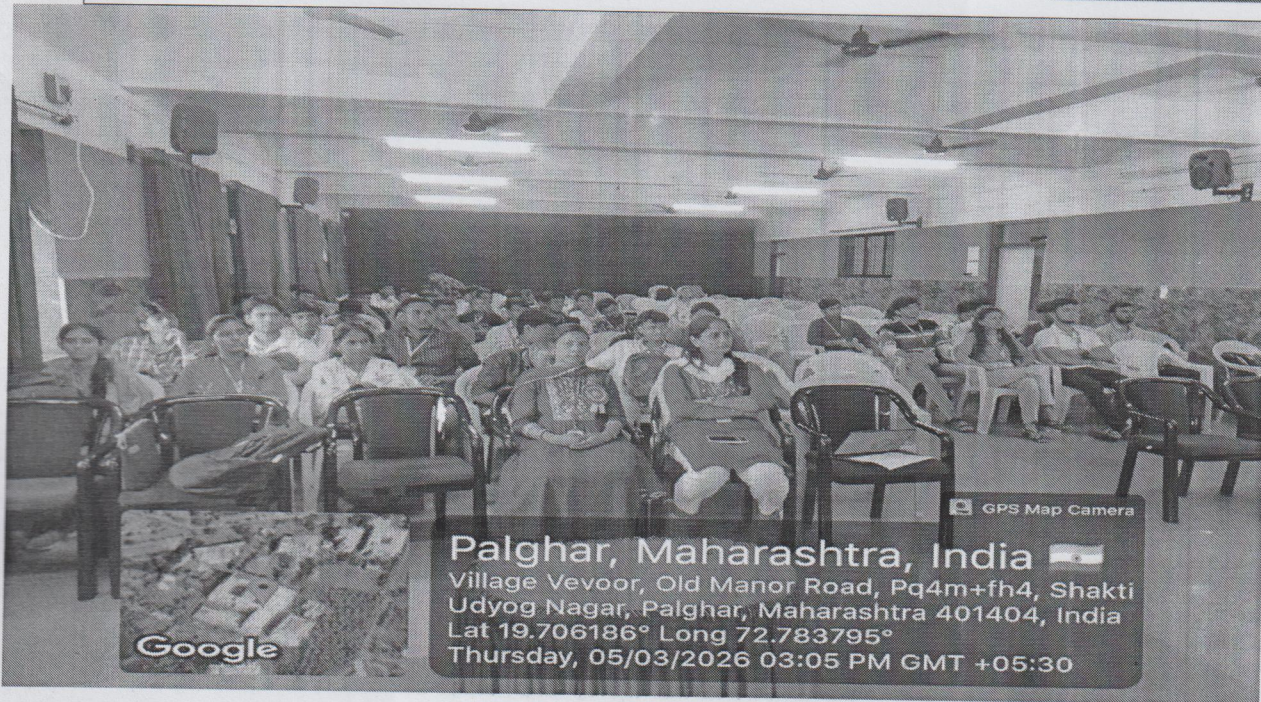
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Proofs & Documents Attached (Tick mark the proofs attached):

☐	Notice / Brochure	☒	Feedback Analysis
☒	Attendance list	☐	Newsletter data for Spectrum
☒	Photos	☐	Media News Details
☐	Certificate	☐	CO-PO Mapping
☒	Feedback Form	☐	Any Other

Prepared By	Checked By
Name & Dated Signature of Coordinator	Name & Dated Signature of Committee In-charge
Rosy Pradhan Date: 18/03/2026	Rosy Pradhan Date: 18/03/2026

Date of Activity: 05/03/2026

Date of Report Submission: 18/03/2026

Reason for delay if any: —



Approved By
HOD Signature
Date: 18/03/2026