



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

AF 6

REPORT

Details of Activity:

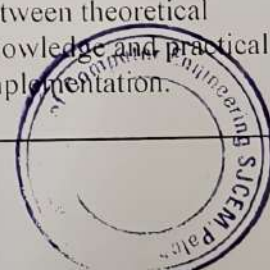
Name of the Activity	Introduction to Salesforce CRM		
Date & Time	05/03/2026	Department / Committee	ISTE
Venue	MMS Hall	No. of Participants	50
Nature of Activity	Guest Lecture	Mode of Activity	Offline
Name of Activity In-charge	Mrs. Janhavi Sangoi	Name of Activity Coordinator	Mrs. Janhavi Sangoi
Name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

Activity Information:

Objectives	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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.





St. John College of Engineering and Management

Autonomous Institute

(A Christian Religious Minority Institution)

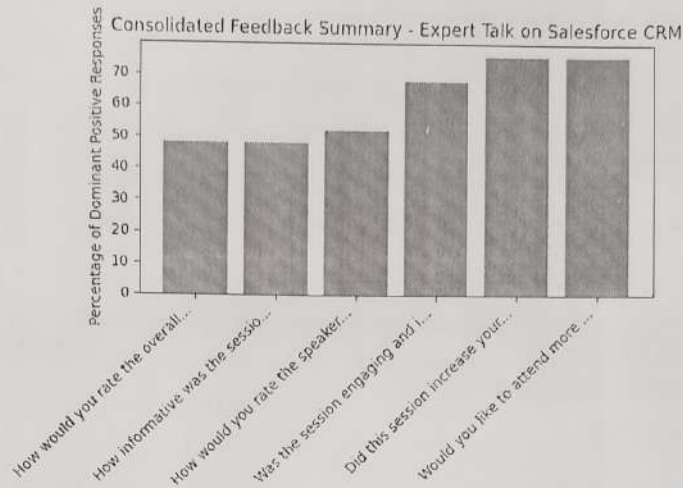
Approved by AICTE and DTE, Affiliated to University of Mumbai / MSBTE

DTE Code : 3218 AICTE Permanent ID : 1-4790201



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

Feedback Analysis:




Geo-Tagged Photo

St. John College of Engineering and Management
NAAC Accredited with Grade "A"
INDIAN SOCIETY FOR TECHNICAL EDUCATION

INDIAN SOCIETY FOR TECHNICAL EDUCATION
An Expert Talk on Salesforce CRM

MRS. NEHA SAXENA
Salesforce Instructor

📅 5 March 2026
🕒 12:00 PM
📍 MMS Hall



Faculty Co-ordinators:
• Mrs. Rosy Pradhan, AIML
• Mrs. Jantavi Sangol, Computer Engineering





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 : I-4790201



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


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

Notice / Brochure	<input type="checkbox"/>	Feedback Analysis	<input type="checkbox"/>
• Attendance list	<input type="checkbox"/>	Newsletter data for Spectrum	<input type="checkbox"/>
• Photos	<input type="checkbox"/>	Media News Details	<input type="checkbox"/>
Certificate	<input type="checkbox"/>	CO-PO Mapping	<input type="checkbox"/>
• Feedback Form	<input type="checkbox"/>	Any Other	<input type="checkbox"/>

Prepared By	Checked By
Name & Dated Signature of Coordinator	Name & Dated Signature of Committee In-charge
 18/03/26 Janhvi Sangei	 18/03/26 Janhvi Sangei.

Date of Activity: 05/03/2026

Date of Report Submission: 18/03/2026


18/3/26

Approved By

HOD Signature

Date: 18/03/2026.

