



CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY

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VIDYA NAGAR, PALLAVOLU (V), PRODDATUR-516360, Y.S.R. (Dt.), A.P

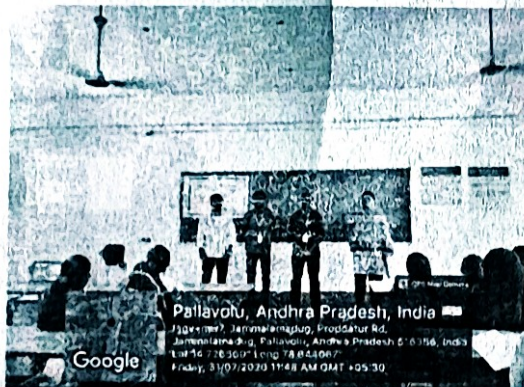
Event report

Digital business ideas with less / low investment

Date	Title of the lecture	Resource Person
31-7-26	Digital business ideas with less / low investment madam	Dr.R.Uma Devi
Target Participants	MBA II Year Students Chaitanya Bharathi Institute of Technology	

Team 1 :Reselling Business Using WhatsApp & Instagram

This project explains a zero-investment reselling business model using WhatsApp and Instagram. It covers supplier selection, product promotion, order management, delivery coordination, and earning through profit margins or commissions. It also highlights the importance of communication, digital marketing, and customer service, demonstrating how anyone can build a low-risk, scalable online business through consistent promotion and customer engagement.



Team 2 :Affiliate Marketing

Affiliate marketing is a performance-based strategy where individuals earn commissions by promoting products or services using unique links. When customers make purchases through these links, affiliates receive a reward. It is a low-cost, flexible way to earn income online, but requires consistent effort and trust-building to succeed.



Team 3: Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a digital marketing strategy that helps websites rank higher on search engines like Google without paying for advertisements. It improves a website's visibility by using relevant keywords, creating quality content, and optimizing website performance. As a low-investment digital business, SEO can be started with basic knowledge, a laptop, and an internet connection, making it an excellent opportunity for students and aspiring entrepreneurs. By helping businesses attract more customers, increase website traffic, and build a strong online presence, SEO plays an important role in achieving long-term business growth through organic search results.



Team 4: AI Digital Branding Agency

The presentation is about an AI Digital Branding Agency that helps small businesses build a strong online presence. We provide AI-powered services such as website development, branding, and digital marketing at affordable prices. Our goal is to help businesses grow, attract more customers, and increase brand visibility through innovative digital solutions



Team 5 :Online design Card

Digital invitation cards are widely used for weddings, birthdays, engagements, baby showers, housewarming ceremonies, festivals, business events, and college functions. They are attractive, easy to customize, cost-effective, and environmentally friendly. significance of handloom weaving while empowering rural artisans through technology and digital access. In addition, the app will support sustainable fashion trends by appealing to ethically minded consumers who value handmade, eco-friendly goods. By partnering with NGOs, government initiatives, and using social media for promotion, the platform aims to revive the handloom sector, improve the livelihoods of weavers, and preserve traditional textile heritage in the modern digital age.



Team 6 : Digital Wedding Landing Page

A Digital Wedding Landing Page is a modern online platform that brings all wedding information together in one place. Instead of relying only on printed invitation cards, couples can share a website link or QR code with their guests. The landing page includes the bride and groom's names, wedding date and time, venue details, Google Maps location, photographs, family information, contact numbers, and the event schedule. Guests can easily access these details using their smartphones, making the invitation more convenient and interactive.



Team 7 : EcoScan

EcoScan is a digital platform that helps consumers make environmentally responsible choices by simply scanning a QR code on a product. When a customer scans the QR code using a smartphone, they instantly receive important information such as the product's eco rating, carbon footprint, recyclable materials, disposal instructions, and nearby recycling centres. The main goal of EcoScan is to increase environmental awareness and reduce waste by making sustainability information easily accessible. It also helps companies showcase their commitment to environmental responsibility and build trust with customers.




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 HEAD, Dept. of MBA
 Chaitanya Bharathi Institute of Technology
 (Autonomous)
 Vidyanagar, PRODDATUR, Y.S.R. (Dt.) A.P.-516360


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