



AJEENKYA
D Y PATIL UNIVERSITY
THE INNOVATION UNIVERSITY

**School of
Engineering**

Activity Report

Event Title: Workshop on salesforce developer

Organized by: ITPRENEUR in collaboration with Ajeenkya D Y Patil University.

Date: 25th July to 26 July 2022

Venue: Computer lab SOE, ADYPU

Faculty Coordinator: Prof. Ajay Mishra

Participants: Students (2nd, 3rd, and final year) & Research Scholar.

Objective:

The objective of the workshop was to provide participants with comprehensive knowledge and hands-on experience in Salesforce development. It aimed to introduce the basics of Salesforce CRM, its development tools, and practical application through real-world case studies, enabling students to enhance their career opportunities in the field of cloud-based CRM solutions.

Agenda:

1. Introduction to Salesforce:

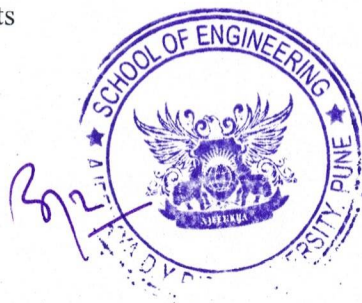
- Overview of Salesforce as a cloud-based CRM platform
- Key features and applications

2. Salesforce Developer Basics:

- Introduction to Salesforce development tools (Apex, Visualforce)
- Understanding Salesforce Object Model and Database
- Salesforce security model and data handling

3. Hands-on Salesforce Development:

- Creating custom applications and components

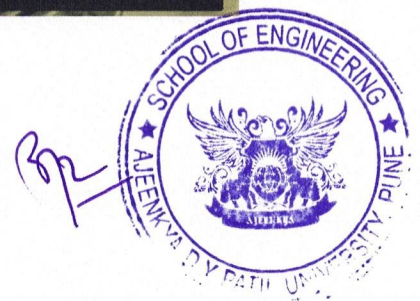
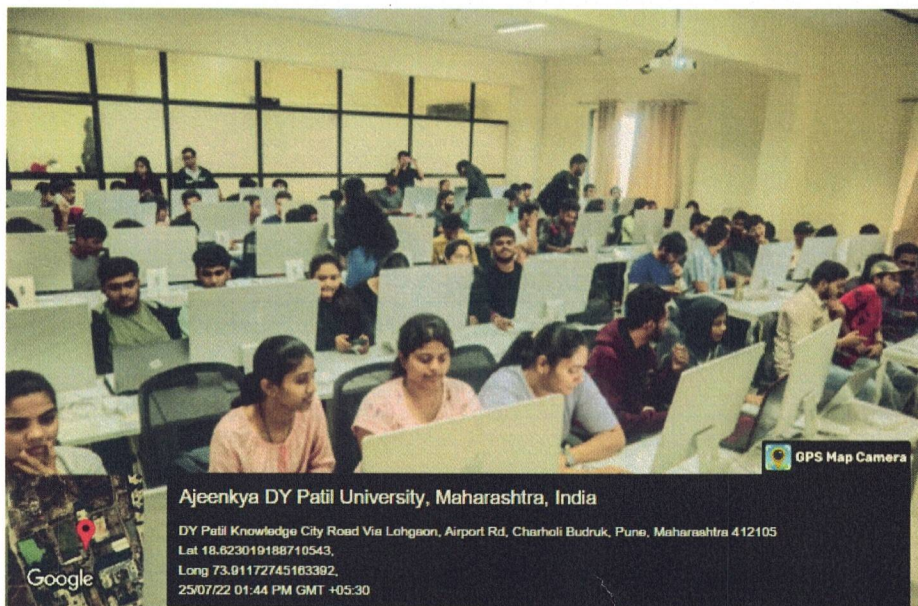


- Workflow automation and process builder
 - Building reports and dashboards
- 4. Case Studies and Practical Applications:**
- Solving real-world CRM challenges using Salesforce
 - Best practices for Salesforce implementation
- 5. Q&A and Closing Remarks:**
- Open discussion and addressing participant queries

Outcomes:

- 1. Enhanced Knowledge:**
 - Participants gained in-depth knowledge of Salesforce as a CRM platform and its application in businesses.
- 2. Practical Skills Development:**
 - Hands-on experience in Salesforce development, including creating custom apps, using Apex code, and building automation processes.
- 3. Improved Career Opportunities:**
 - The workshop empowered students with skills that are highly in demand in the industry, boosting their employability in Salesforce development roles.
- 4. Networking and Collaboration:**
 - Participants had the opportunity to connect with industry experts and peers, fostering potential collaborations and mentorship opportunities.

Glimpses of the Activity



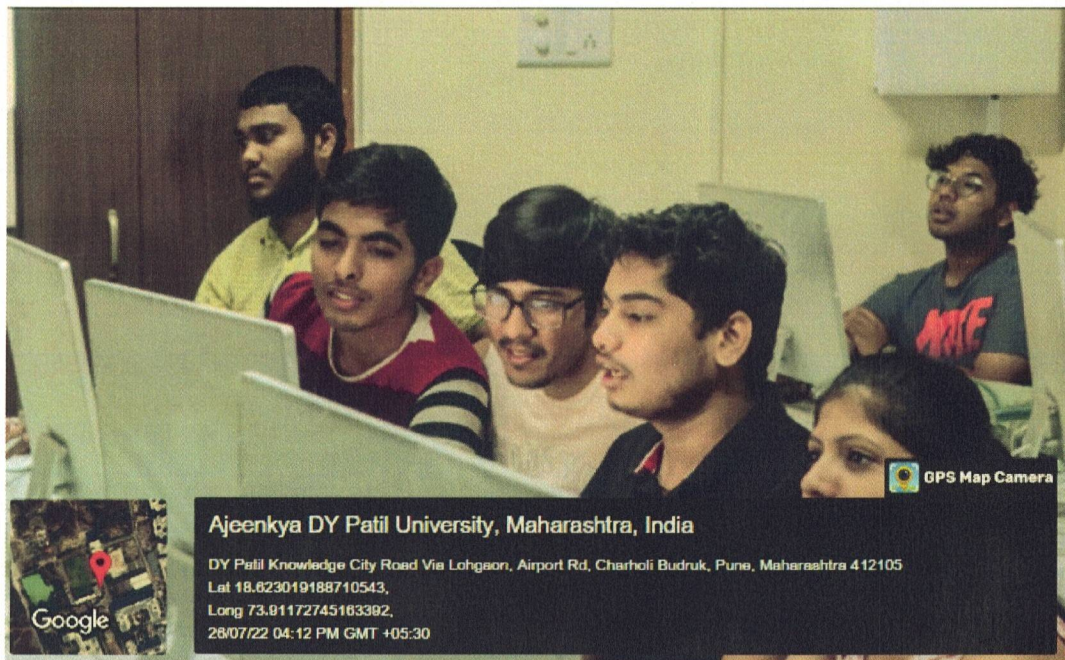


Fig: Workshop on salesforce developer

