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INDEX

1. INTRODUCTION

1.1 Overview

1.2 Purpose

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map

2.2 Ideation and Brainstorming Map

3. STEPS TO FOLLOW

1.Navigation

2.Search “canva”

3.Click “create a design”

4.Navigation

5.Search and click “online store”

6.Choosing the Template

7.To edit the poster

8.To Complete the Poster

9.Search and click “hashtag generator tool”

10.To select the Hashtgs From the tool

11.Add hashtags in instagram post

4. RESULT

4.1 To Upload Poster in instagram

5. ADVANTAGES

6. CONCLUSION

1. INTRODUCTION

1.1 Overview

Hashtags on Instagram play a pivotal role in content discovery, engagement, and amplifying the reach of posts. Google, as a powerful search engine and information retrieval platform, can be harnessed to enhance the process of generating effective Instagram hashtags. This research explores the utilization of Google in hashtag generation, taking into account its vast database and algorithmic capabilities.

The study involves a comprehensive analysis of Google's search suggestions and auto-complete features to identify relevant keywords and phrases associated with Instagram content. By considering user intent and trending topics, the system generates hashtags that are both contextually accurate and likely to attract a wider audience. The research also delves into the evolving nature of Instagram's algorithm and explores how Google's insights can adapt to the ever-changing landscape of social media trends.

Through experimentation and data analysis, the study evaluates the efficacy of Google-powered hashtag generation in terms of improving post visibility, engagement, and user experience on Instagram. This research seeks to provide Instagram users, content creators, and marketers with a valuable tool to optimize their hashtag strategies using Google's extensive knowledge repository, ultimately enhancing their social media presence and outreach.

Banarasi silk sarees are renowned for their exquisite craftsmanship and luxurious fabric. These sarees originate from Varanasi, India, one of the oldest cities in the world and a hub of traditional textile weaving. Banarasi silk sarees are characterized by their intricate zari (metallic thread) work, intricate patterns, and rich, vibrant colors. They are highly sought after for weddings and special

occasions due to their timeless elegance and opulence. The art of weaving Banarasi sarees has been passed down through generations, making them a symbol of Indian culture and craftsmanship.

Banarasi sarees, steeped in centuries of tradition and craftsmanship, are among the most revered and exquisite textiles to emerge from India. Originating from the ancient and spiritually resonant city of Varanasi, these sarees embody the artistry and cultural heritage of a region deeply entwined with India's rich tapestry of history.

Crafted from the finest silk, Banarasi sarees are renowned for their timeless elegance and opulence. What distinguishes them are the intricate patterns and ornate designs, woven into the fabric using zari, a metallic thread that gleams like precious gold or silver. These sarees often feature motifs inspired by Mughal architecture, local flora, fauna, and intricate geometric patterns, each telling a story of meticulous artistry. It is this combination of sumptuous silk and intricate zari work that sets Banarasi sarees apart as an epitome of luxury.

The art of Banarasi weaving has been meticulously preserved and passed down through generations of skilled artisans. Their dedication to the craft is evident in the flawless execution of these masterpieces. Every Banarasi saree is a labor of love, requiring weeks, if not months, to create, with each thread meticulously interlaced to create a work of art.

1.2 Purpose

Planning: Define your hastag generation purpose, target audience, and content structure. Gather any necessary materials such as text, images, and branding assets.

Canva Registration: Sign up for a Canva account if you don't have one already. Canva Websites might be a premium feature, so check your subscription plan.

Choose a Template: Browse through Canva's website templates and select one that best matches your website's style and objectives.

Customization: Use Canva's drag-and-drop editor to customize the chosen template. Add your own text, images, logos, and branding elements. Adjust fonts, colors, and layout as needed.

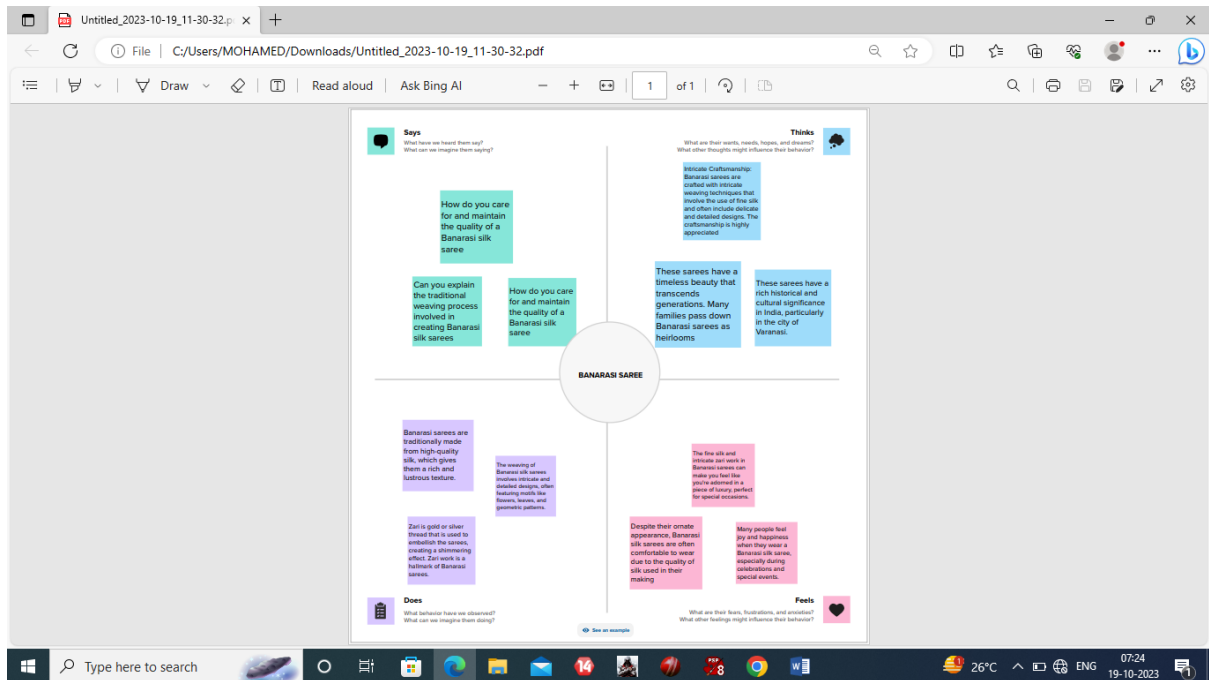
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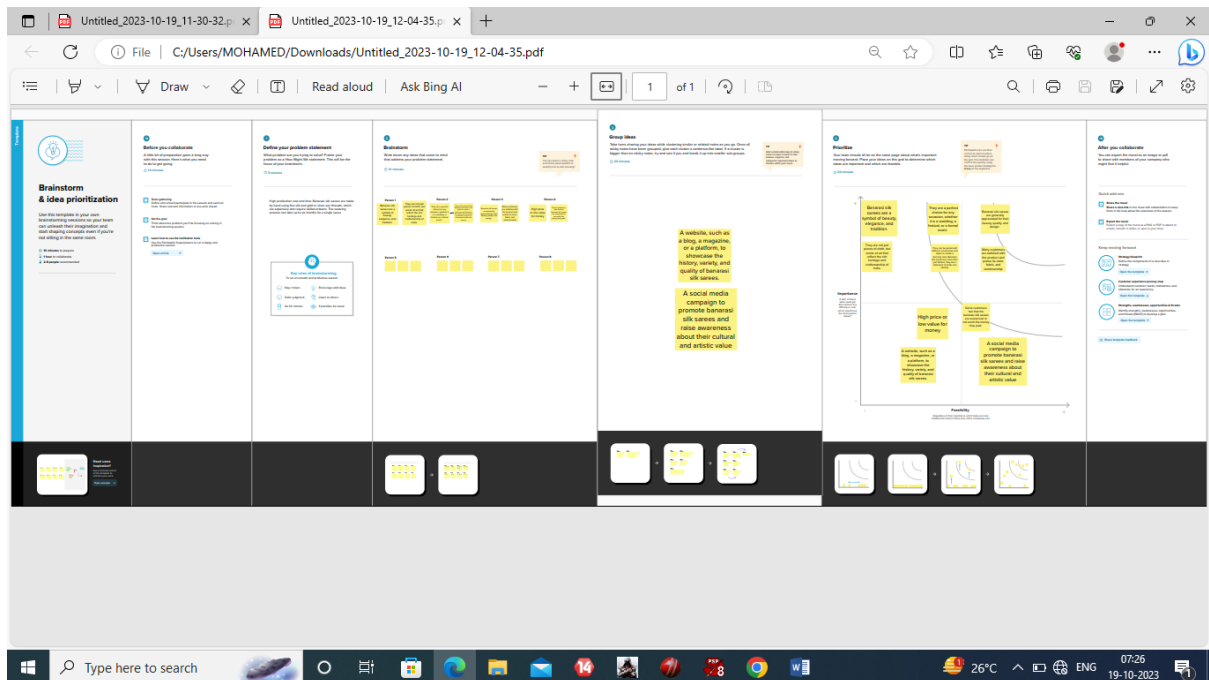
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2.PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map



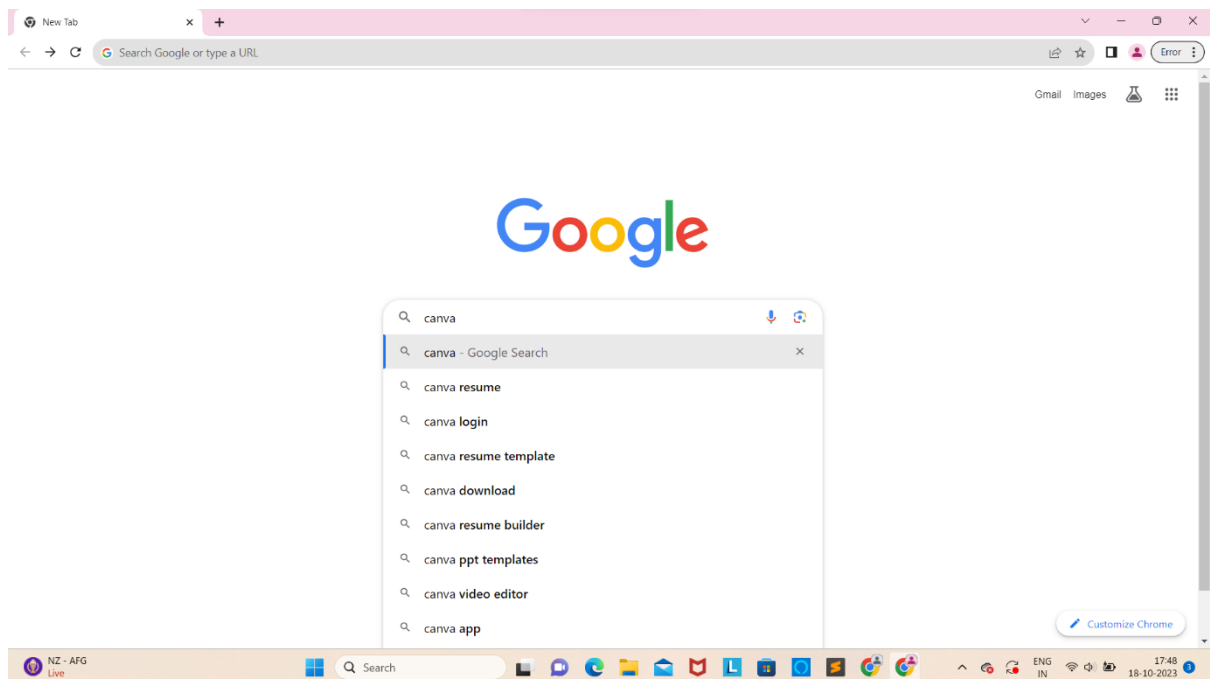
2.2 Ideation and Brainstorming Map



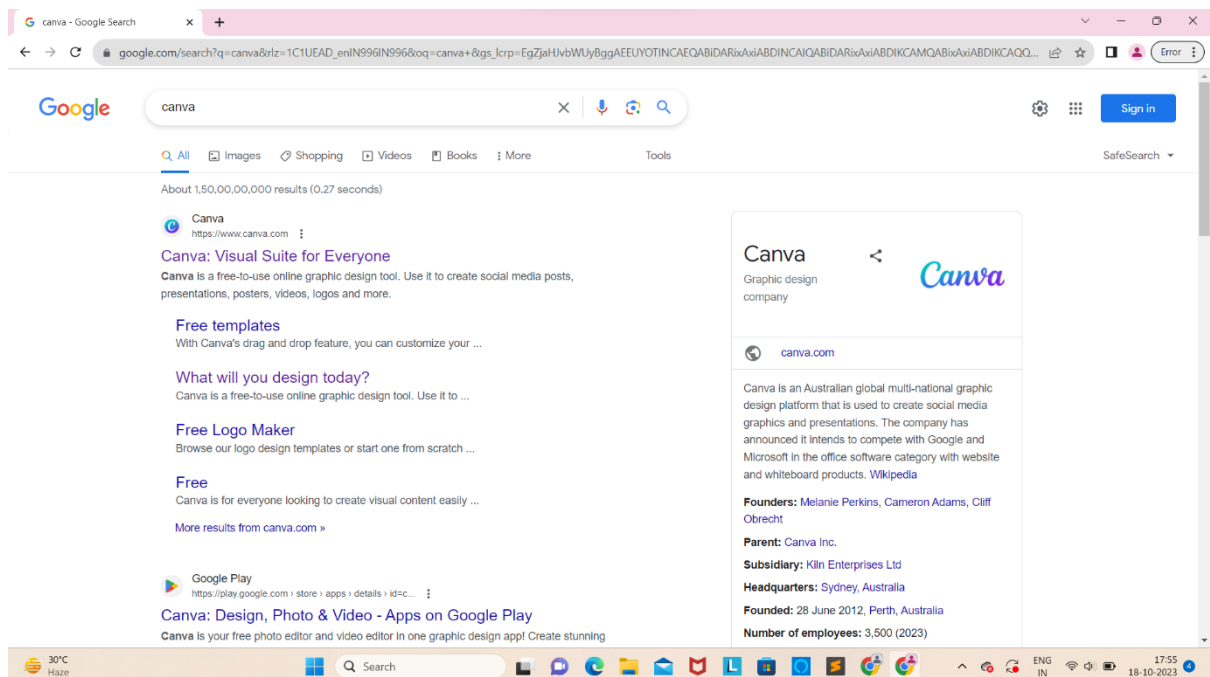
STEPS TO FOLLOW

1. Navigation
2. Search “canva”
3. Click “create a design”
4. Navigation
5. Search and click “online store”
6. Choosing the Template
7. To edit the poster
8. To Complete the Poster
9. Search and click “hashtag generator tool”
10. To select the Hashtgs From the tool
11. Add hashtags in instagram post

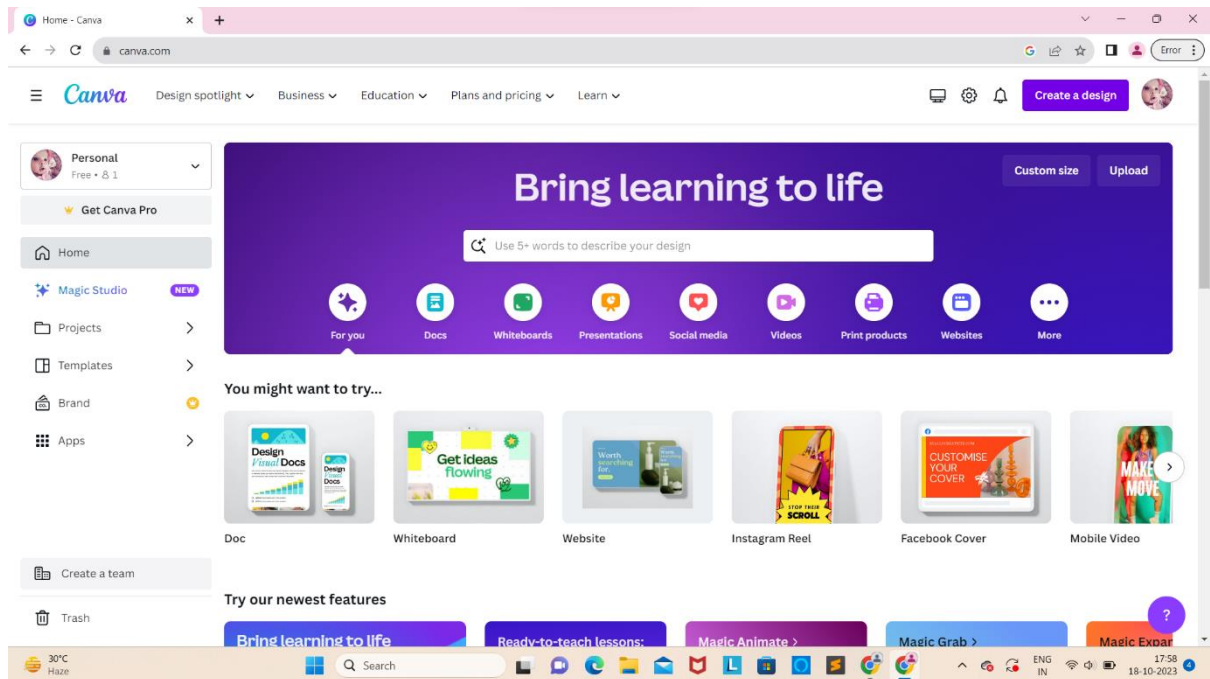
STEP 1: Navigation



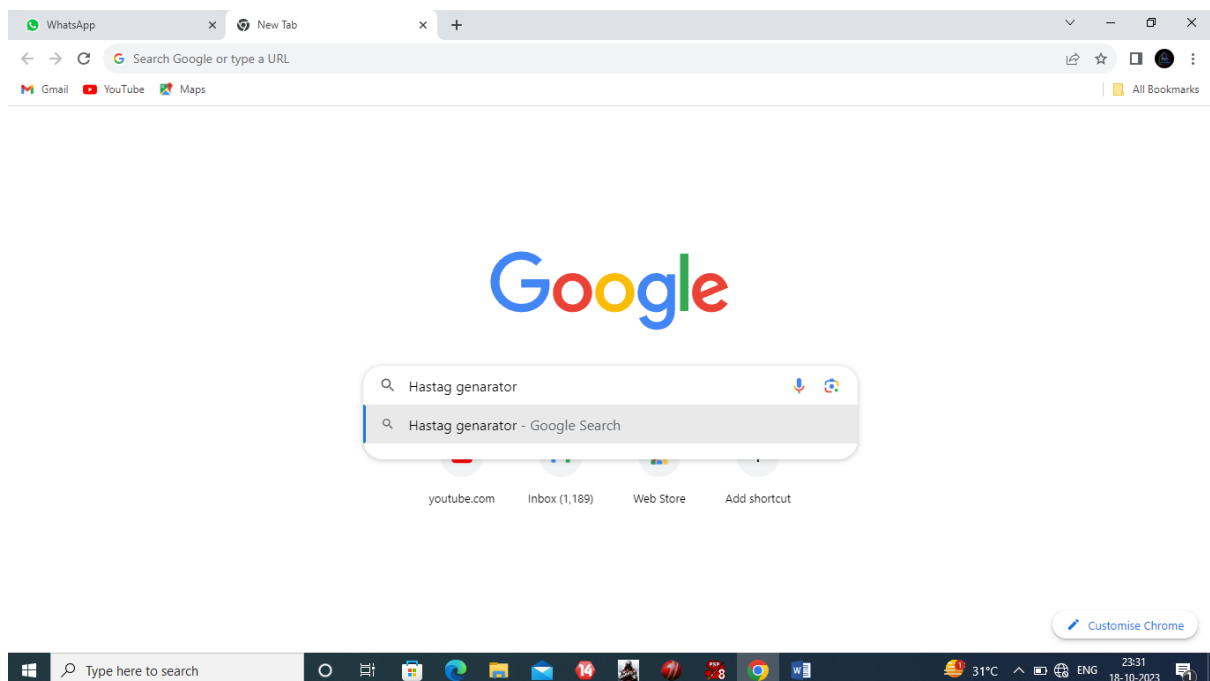
STEP 2: Search “canva”



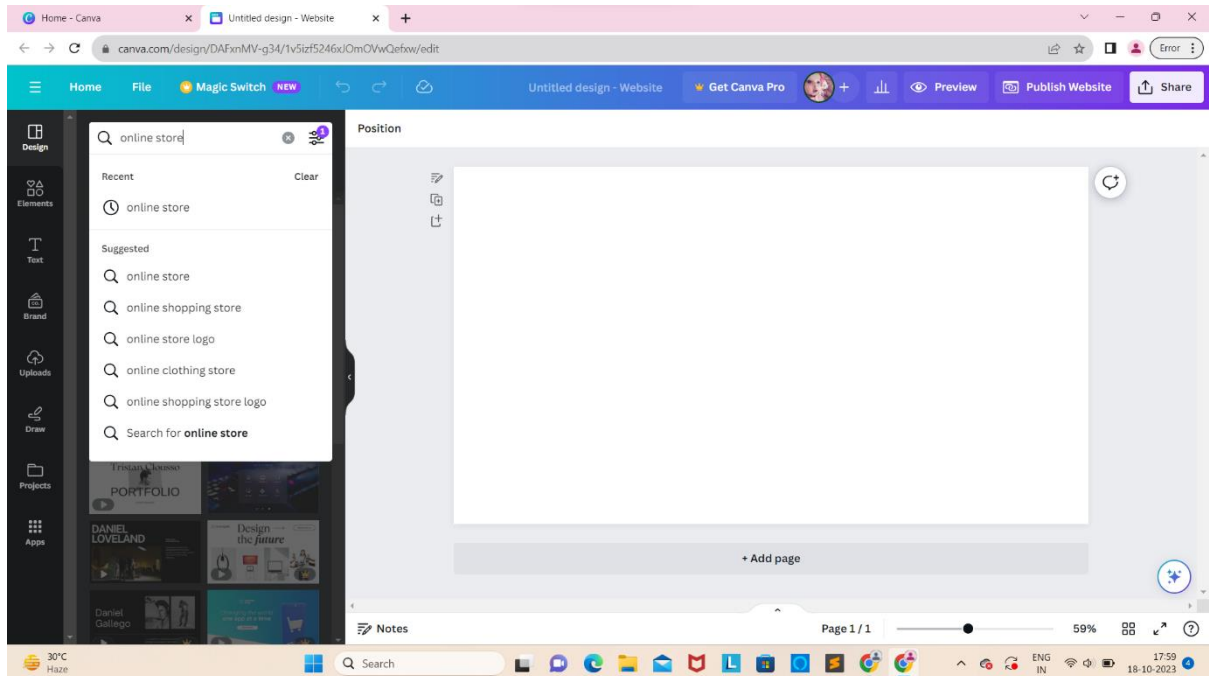
STEP 3: Click “create a design”



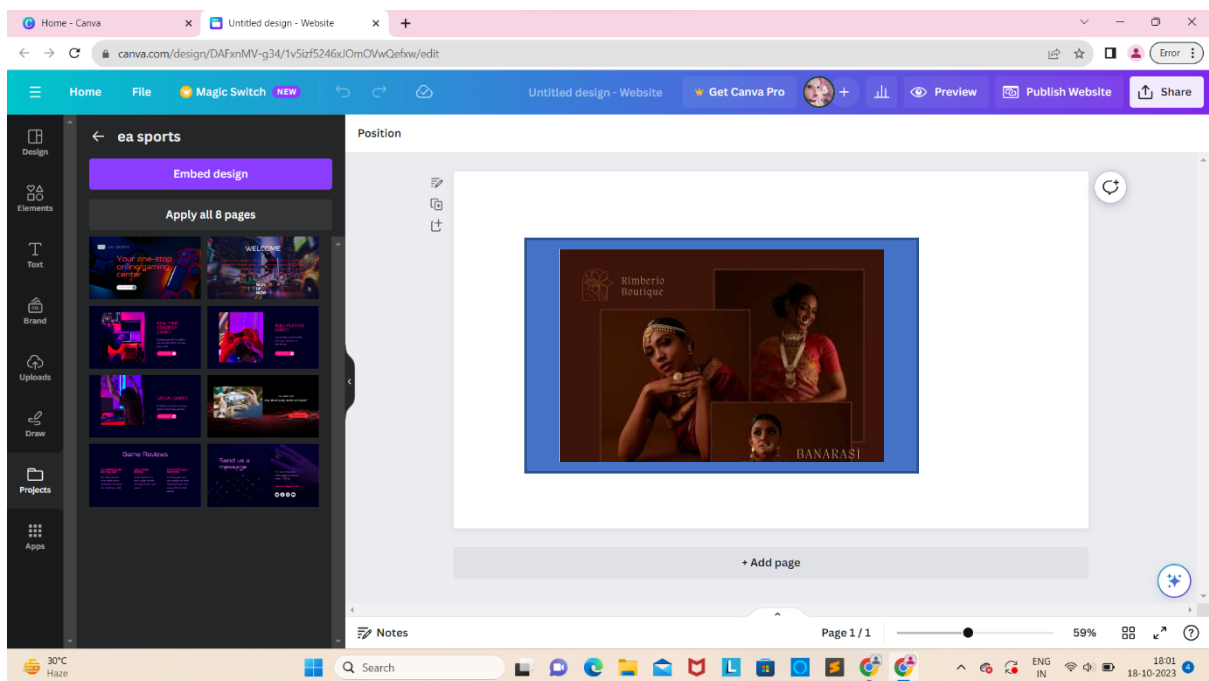
STEP 4: Navigation



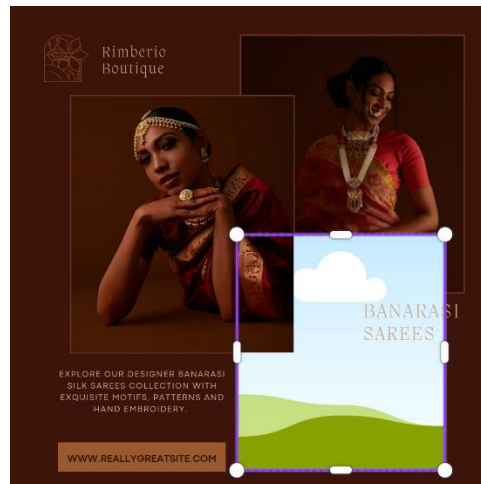
STEP 5: Search and click “online store”



STEP 6: Choosing the Template



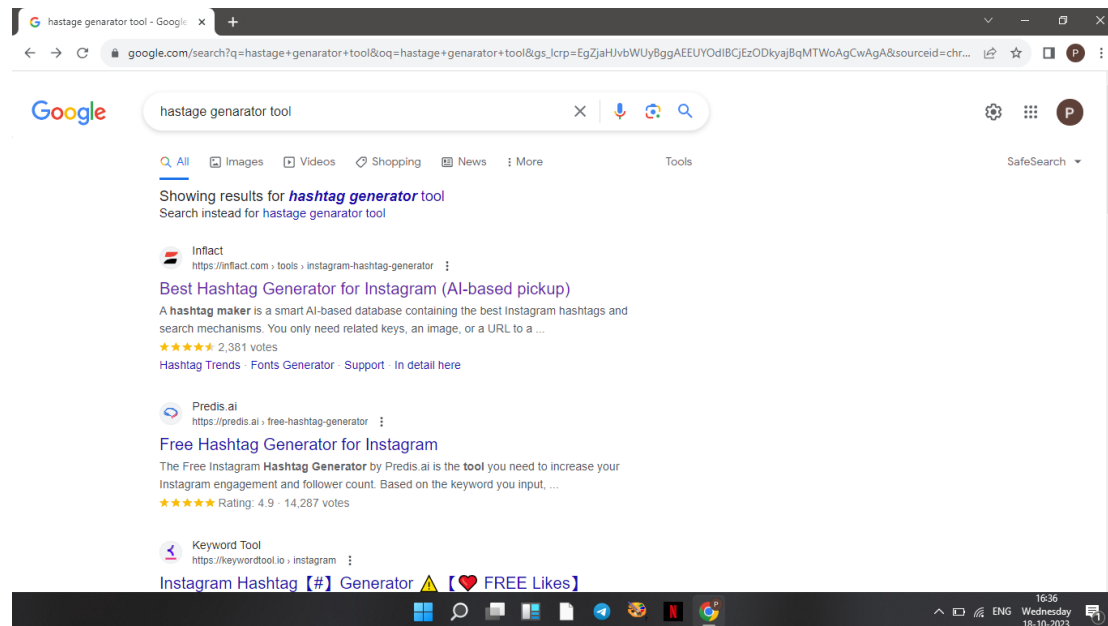
STEP 7: To edit the poster



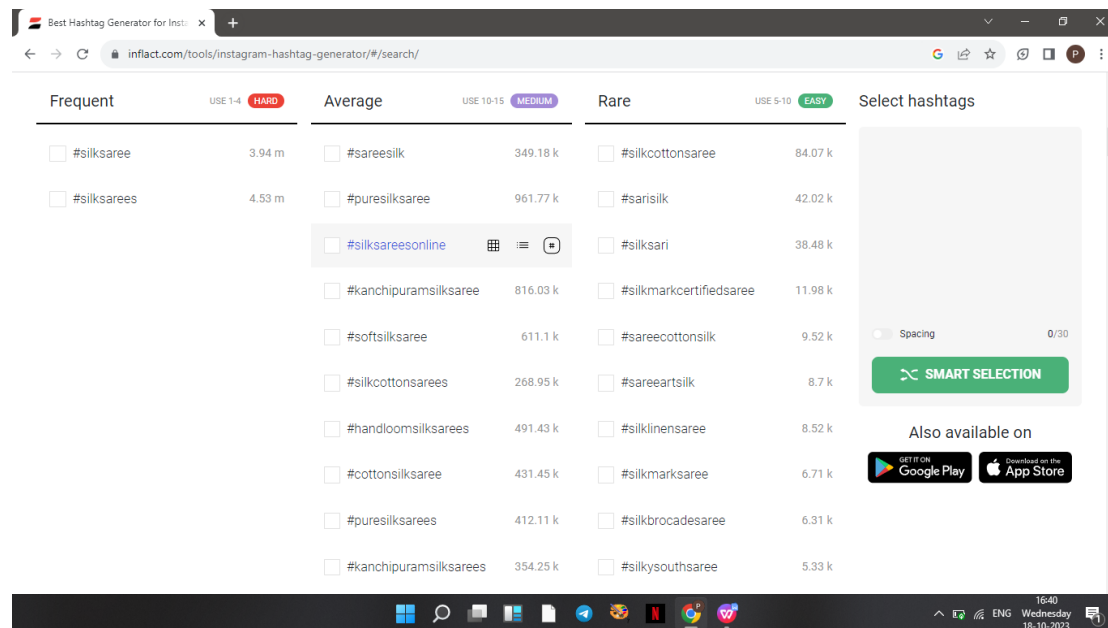
STEP 8: To Complete the Poster

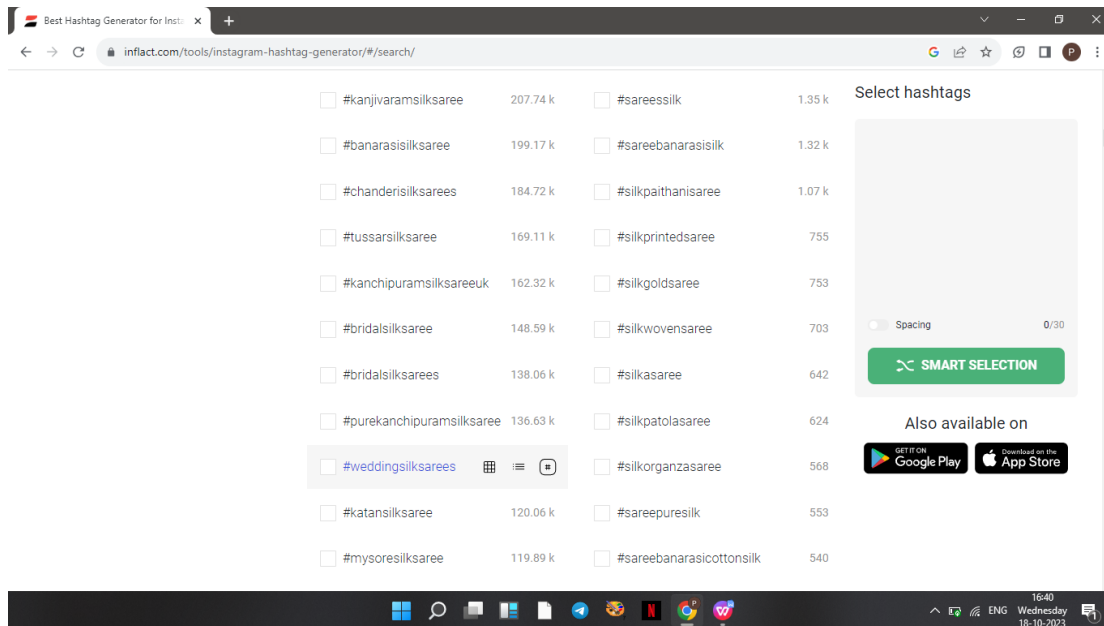


STEP 9: Search and click “hashtag generator tool”

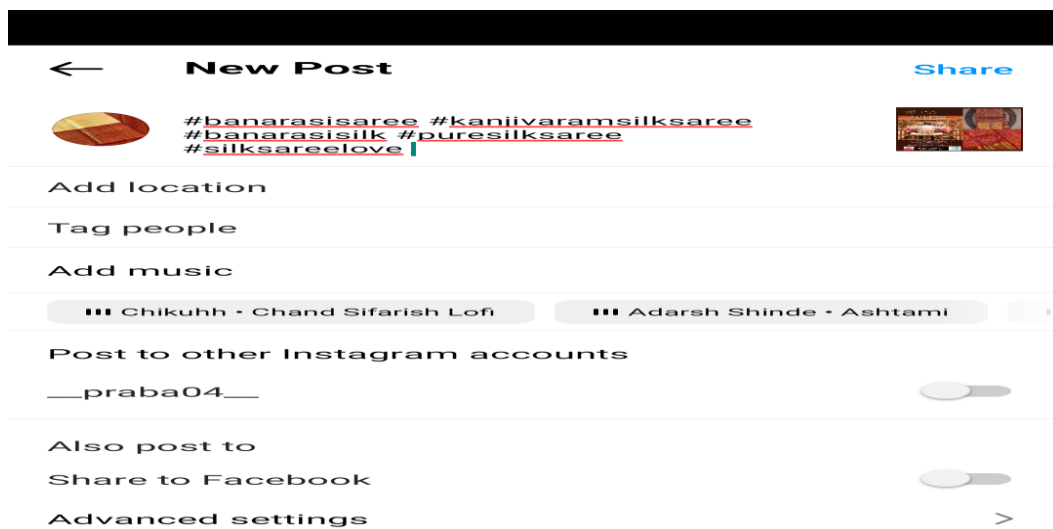


STEP 10: To select the Hastgs From the tool





STEP 11: Add hashtags in instagram post



4.RESULT

4.1To Upload Poster in instagram



5.ADVANTAGE

Rich Tradition: They are deeply rooted in Indian culture and have a long history of traditional weaving, making them a symbol of heritage and elegance.

High-Quality Silk: Banarasi sarees are crafted from high-quality silk, known for its lustrous sheen and softness, providing a luxurious feel.

Intricate Designs: These sarees are famous for their intricate and ornate designs, often featuring beautiful motifs, brocades, and zari work.

Versatility: Banarasi silk sarees are versatile and can be worn on various occasions, from weddings to festivals to formal events

6.CONCLUSION

In conclusion, Banarasi silk sarees stand as a testament to the rich heritage and artistry of Indian textiles. These sarees, originating from the ancient city of Varanasi, have transcended time and continue to captivate the world with their elegance and opulence. Woven by skilled artisans using traditional techniques passed down through generations, Banarasi silk sarees represent the pinnacle of craftsmanship and attention to detail.

Their versatility, diverse designs, and cultural significance make them an integral part of Indian rituals and celebrations. Beyond their aesthetic appeal, Banarasi silk sarees often hold an esteemed place in a woman's wardrobe, transcending generations as cherished heirlooms and investment pieces.