



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of B.Voc Retail Management

Date: 06th January, 2022

To,

The Principal,

Tuljaram Chaturchand College of Arts, Science and Commerce

Baramati

Subject: Request for Permission to conduct Online Seminar/ Workshops

Respected Sir,

With reference to above mention subject, We the Department of Retail Management want to conduct Online Seminar/ Workshops for Retail Management, E-Commerce & Digital Marketing, Commerce & BBA Students. Details of seminar & workshop s as follows:

Sr. No.	Workshop /Seminar	Name of Speakers	Time	Expenses
1	Bio-Floc Fish Pharming	Mr. Jitendra Gupta	One Day Workshop (Online)	7500/-
2	Retail Management	Dr. Ravi Ahuja	(Online) Seminar	1000/-
3	Product Research	Mr. Atul Salagare	(Online) Seminar	1000/-
4	Facebook & Instagram Marketing	Mr. Darshan Sonar	10 Days (Online) Workshop	30,000/-

Kindly co-operate and oblige.

Thank you,

[Handwritten Signature]

Coordinator

*Recommended
to organize activity
under ED Cell*

*@Cell
5/1/2022*

*Allowed / sanctioned
5/1/*



Darshan Sonar Digital

Address: Office N0-502, Landmark centre Pune satara road opp. citypride multiplex, Swargate Pune - 411009

Email id: darshan@darhansonardigital.com

Phone no.: 9309533877 / 9604332402

To,

The Principal,

T. C. College, Baramati

Date: 29th December 2021

Subject: Permission For Conducting Corporate Digital Marketing Course

Dear Sir/Madam,

I am writing this letter on behalf of "DARSHAN SONAR DIGITAL" to seek your permission for conducting online course on "Corporate Digital Marketing Course". This course is completely practical and will also organize interactive sessions where active participation will make the students energetic. We need your support to carry on such initiative. This course insights are important for career development in future.

We intend to conduct the Digital Marketing Course online on date as per college schedule.

Your consideration will be highly appreciated.

Yours Sincerely,

DARSHAN SONAR,

DARSHAN SONAR DIGITAL

D. Sonar
Proprietor



Address: Office N0-502, Landmark centre Pune satara road opp. citypride multiplex, Swargate Pune - 411009



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Autonomous

No-349

28 JAN 2022

विद्यार्थ्यांसाठी नोटीस

सर्व विद्यार्थ्यांना सूचित करण्यात येते की, आपल्या महाविद्यालयात

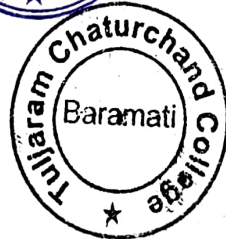
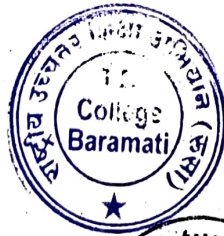
“Facebook & Instagram Marketing” वर्कशॉप

दि. 02 फेब्रुवारी ते १२ फेब्रुवारी २०२२, वेळ: सायंकाळी ०४.०० वा. ते ०५.३०

वाजेपर्यंत ऑनलाईन पद्धतीने राब्रविला जाणार आहे याची सर्वांनी नोंद घ्यावी.

सदर वर्कशॉपसाठी गुगल फॉर्मद्वारे नोंदणी करावी.

Google Form Link: <https://forms.gle/iRbtYcPmz62mtjnq5>



[Signature]

समन्वयक

प्रा. महेश फुले
(9922555523)

[Signature]
प्राचार्य



College with excellence at par

॥ सिद्धिनेकान्तात् ॥

Estd-June 1962

Anekant Education Society's

TULJARAM CHATURCHAND COLLEGE
of Arts, Science and Commerce, Baramati, 413102
(Autonomous Institute)

Dr. Chandrashekhar V. Murumkar
PRINCIPAL

Life Time Achievement Awardee

Religious Minority Institute

NAAC Reaccredited 'A+', CGPA 3.55

E-mail : principal@tcccollege.org,
principal.tcccollege@gmail.com
Website : www.tcccollege.org
☎ (02112) 222405, 223635 Fax : (02112) 222728

- ISO - 9001 - 2015 Certified
- DST FIST 'O' Level
- DBT - Star College Scheme

- Green Audit Certified
- UGC - CPE Status
- UGC - B. Voc. Programme
- Best College Awardee-SPPU
- Best Principal Awardee-SPPU

Affiliated to Savitribai Phule Pune University (Formerly University of Pune) (Id No.PU/PN/ASC/016/1962) Univ. College Code No. 032, HSC Board Code No.J 11.02.001(1976-77)

Ref. No. AES/TCC/ Gen 534

Date : **27 JAN 2022**

To,

Mr. Darshan Sonar

DSD

Pune-Satara Road

Pune - 411009.

Subject: Invitation for Expert Lecture

Dear Sir,


Greetings from Tuljaram Chaturachand College of Arts, Science and Commerce, Baramati.

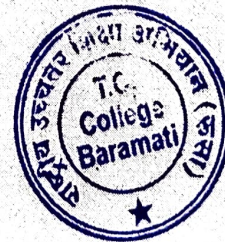
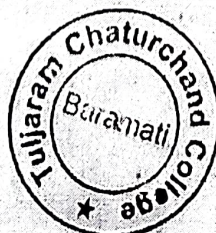
We write this to invite you to deliver Online lecture on "Facebook & Instagram Marketing" for our UG & PG students.

So it be my pleasure, if you share vast experience and knowledge with our students on 02nd February, 2022 to 12th February, 2022 at 04.00 pm to 5.30 pm. We therefore request you to share valuable knowledge with our students.

Looking forward to the pleasure of hearing from you soon.

With best Regards,


Principal



INVOICE

Darshan Sonar Digital
Office No.502, Landmark centre pune satara road, swargate, Pune, Maharashtra 4110
opposite citypride satara ro
Pune, Maharashtra 4110
Inc

Mobile: 093095338
www.darshansonardigital.cc

T. C. College, Baramati

Invoice Number: 291221c1

P.O./S.O. Number: 291221c1

Invoice Date: December 29, 2021

Payment Due: January 1, 2022

Amount Due (INR): ₹30,000.00

Items	Quantity	Price	Amount
Corporate Digital Marketing Course online course: Program Deliverables: Facebook Advertising Instagram Advertising	10	₹3,000.00	₹30,000.

Total: ₹30,000.

Amount Due (INR): ₹30,000.



Thank You For Choosing Darshan Sonar Digital. For any queries related to this invoice email us at askdsd@darshansonardigital.com OR call : 9309533877.

DIGITAL MARKETING COURSE

01

Social Media Marketing-----10 Sessions

1. What is Digital Marketing?
2. Why Digital Marketing Wins Over Traditional Marketing ?
3. Understanding Digital Marketing Process—7 online categories
4. What is Social Media?
5. Understanding the existing Social
6. Media paradigms & psychology
7. How social media marketing is
8. different than others
9. Forms of Internet marketing
10. Facebook marketing
11. Understanding Facebook marketing
12. Practical sessions
13. Creating Facebook page
14. Uploading contacts for invitation
15. How to take social media marketing

16. SOCIAL MEDIA ADS

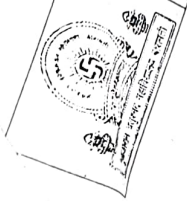
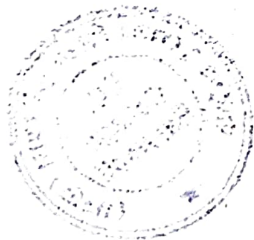
17. ♦ FACEBOOK ADVERTISING
18. ♦ Facebook Business Page Creation
19. ♦ Facebook Business Setup
20. ♦ Best practices for Facebook
21. advertising
22. Facebook Advertisement chart for
23. Campaign objectives (Brand Awareness,



- 24. Reach, Traffic, Lead generation
- 25. Video, App Installs, Conversion,
- 26. Store visits and Catalogue.)

27. INSTAGRAM MARKETING

- 28. Understanding art of engagement on Instagram.
- 29. ♦ Creating campaigns for targeting prospects and lead generation
- 30. ♦ Advertising campaigns for profile visits, direct messages and website traffic.
- 31. ♦ Targeting with complete analytics



prof. m s phule

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of B.Voc Retail Management

Date: 14th February, 2022

“Report on 10 Days Virtual workshop on Facebook & Instagram Marketing”

Department of B.Voc Retail Management was organized a 10 days virtual Workshop on **“Facebook & Instagram Marketing”** for students all UG & PG faculty from Wednesday, 02nd February, 2022 to 12th February 2022. This virtual workshop was conducted to make the students to understand the nuances of Facebook & Instagram Marketing.

Honourable Vice-Principal Dr. Ajit Telave Sir was welcomed expert Mr. Darshan Sonar DSD, Pune and briefed about the aim and objective of this workshop. In his introductory speech he focused on importance of Facebook & Instagram marketing in competitive business and inspired all the participants through his speech. The guest inculcated the students on the impact towards the role of Facebook & Instagram Marketing, its keywords and its indispensability and the techniques to select Facebook & Instagram marketing.

Google Meet link was circulated, and more than 180 students participated. The slot of time was daily 1.30 hour per day, students were offered to contact speaker for further consultation via online.


From the workshop the students had the opportunity to educate themselves on how to use Facebook & Instagram Marketing for advertising and promotion & it were briefed by the guest speaker.

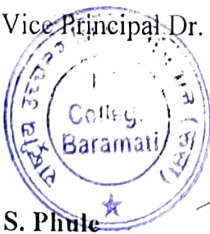
Students gained knowledge on technical aspects of Facebook & Instagram Marketing. Students also participated enthusiastically and clarified their doubts relevant to subject.

This webinar will help to implement practical aspects in our syllabus and students will be gets benefits from it. Prof. Mahesh Phule, Prof. Sudhir Taware, Prof. Amruta G. Bapat from B.Voc Retail Management were participated in this workshop.

The workshop was very interesting and gave the opportunity to learn many issues and opportunities regarding Facebook & Instagram Marketing.

We express our special thanks to Honourable Principal Dr. Chandrashekhar V. Murumkar Sir, for permitting us to organize 10 days workshop on Facebook & Instagram Marketing. We also thank to Honourable Vice-Principal Dr. Ajit Telave sir for his kind support and valuable guidance.


Prof. Mahesh S. Phule
Coordinator



Noted
original ABS
copy - JQAC


14/02/22

तु.च. कॉलेज, बारामती
आवक नंबर: SL-267
दिनांक: 14 FEB 2022

Date: 14th February, 2022

Photo of 10 Days Virtual workshop on, "Facebook & Instagram Marketing"

