

Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE
Of Arts, Science & Commerce, Baramati

Sr. No.	Item	Particulars
1.	Name of the Department	Department of Media and Communication Studies
2.	Title of the Programme	Digital Content Writing and Marketing
3.	Date of the programme	16 th February 2024
4.	Name and address of the resource person	Ritesh Salave ,Tushar Dhyagude and Digambar Dagade
5.	Level of the programme: College/University/State/National/International	College
6.	Funded by: College/University etc.	Student Development board, SPPU, Pune
7.	Number of Beneficiaries	34

Detail information of the programme:


On February 16th, 2024, the Department of Media and Communication Studies organized one day workshop on "Digital Content Writing and Marketing". This workshop was held in V.Shantaram Studio in the department. The workshop was conducted in two sessions. Mr. Ritesh Salave, Mr. Tushar Dhyagude, and Digambar Dagade were present as the resource person. The workshop explored the exciting world of digital marketing, equipping participants with valuable knowledge and skills.

The first session started at 10.00 AM. Akhilesh Dalavi, T.Y.B.Voc student hosted the event. In the first session, experts gave interactive activities and discussions providing a clear understanding of the core concepts of digital marketing. Participants delved into the various tools and techniques utilized effectively to reach the consumers online, gaining insights into SEO and social media marketing.

The second session transitioned into a practical learning experience through group project work. Teams were tasked with creating marketing strategies for various products and services business or company, applying their newly acquired knowledge to real-world scenarios. This hands-on approach fostered collaboration and critical thinking, allowing participants to put their theoretical knowledge into practice.

Digital marketing workshop was helpful for the students in demonstrating leadership and organizational skills. This workshop was conducted under the Students' Welfare Committee and Savitribai Phule Pune University. The event was organized by Prof. Rutuja Agam, and further supported by the presence of Prof. Rahul Chaudhari, Prof. Ranjeet Pandit, and Prof. Gayathri Nandhakumar, showcasing the department's dedication in providing enriching learning opportunities for the students. The workshop served as a valuable resource for students aiming to excel in the dynamic field of digital communication.

Noted
20/2/24
8/27/02/24


HoD, DMCS



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of Media and Communication Studies

Date: 15th February, 2024

To,
The Principal
Tuljaram Chaturchand College of Arts, Science and Commerce
Baramati

Subject: Regarding the permission to organize a workshop on "Digital Marketing" under Student Welfare Committee"

Respected Sir,

The Department of Media and Communication Studies is arranging a workshop on "Digital Marketing" under Student Welfare Committee and Savitribai Phule Pune University, Pune scheduled for February 16, 2024. Mr. Ritesh Salve, Mr. Tushar Dhaygude an alumnus from the academic year 2016-19, will be conducting the workshop

The workshop is planned for Friday, running from 11:00 AM to 5:00 PM, and will take place in the Media and Communication Studies department. Given that the digital media is an integral part of the syllabus in B.Voc Journalism and Mass Communication and M.Voc Media Studies, the workshop is tailored for the students of B.Voc JMC and M.Voc MS.

Sir, we kindly requests your permission to proceed with organizing this workshop. We also request to permit 2 plant saplings for the inaugural ceremony and permission to arrange lunch for the guests.

Allowed

15/2/24

HoD, DMCS



विद्यार्थी विकास



सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

विद्यार्थी विकास मंडळ

गणेशगिरी, पुणे - ४११ ००७.

स्वरंम



31

डॉ. अभिजीत कुलकर्णी
संचालक

संदर्भ क्र.वि.वि.मं / २०२३-२०२४/३२२-SBA

दिनांक :- ०१ Dec २०२३

प्रति,

मा.प्राचार्य/संचालक,

अनेकान्त एज्युकेशन सोसायटी तुळजाराम चतुरचंद

महाविद्यालय पत्ता: बारामती ता.: बारामती जि: पुणे

पिनकोड: 413102

विषय :- Digital marketing

महोदय/महोदया,

वरील विषयास अनुसरून आपणास कळविण्यात येते की, सावित्रीबाई फुले पुणे विद्यापीठ विद्यार्थी विकास मंडळ व आपले महाविद्यालय यांच्या संयुक्त विद्यमाने Digital marketing ('ब' गट) शासन व स्थानिक प्रशासनाच्या सर्व नियम व निर्बंधांच्या अधीन राहूनच या योजनेची परिस्थितीनुरूप अंमलबजावणी करून आयोजित करण्यास आपणास मान्यता देण्यात येत आहे. माहे फेब्रु. २०२४ पर्यंत/पूर्वी Digital marketing आयोजित करण्यात यावी. सदर कार्यशाळा आयोजनासाठी आपल्या महाविद्यालयास रु. 2000/- पर्यंत अर्थसाह्य मंजूर करण्यात आलेले आहे. या व्यतिरिक्त Digital marketing करिता होणारा ज्यादा खर्च महाविद्यालयाने करावा.

संचालक विद्यार्थी विकास मंडळ तसेच संबंधित मा. जिल्हा समन्वयक यांचेशी विचारविनिमय करून कार्यशाळेची कार्यक्रम रूपरेषा निश्चित करावी. सदर कार्यशाळेसाठी सावित्रीबाई फुले पुणे विद्यापीठाशी संलग्न आपल्या महाविद्यालयाच्या परिसरातील संबंधित सर्व महाविद्यालये, मान्यताप्राप्त परिसंस्थांना पत्र पाठवून आवश्यकतेनुसार संबंधितांना सहभागी करून घ्यावे.

सदर कार्यशाळा झाल्यानंतर १५ दिवसांच्या आत किंवा केंद्रीय लेखा परीक्षणाच्या वेळी हिशेब या विभागास सादर करावा. सोबत विद्यार्थ्यांची यादी, विद्यार्थी अभिप्रायासह (Feedback Form) तसेच या उपक्रमाविषयी प्रातिनिधिक स्वरूपात काही विद्यार्थ्यांची स्फूट टिप्पणी, कार्यशाळेचे फोटो, कार्यवाहीचा अहवाल www.unipune.ac.in-Students Development-BSD Online-College Login-Main Menu-Students' Development-Central Audit-Scheme Proposal FeedBack येथे ऑनलाईन पद्धतीने भरून त्याची प्रत, खर्चाचा तपशील, त्यासंबंधिची मूळ देयके (नवीन वित्तीय धोरणानुसार) मा. प्राचार्य/ संचालकांच्या स्वाक्षरीसह या कार्यालयास प्राप्त झाल्यानंतर पुढील योग्य ती कार्यवाही करण्यात येईल. कळावे, ही विनंती.

याचे कोणत्याही स्तरावर उल्लंघन झाल्यास या योजनेची मान्यता तत्प्रभावी रद्दबातल होऊन त्याबाबतची प्रशासकीय/आर्थिक सुरक्षात्मक स्वरूपाची सर्व जबाबदारी महाविद्यालय/परिसंस्थेची असेल. सदर योजना आपल्या महाविद्यालयात माहे फेब्रु, २०२४ पर्यंत/पूर्वी राबविणे अनुज्ञेय आहे.

आपला

संचालक (अतिरिक्त कार्यभार),
विद्यार्थी विकास मंडळ



Anekant Education Society's
Tuljaram Chaturhand College of Arts, Science & Commerce, Baramati
Department of Media and Communication Studies

NOTICE

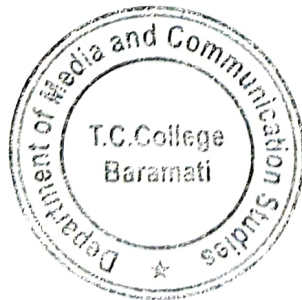
दिनांक: १६/०२/२०२४


महाविद्यालयातील विद्यार्थी विकास मंडळाच्या अंतर्गत विभागामध्ये शुक्रवार दिनांक १७ फेब्रुवारी २०२४ रोजी **डिजिटल मार्केटिंग** या विषयावर एक दिवसीय कार्यशाळा आयोजित केली आहे. कार्यशाळेमध्ये रितेश साळवे आणि तुषार धायगुडे हे डिजिटल कन्टेन्ट रायटिंग आणि मार्केटिंग याबद्दल मार्गदर्शन करणार आहेत.

या कार्यशाळेसाठी सर्व वर्गांच्या विद्यार्थ्यांची उपस्थिती अनिवार्य आहे.

वेळ- सकाळी १०.३० ते सायं. ५.००

ठिकाण- व्ही. शांताराम स्टुडीओ




विभागप्रमुख



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of Media and Communication Studies

Attendance sheet

Title of workshop: "Digital Marketing"

Resource persons: Mr. Ritesh Salve, Mr. Tushar Dhaygude

Date: 16th February 2024

Time: 11.00 AM to 1.30 PM

no	Students Name	Class	Mobile no	Gender	Signature
1.	Tembaré Ashwini Uttam	F.Y.B.Voc	9356462187	F	Tembaré.A.U
2.	Deokate Akanksha Ramhari	F.Y.B.Voc	7850585673	F	Deokate
3.	Rohini Pravin Abasheob	F.Y.B.Voc	9604735494	M	Rohini
4.	Gaikwad Aditya Bhausaheb	F.Y.B.Voc	7559363032	M	Gaikwad
5.	Mrunmayi. Asabe.	F.Y.B.Voc	8767972723	F	Mrunmayi
6.	Kokare Rutuja . H .	F.Y.B.Voc	8161383276	F	Kokare
7.	Sayali Ganeshkar	F.Y.B.Voc	9730763181	F	S.S.G
8.	Thorat Vaishnavi	F.Y.B.Voc	8856037305	F	Thorat
9.	Shreya Manthane	S.Y.JM	8806760538	F	Shreya
10.	Milee Mehta.	S.Y.JM	8855034908	F	M.Mehta
11.	Swarali Bidwe.	S.Y.JM	8808135499	F	Swarali
12.	Hingane Priti Shivaji	M.Voc(I)	9309313836	F	Hingane
13.	Ahilya Kharat	S.Y.JM	9762510400	F	Ahilya
14.	Sanghamitra Kharat	S.Y.JM	8390208024	F	S.Kharat
15.	Tamboli Taslim	S.Y.JM	7414915056	F	Tamboli
16.	Preerana Tilakar	S.Y.JM	7620804884	F	Preerana
17.	Chandgude Anupiya	S.Y.JM	9856129696	F	Chandgude
18.	Yash More	S.Y.JM	9892578890	M	Yash More
19.	Kiran Koradkar	S.Y.JM	8080431062	M	Kiran

Euliyg
Organizing Secretary
Prof. Rutuja Agam

P. Chaudhari
Head of Department
Prof. Rahul Chaudhari



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of Media and Communication Studies

Attendance sheet

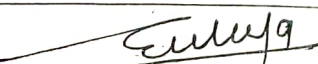
Title of workshop: "Digital Marketing"

Resource persons: Mr. Ritesh Salve, Mr. Tushar Dhaygude

Date: 16th February 2024

Time: 11.00 AM to 1.30 PM

r.no	Students Name	Class	Mobile no	Gender	Signature
20.	Tandale Tejaswini	S.Y.B.Voc	9011475891	F	T.R.Tandale
21.	Atole Aditi Mohan	T.Y.B.VOC	7620176469	F	Atole
22.	Jadhav Sakshi Santosh.	S.Y.B.Voc.	9322586572	F	Jadhav.
23.	Abhishek Berek	T.Y	9275624954	M	Abhishek
24.	Bobhate Anshuman Dinesh	F.Y. BVOC	9011698442	M	Bobhate
25.	Taware Sourabh Sudam	F.Y. BVoc	7447429925	M.	Taware
26.	Darade Rahul Shivaji	T.Y. BVOC	8999016310	m	Darade
27.	Sawant Anita laxman	T.Y. BVOC	9378488651	F	Sawant
28.	Dalavi Akhilesh Sanjay	T.Y. BVOC	9604589196	M	Akhalai
29.	Chavan Durga	T.Y. BVOC	9527054625	F	Chavan
30.	Handal Angeed	T.Y. BVOC	9356107281	M	Handal
31.	Limkar Angali	T.Y. BVOC	8605147573	F	Limkar
32.	Londhe Ritesh	F.Y. BVoc	7249374151	M	Londhe
33.	Pisal Pratulraj	T.Y. BVOC	8668281504	M	Pisal
34.	Bankar Snehal Dilip	T.Y. BVOC	9356181982	F	Bankar
35.					
36.					
37.					
38.					


Organizing Secretary
Prof. Rutuja Agam


Head of Department
Prof. Rahul Chaudhari



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of Media and Communication Studies

Attendance sheet

Title of workshop: "Digital Marketing"

Resource persons: Mr. Ritesh Salve, Mr. Tushar Dhaygude

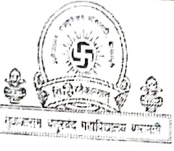
Date: 16th February 2024

Time: 02.00 PM to 5.00 PM

Sr.no	Students Name	Class	Mobile no	Gender	Signature
1.	Limkar Anjali	T.Y.B.VOC	8605167573	F	<u>Limkar</u>
2.	Kharat Anilya	S.Y.B.Voc	9762510400	F	<u>Anilya</u>
3.	Swarali Bidwa	S.Y.B.VOC	8308135499	F	<u>Swarali</u>
4.	Tembare Ashwini Uttam	F.Y.B.Voc	9356262787	F	<u>Ashwini</u>
5.	Akhilesh dalvi	T.Y.B.Voc	9604589196	M	<u>A.K.Dalvi</u>
6.	Tandale Tejaswini R.	S.Y.	9011475891	F	<u>T.R.Tandale</u>
7.	Mrunmayi. Asabe.	F.Y.B.Voc	8767972723	F	<u>Mrunmayi</u>
8.	Bobhate Anshuman Dinesh	F.Y. BVOC	9011698442	M	<u>Bobhate</u>
9.	Gaikwad Aditya Bhausaheb	F.Y.B.Voc	7559363032	M	<u>Gaikwad</u>
10.	Tavare Sourabh & Sudam	F.Y.B.Voc	7447429925	M	<u>Tavare</u>
11.	Londhe Ritesh Anil	F.Y.B.Voc	7249374159	M	<u>Londhe</u>
12.	Atole Aditi Mohan	T.Y	7620176469	F	<u>Atole</u>
13.	HANDAL ANGAD	T.Y.B.VOC	9309055592	M	<u>Handal</u>
14.	Manthane shreya	S.Y.B.Voc	8806760538	F	<u>Manthane</u>
15.	Valshnavi Thorat	F.Y.B.Voc	8856037305	F	<u>Valshnavi</u>
16.	Bade Abhishek.	T.Y	8275624954	M	<u>Bade</u>
17.	Kiran Korvelkar	S.Y	8080431062	M	<u>Kiran</u>
18.	Hingane Priti Shivaji	M.VOC(I)	9309313836	F	<u>Hingane</u>
19.	Prerana Nilesh Tilekar	S.Y.Sm	7620864884	F	<u>Prerana</u>

Rutuja
Organizing Secretary
Prof. Rutuja Agam

Rahul Chaudhari
Head of Department
Prof. Rahul Chaudhari



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of Media and Communication Studies

Attendance sheet

Title of workshop: "Digital Marketing"

Resource persons: Mr. Ritesh Salve, Mr. Tushar Dhaygude

Date: 16th February 2024

Time: 02.00 PM to 5.00 PM

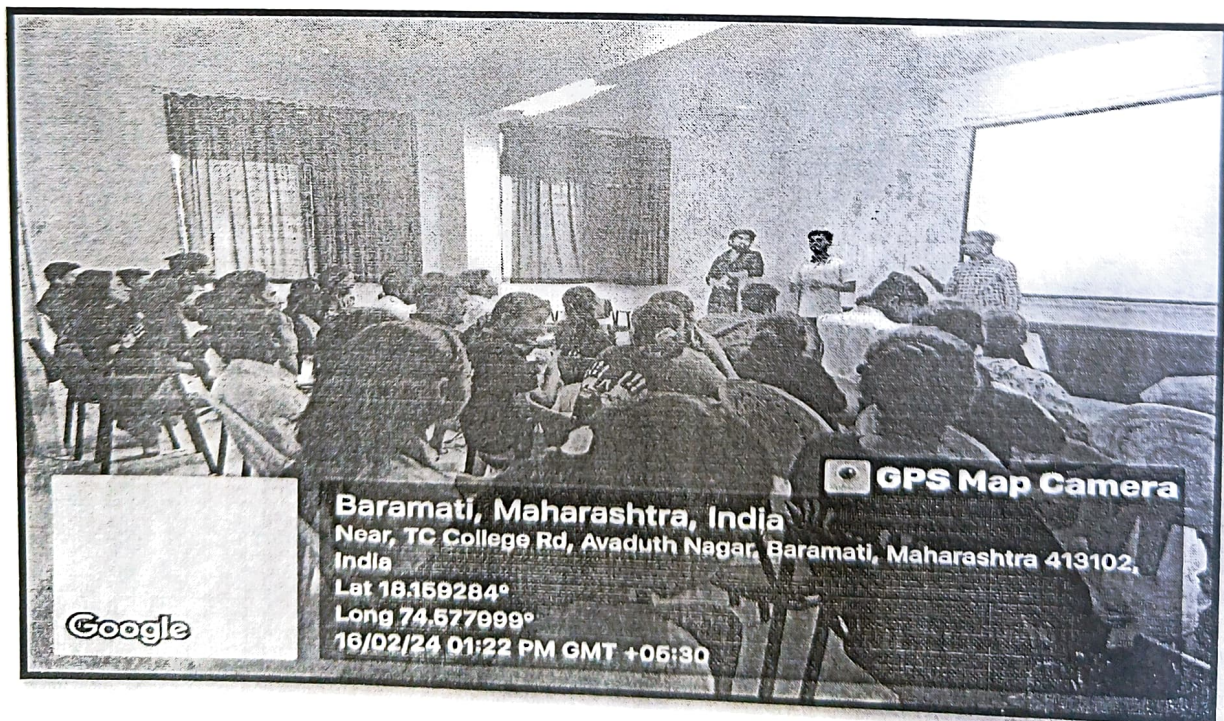
Sr.no	Students Name	Class	Mobile no	Gender	Signature
20.	Deokate Akanksha Rambhari	F.Y. (JM)	7350585673	F	
21.	Kokare Rutuja Hanumanant	F.Y. (JM)	8767383276	F	
22.	Chavhan Durga	T.Y.	9527054625	F	
23.	Bamkar Snehal Dilip	T.Y.	9356181482	F	
24.	Rahinj Pravin	F.Y. JM	9604735494	M	
25.	Melita Melee	S.Y. JM	8855034908	F	
26.	Tamboli Taslim	S.Y. JM	7416915656	F	
27.	Chandgude Anupelvi	S.Y. JM	8856129696	F	
28.	Sawant Anita	T.Y. (B.Voc)	9373488651	F	
29.	Hrudwasai Pisal	T.Y. B.Voc	8668281504	M	
30.	Jadhav Sakshi	S.Y. B.Voc	9322586572	F	
31.	Sayali Ganeshkar	F.Y. B.Voc	9730763181	F	
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Organizing Secretary
Prof. Rutuja Agam

Head of Department
Prof. Rahul Chaudhari

Department of Media and Communication Studies

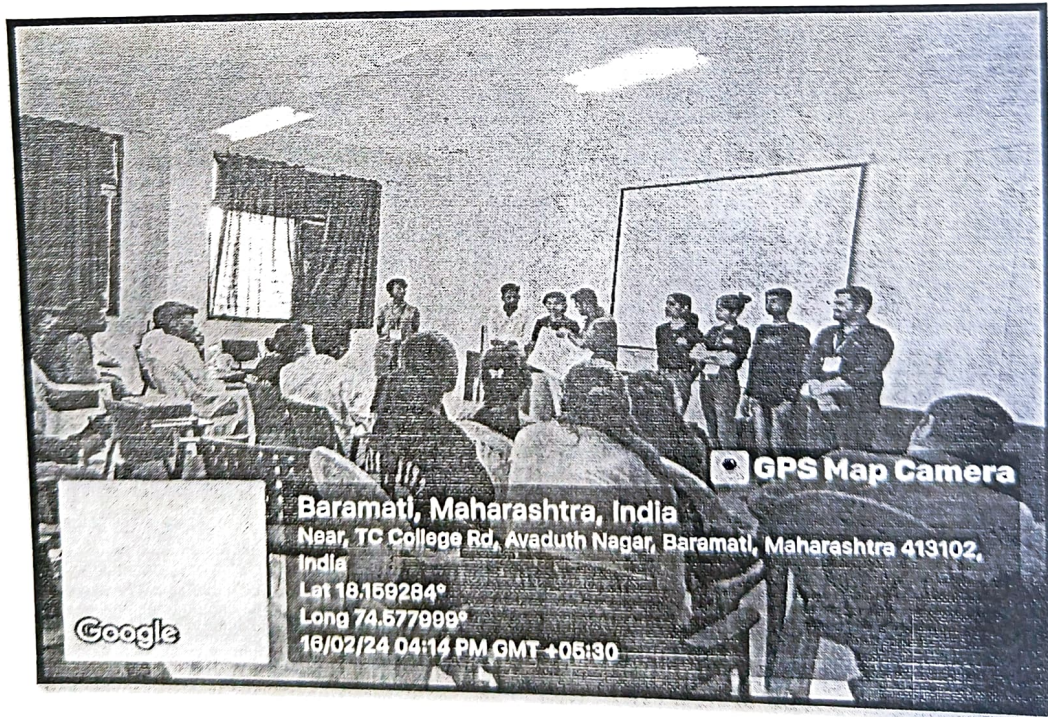
Digital content writing and marketing first session – Guest inauguration and expertise's discussed topic with students.



P. Lathori
HoD, DMCS

Department of Media and Communication Studies

In second session students perform group projects and this are some photographs of this group Activity presentation.



P. Baulhari

HoD, DMCS

Department of Media and Communication Studies
Workshop on Digital Content Writing and Marketing under students' welfare committee, SPPU

Feedback form

Title of workshop: "Digital Content Writing and Marketing".

Resource person: Ritesh Salave, Tushar Dhyagude and Digambar Dagade

Date: 16th February 2024

Time: 10.00 to 5.00 Pm

Students Name: Kiran Bapu Korulkar

Class: - S.Y. B.Voc (JM) Roll no:- 13654

Email: - Korulkarkiran3252@gmail.com Gender: - Male

Contact no: - 8080431062 Qualification:- B.Voc Journalism

(Please tick mark the correct answer)

1) How would you rate this workshop?

- a) Excellent
- b) Very Good
- c) Good
- d) Poor

2) How would you rate the subject knowledge of the resource person?

- a) Excellent
- b) Very Good
- c) Good
- d) Satisfactory

3) Would you like to attend more such workshop?

- a) Yes
- b) No
- c) Maybe

4) What did you like about this workshop?

Workshop हेतु Explain करण खासकराची पद्धत चांगली होती, आणि खोबरा communication skill चांगले होते.

5) Any suggestion you wish to share?

Related Topic बद्दल अधिक जास्त माहिती विस्तारणा मिळाली, आणि विस्तारणा पत्र विस्तारणाची ही ही मिळाली.

Ritesh
Signature

Department of Media and Communication Studies

Workshop on Digital Content Writing and Marketing under students' welfare committee, SPPU

Feedback form

Title of workshop: "Digital Content Writing and Marketing".

Resource person: Ritesh Salave, Tushar Dhyagude and Digambar Dagade

Date: 16th February 2024

Time: 10.00 to 5.00 Pm

Students Name: Kharat Ahilya Vishal

Class: - S.Y. B.Voc (JM) Roll no:- 13656

Email: - ahilyakharat08@gmail.com Gender: - female

Contact no: - 9762510400 Qualification:- _____

(Please tick mark the correct answer)

1) How would you rate this workshop?

- a) Excellent
 b) Very Good
 c) Good
 d) Poor

2) How would you rate the subject knowledge of the resource person?

- a) Excellent
 b) Very Good
 c) Good
 d) Satisfactory

3) Would you like to attend more such workshop?

- a) Yes
 b) No
 c) Maybe

4) What did you like about this workshop?

डिजिटल मिडिया बंदल साहित्य मिळावी.

5) Any suggestion you wish to share?

None

गुणवत्
Signature

Department of Media and Communication Studies

Workshop on Digital Content Writing and Marketing under students' welfare committee, SPPU

Feedback form

Title of workshop: "Digital Content Writing and Marketing".

Resource person: Ritesh Salave, Tushar Dhyagude and Digambar Dagade

Date: 16th February 2024

Time: 10.00 to 5.00 Pm

Students Name: Tamboli Taslim Sikandar

Class: - S.Y. B.Voc (JM) Roll no:- 13655

Email: - taslimtamboli@gmail.com Gender: - Female

Contact no: - 7419915056 Qualification:-

(Please tick mark the correct answer)

1) How would you rate this workshop?

- a) Excellent
- b) Very Good
- c) Good
- d) Poor

2) How would you rate the subject knowledge of the resource person?

- a) Excellent
- b) Very Good
- c) Good
- d) Satisfactory

3) Would you like to attend more such workshop?

- a) Yes
- b) No
- c) Maybe

4) What did you like about this workshop?

Way of Communication skill

5) Any suggestion you wish to share?

Tamboli
Signature

Anekan Education Society's

Tuljaram Chaturchand College

of Arts, Science & Commerce, Baramati, Pune [M.S.]

Autonomous

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CERTIFICATE

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