



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

Date: 06<sup>th</sup> 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,



*[Signature]*  
Coordinator

*Recommended  
to organize activity  
under ED Cell*

*@Cell  
5/1/2022*

*Allowed / sanctioned  
5/1/22*



# Darshan Sonar Digital

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

Email id: [darshan@darhansonardigital.com](mailto: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

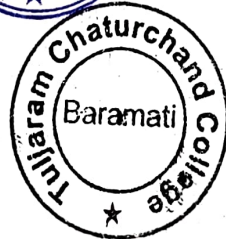
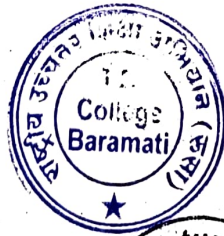
**“Facebook & Instagram Marketing”** वर्कशॉप

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



॥ 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

For 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 Chaturchand College of Arts, Science and Commerce, Baramati.

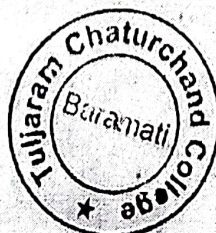
We write this to invite you to deliver Online lecture on "Facebook & Instagram Marketing" for our UG & PG students.

So it be my pleasure, if you share vast experience and knowledge with our students on 02<sup>nd</sup> February, 2022 to 12<sup>th</sup> 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

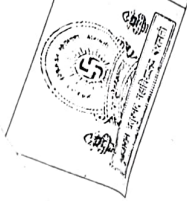
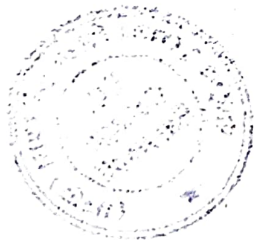
17. ♦ FACEBOOK ADVERTISING
18. ♦ Facebook Business Page Creation
19. ♦ Facebook Business Setup
20. ♦ Best practices for Facebook
21. advertising
22. Facebook Advertisement chart for
23. Campaign objectives (Brand Awareness,



- 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: 14<sup>th</sup> 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, 02<sup>nd</sup> February, 2022 to 12<sup>th</sup> 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.

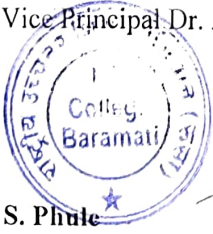
Students gained knowledge on technical aspects of Facebook & Instagram Marketing. Students also participated enthusiastically and clarified their doubts relevant to subject.

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



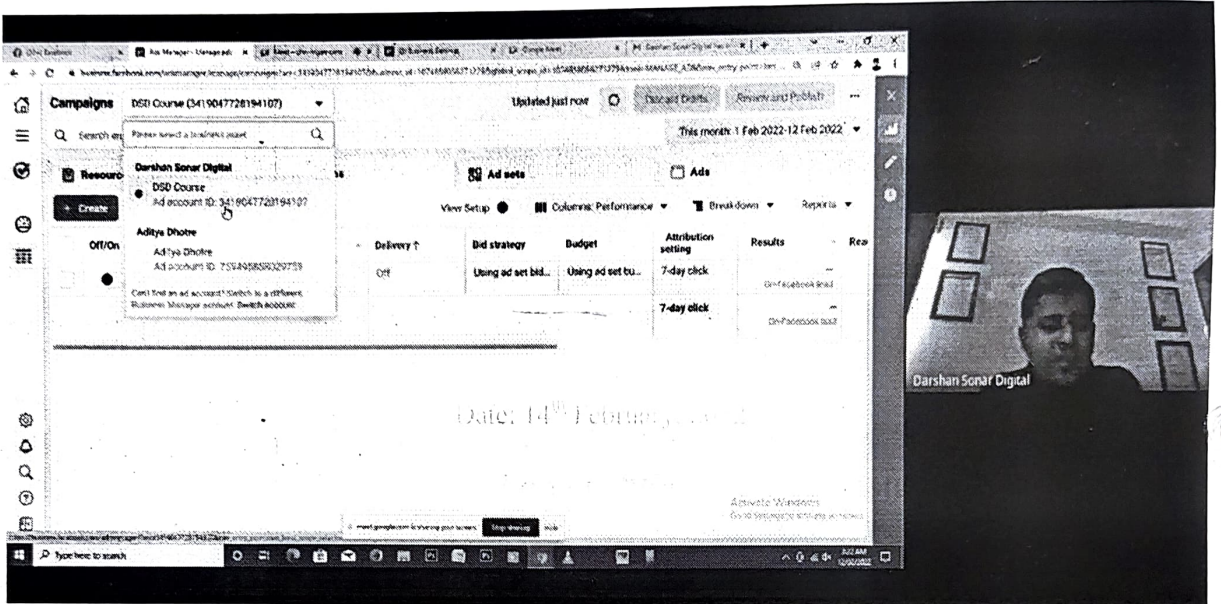
Noted  
original ABS  
copy - JQAC  
14/2/22

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



Date: 14<sup>th</sup> February, 2022

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





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

Date: 12<sup>th</sup> February, 2022

To,

The Principal,

Tuljaram Chaturchand College of Arts, Science and Commerce

Baramati

Subject: Request for Permission to conduct online library service workshop.

Respected Sir,

With reference to above mention subject, We the Department of Retail Management want to conduct Workshop on various online library sources for B.Voc students.

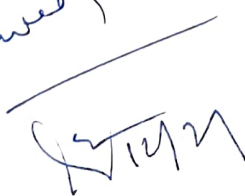
Sr. No.	Workshop	Name of Speakers	Duration
1	Online Library Services	Mr. Amar Kulkarni	01.30 hrs

Kindly co-operate and oblige.

Thank you,



Coordinator

Allowed  






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

NO-374

17 FEB 2022

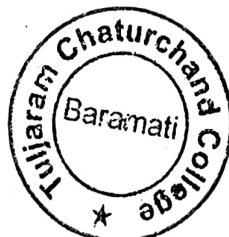
## NOTICE

All the B.Voc & M.Voc students are hereby inform you that introductory lecture on E-Library is organized dated on 21<sup>st</sup> February, 2022 in Seminar Hall (Computer Science). Its compulsory for all Vocational Students.

Scheduled are as follows.

Resource Person	Class	Time
Mr. Amar Kulkarni	Retail Management, E-Commerce & Digital Marketing, Dairy Technology	11.00 am to 12.00 pm
	Food Processing & Journalism & Mass Communication	12.00 pm to 01.00 pm

Coordinator



Principal



R-30

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

Date: 22<sup>nd</sup> February 2022

**“Report on One Day workshop on E-Library Sources”**

Department of B.Voc Retail Management was organized a one day Workshop on “E-Library sources” for students of all B.Voc & M.Voc faculty on 21<sup>st</sup> February 2022.

This workshop was conducted to make the students to understand the nuances of E-Library sources.

Mr. Mahesh Phule was welcomed expert Librarian Mr. Amar Kulkarni and briefed about the aim and objective of this workshop. Mr. Sudhir Taware felicitate chief guest. In his introductory speech he focused on importance of E-Library sources and inspired all the participants through his speech.

The guest inculcated the students on the importance of E-Library sources for their academics.

From the workshop the students had the opportunity to educate themselves on how to use E-Library sources such as N-List, J-Gate, EBSCO host, Shodhgangotri & Shodhganga it was briefed by the guest speaker.

Students gained knowledge on E-Library sources. Students also participated enthusiastically and clarified their doubts relevant to subject.

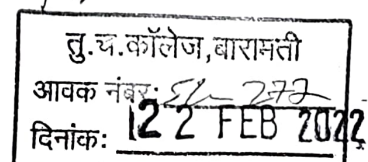
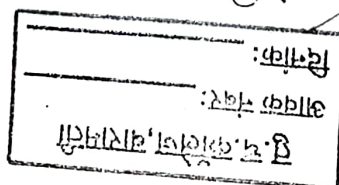
Prof. Mahesh Phule, Prof. Sudhir Taware, Prof. Amruta G. Bapat, Prof. Shubhda Patwardhan from B.Voc Retail Management & Dairy Technology were participated in this workshop.

The workshop was very interesting and gave the opportunity to learn E-Library sources. In all 217 students of B.Voc and M.Voc were benefitted by two sessions of this workshop

We express our special thanks to Honourable Principal Dr. Chandrashekhar V. Murumkar Sir, for permitting us to organize one day workshop on E-Library sources. We also thank to Honourable vice Principal Dr. Ajit Telave sir for his kind support and valuable guidance.



*Phule*  
**Prof. Mahesh S. Phule**  
**Coordinator**  
**B.Voc Retail Management**



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

**“Photos of One Day workshop on E-Library Sources”**

**Date: 22/02/2021**



**Guest Delivering session to Students**



**Guest Delivering session to Students**



**Students attending Session**



**Students attending Session**





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

Date: 06<sup>th</sup> 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,



*[Signature]*  
Coordinator

*Recommended  
to organize activity  
under EDCell  
6/1/2022*

*Allowed / sanctioned  
6/1/*



॥ सिद्धिरनेकान्तात् ॥

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

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

Religious Minority Institute

NAAC Reaccredited 'A+', CGPA 3.55

- 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/ASC016/1962) Univ. College Code No. 032, HSC Board Code No.J 11.02.001(1976-77)

Date :- 3 MAR 2022

Ref. No. AES/TCC/ Gen. 692

To,

Mrs. Janhavi Salagare

Samrudhi Foods

Pune

Pune - 411030.

Subject: Invitation for Expert Lecture

Dear Sir,

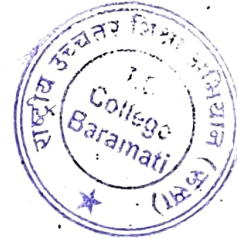
Greetings from Tuljaram Chaturachand College of Arts, Science and Commerce, Baramati.

We write this to invite you to deliver Online lecture on "Womens Entrepreneur's Awareness" for our UGstudents.

So it be my pleasure, if you share vast experience and knowledge with our students on 07<sup>th</sup> March, 2022 at 04.00 pm to 5.00pm. We therefore request you to share valuable knowledge with our students.

Looking forward to the pleasure of hearing from you soon.

With best Regards,



*[Handwritten Signature]*  
Principal





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

Date: 03/03/2022

## Notice

This is informing to all **FY, SY & T.Y. B. Voc. Retail Management** Students (Girls) that, we are organized virtual workshop on "Women's Entrepreneur Awareness" on Thursday, 07<sup>th</sup> March, 2022 at Seminar Hall attendance compulsory for this workshop.

*phmeus*  
Retail Management  
Co-ordinator





R.M



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

Date: 07<sup>th</sup> March 2022

तु.च.कॉलेज, बारामती  
आवक नंबर: SL- 313  
दिनांक: 12 MAR 2022

**"Report on One Day Virtual workshop on Women's Entrepreneurs Awareness"**

Department of B.Voc Retail Management was organized a one day virtual Workshop on **"Women's Entrepreneurs Awareness"** for girls of all B.Voc faculty on 07<sup>th</sup> March 2022.

This workshop was conducted to make the girls to understand the nuances of awareness of entrepreneur.

Mrs. Amruta G. Bapat was welcomed expert Mrs. Janhavi A. Salagare and briefed about the aim and objective of this workshop. In his introductory speech he focused on importance of women's awareness about entrepreneurship and inspired all the participants through her speech.

The guest inculcated the students on the importance of women's awareness about entrepreneurship for their academics.

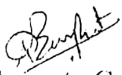
From the workshop the girls had the opportunity to educate themselves on women's entrepreneur for society wellbeing, and opportunity to contribute to economy of our country it was briefed by the guest speaker.


Students gained knowledge on women's entrepreneurship. Students also participated enthusiastically and clarified their doubts relevant to subject.

Prof. Amruta G. Bapat, Prof. Shubhda Patwardhan, Prof. Vaishnavi Khomane, Prof. Vaibhavi Bhosale, Prof. Asawari Katekar from B.Voc Retail Management, Dairy Technology, Food Processing were participated in this workshop. Miss. Samiksha A. Salagare from pune, is also participated and also shared her experience related to Youth Exchange with the participants.


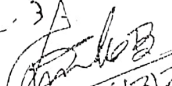
The workshop was very interesting and created the awareness about entrepreneur in women's. In all 56 girls of B.Voc were benefitted by session of this workshop

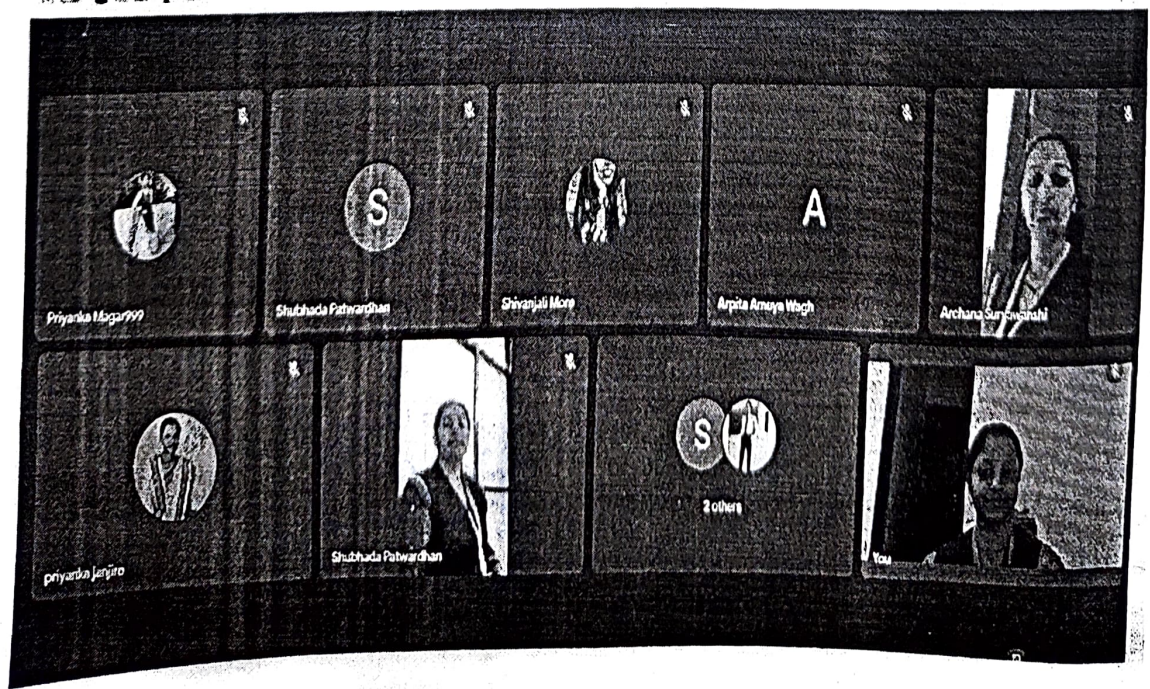
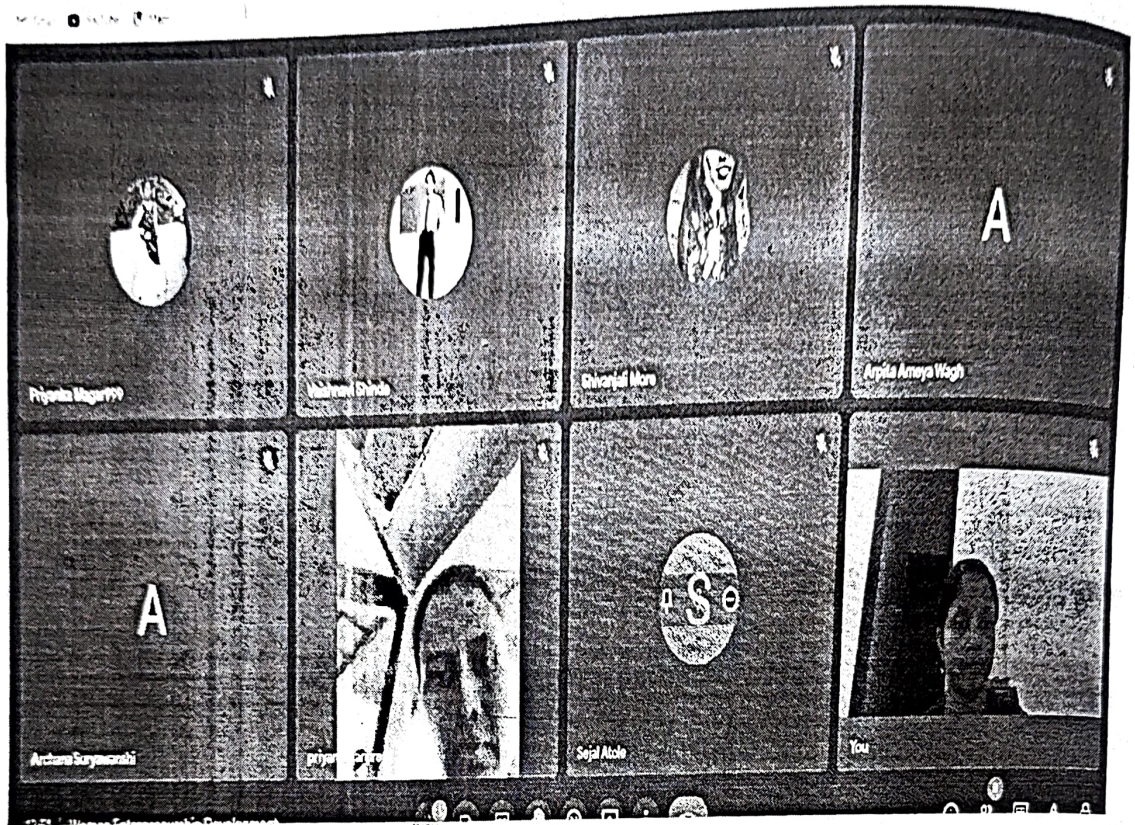
We express our special thanks to Honourable Principal Dr. Chandrashekhari V. Murunkar Sir, for permitting us to organize one day workshop on Women's Entrepreneurs Awareness. We also thank to Honourable vice Principal Dr. Ajit Telave sir and Head of B.Voc Retail Management for his kind support and valuable guidance.

  
Prof. Amruta G. Bapat  
Coordinator

  
Prof. Mahesh S. Phule  
HoD



  
MBS / JCR  
12-3A  
  
12/3/22





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

Date: 07<sup>th</sup> January, 2022

To,

The Principal,

Tuljaram Chaturchand College of Arts, Science and Commerce

Baramati

Subject: Request for Permission to conduct Online Workshops

Respected Sir,

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

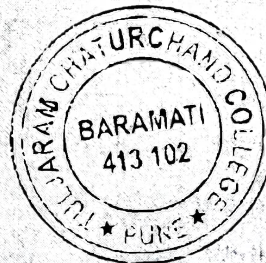
Sr. No.	Workshop /Seminar	Name of Speakers	Time	Expenses
1	Digital Marketing Trends 2020 Strategies	Mr. Yogesh Mahamuni	7 Days (Online) Workshop	38,500/-

Please consider this expense under RUSA.

Kindly co-operate and oblige.


Thank you,


  
Coordinator



Respected Sir,

This workshop is applicable to B.Voc. (Retail Management, & ECD), BBA and Commerce. Hence, recommends under RUSA Grants.

Approved  


  
7/1/2022



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

नं. क्र. 325

12 JAN 2022

## विद्यार्थ्यांसाठी नोटीस

सर्व विद्यार्थ्यांना सूचित करण्यात येते की, आपल्या महाविद्यालयात Digital Marketing Practical Workshop दि. १७ जानेवारी ते २४ जानेवारी २०२२, वेळ: सायंकाळी ०४.०० वा. ते ०६.३० वाजेपर्यंत ऑनलाईन पद्धतीने राबविला जाणार आहे याची सर्वांनी नोंद घ्यावी.

सदर वर्कशॉपसाठी गुगल फॉर्मद्वारे नोंदणी करावी.

**Google Form Link:** <https://forms.gle/EQkKU19mXkrkQWr8>

*Pratish*  
समन्वयक  
[Mob: 9322555523]



*Pratish*  
प्राचार्य



# Bill

Online Digital Card

KK Market , 5<sup>th</sup> flr, Pune Satara Road , Pune

Branch Office : Shop no .21 Opp .Market, Bhavaninagar.,

Baramati-Indapur Road, Dist.- Pune.,

Maharashtra- 413104 Mobile: 9665763971

Email: mahaphotoflash@gmail.com

Bill TO

The Principal

TC College Baramati, Pune

Date: 28/01/2022

Bill Number: 27

We thank you for giving us the opportunity to serve.

Sr. No.	Time Period	Item Details	Quantity	Price	Total
1.	3 hour on zoom meeting	Online Coaching Charges	7 Days	5500	38,500
Total Pay Thirty eight thousand five hundred only					38,500

This is how we expect you and your team to cooperate Thank you.

You will gate my bank details and QR code to send me onlile payment.

<https://bit.ly/3i7gQwK>

Yogesh Chandrakant Mahamuni

BANK Name: Union bank of India, Branch - Katewdi, Tal. Baramati, Dist. Pune

Account Number: 417502010010758

IFSC Code: UBIN0541753

<https://www.mydigitalcard.org/My-Digital-Card>

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College with excellence at par

Dr. Chandrashekhar V. Murumkar

PRINCIPAL

Life Time Achievement Awardee

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॥ सिद्धिरनेकात्तात् ॥

Anekant Education Society's

**TULJARAM CHATURCHAND COLLEGE**

of Arts, Science and Commerce, Baramati, 413102

(Autonomous Institute)

Religious Minority Institute

NAAC Reaccredited 'A+', CGPA 3.55

• ISO - 9001 - 2015 Certified

• Green Audit Certified

• Best College Awardee-SPPU

• DST FIST 'O' Level

• UGC - CPE Status

• Best Principal Awardee-SPPU

• DBT - Star College Scheme

• UGC - B. Voc. Programme

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. 499Date: 13 JAN 2022

To,

Mr. Yogesh Mahamuni

Online Digital Card

Pune-Satara Road

Pune - 413104.

Subject: Invitation for Expert Lecture

Dear Sir,

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

We write this to invite you to deliver Online lecture on "Digital Marketing Trends-2022" for our UG &amp; PG students.

So it be my pleasure, if you share vast experience and knowledge with our students on 17<sup>th</sup> Jan. 2022 to 24<sup>th</sup> Jan. 2022 at 04.00 pm to 6.30 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



Date: 25<sup>th</sup> January 2022

**"Report on 1 Week virtual workshop on Digital Marketing Trends:2022"**

Department of B.Voc Retail Management was organized a One week virtual Workshop on "Digital Marketing Trends:2022" for students all UG & PG faculty from Monday, 17<sup>th</sup> January, 2022 to 24<sup>th</sup> January 2022. This virtual workshop was conducted to make the students to understand the nuances of Digital Marketing.

Honourable Principal Dr. Chandrashekhar V. Murumkar Sir was welcomed expert Mr. Yogesh Mahamuni Pathshala.Com, Pune and briefed about the aim and objective of this workshop. In his introductory speech he focused on importance of digital marketing in competitive business and inspired all the participants through his speech. The guest inculcated the students on the impact towards the role of Digital Marketing, its keywords and its indispensability and the techniques to select Facebook & Instagram marketing.

Zoom link was circulated, and more than 500 students participated. The slot of time was daily 2.30 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 various apps such as Brand booster, Photo Lab, Website Creation, Logo Creation & designing, Pinterest, social Media Photo Maker, Background Remover and Video Editor and it were briefed by the guest speaker.

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

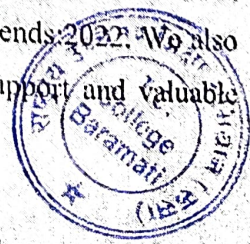
This webinar will help to implement practical aspects in our syllabus and students will be gets benefits from it. Prof. Mahesh Phule, Prof. Sudhir Taware, Prof. Amruta G. Bapat from B.Voc Retail Management were participated in this workshop.

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

We express our special thanks to Honourable Principal Dr. Chandrashekhar V. Murumkar Sir, for permitting us to organize one day workshop on Digital Marketing Trends:2022. We also thank to Honourable Vice Principal Dr. Ajit Telave sir for his kind support and valuable guidance.

  
Prof. Mahesh S. Phule  
Coordinator

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*original* *IQITC*  
*MBS*  
*25/1/22*



Anekant Education Society's  
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Department of B.Voc Retail Management

“Photos of 1 Week virtual workshop on Digital Marketing Trends: 2022”

Date: 25/01/2022



Participation attending Workshop on Virtual Mode



Participation attending Workshop on Virtual Mode

