



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous Institute)
Department of E-Commerce & Digital Marketing

REPORT ON FIVE DAY WORKSHOP ON "AUDIO & VIDEO ADVERTISEMENT"

A five-days workshop on "Audio & Video Advertisement" was organized by the Department of E-commerce & Digital Marketing of Tuljaram Chaturchand College, Baramati from 9th February to 14th February 2022 under the ED Cell of RUSA grants. The workshop will be inaugurated on 9th February 2022 at 10 am by the Vice-Principal of the College and RUSA Coordinator Dr. Ajit Telve Sir and Head of the Department, Commerce, Dr. Janardhan Pawar.

In the second session of the first day, the principal of the college, Dr. Chandrasekhar Murumkar sir, while guiding the students, said that in order to achieve success in career, 3 formulas will be implemented - Education, Communication skill and Creativity should be used. While pursuing college education, in addition to the degree, you need to have updated knowledge according to the latest trends in Soft Skill and Market. With all this things another important factor is that hard work, hard work, and only hard work. Only then you can be successful in life. At the same time, he interacted with the students.

Prof. Deepak Mahamuni Sir as the main resource person for this workshop and his entire team including Ashay Deshpande, Gajanan Gadkar, Mayur Chavan, Pandurang Waghmare, Saurabh Mahamuni and Shruti Mahamuni were presented on the occasion.

In the second session of the workshop. On February 10, Hon'ble Shri. Ashay Deshpande gave Hands on training to students of various windows and Macbook based software and applications for making video advertisements. It taught students many features from Final Cut Pro, Filmora and Adobe Premier Pro.

In the third session of the workshop. On 11th February Hon'ble Mr. Deepak Mahamuni Sir, Mr. Saurabh Mahamuni Sir and Ms. Shruti Mahamuni Madam guided the students in Audio Advertisement on voice-over, voice-modulation, Sound mixing and Dubbing.

In the fourth session of the workshop. On 12th February Hon'ble Mr. Mayur Chavan Sir guided about; How does photography, cinematography and video production for advertisements will be produced?

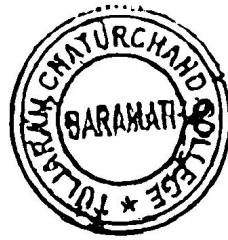


At the same Session, Youtube Dhamal Jodi Fame Mr. Pandurang Waghmare gave a detailed discussion on advertisements for Youtube and how to make money through it. He also entertained the students by mimicry of 50 artists.

In the last session of the workshop. On 14th February, total 9 Audio-Visual Advertisements were made and presented by the students using the development tools and technical experience of the last 4 days before the dignitaries. Prizes were awarded and certificates were distributed to the first 3 out of 9 advertisements.

For successful completion of workshop, complete valuable guidance given by the Hon'ble Secretary of the College Hon'ble Shri. Milind Shah Waghlikar, Principal of the College Hon'ble Shri. Dr. Chandrasekhar Murumkar Sir and Hon'ble shri. Abhinandan Shah Sir, Registrar of the College.

The whole workshop was Planned and hosted by organizing Secretary of workshop Prof. Siddharth Sorate. He also encouraged the students to participate in every activity of the workshop.



Sorate

Prof. Siddharth Sorate,

Head of Department,

E-Commerce and Digital Marketing

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