

# Shiv Chhatrapati Shikshan Sanstha's Rajarshi Shahu Mahavidyalaya (Autonomous), Latur Department of Commerce

# A) A SUMMARY REPORT

1) Title of Programme:		Online Seminar on Digital Marketing				
2) Name of Organizing Department/Unit:		Commerce				
3) Name of the Coordinator(s)/ Co	onvener(s)/	Chief Organizer : Dr.M.H.Gavhane,				
Organizer(s) of the Programme:		Principal, RSM, Latur				
		Convener: Dr.P.R.Rodiya				
4) Date(s) of the Programme:	4) Date(s) of the Programme:		22.07.2021			
5) Venue:			Online Zoom Platform			
6) Target Group:		Commerce Faculty Teachers and Students				
7) Number of Participants:		Male	Female	Total		
A separate list with signatures	Teaching	02	06	08		
be maintained in the				01		
department/Unit) Students		95	190	285		
8) Name(s) and details of Resource Person(s), if		1. Shri. Chintan Mehta, Strategic Alliances				
any:		Assocate at IIDE, Mumbai.				
9) Total Expenditure for the Programme:		Nil				
10) Source of Funding:		Nil				

#### i. Title:

Online Seminar on Digital Marketing

#### ii. Introduction:

The seminar was organized to provide the students in detail knowledge about digital marketing and its importance. As the current era of digitalization so there is a need to create interest among the students about digital marketing and also to give them thorough knowledge about various platforms available in digital marketing.

## iii. Objectives of the Programme/ issues addressed:

- To guide students about how to make digital marketing.
- To guide students about various platforms of digital marketing.
- To aware the students about importance of digital marketing.
- To create interest in the students regarding digital marketing.

#### iv. Details of Participants:

Total 294 participants (98 Male and 196 Females) attended the Online Seminar.

### v. Brief Summary of Events/ Sessions

The programme was organized by Dr.P.R.Rodiya. The HoD Dr.P.S.Trimukhe has given a introductorial speech. The introduction of guest was given by Dr.P.R.Rodiya. The resource person Shri. Chintan Mehta provided the knowledge about various concepts of digital marketing such as Digital Marketing its needs, various platforms of digital marketing, its current scenario. The vote of thanks was given by Miss.S.N.Bagwan.

## vi. Conclusion, with Feedback on the Programme:

As digital marketing is a current scenario. The program over different aspect of digital marketing helped all the students. The students understood the concept of digital marketing, Need of digital marketing and limitations of digital marketing. This program also benefited the students to know various platforms of digital marketing. Students cleared their various doubts by directly communicating to resource person.

vii. Any Appendix:

List of Participants attached

Date: 22.07.2021

Convener

Dept. of Commerce Rajarshi Shahu Mahavidyalays

LATUR

PRINCIPAL

Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur

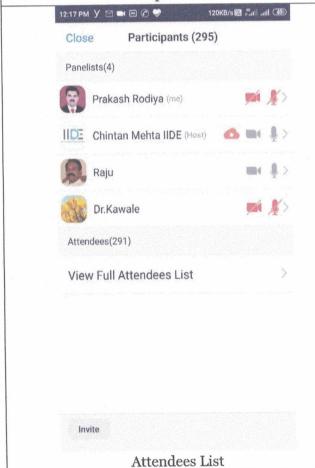
C) Geotagged Photographs / Screenshot:



Dr.P.S.Trimukhe presenting introductorial speech



Resource Person Shri.Chintan Mehta discussing over topic



D) Link of Video of the programme if any

#### E) Copies of Brochure Prepared for the Programme:



### F) Any Other Publicity Material:

# Appendix Rajarshi Shahu Mahavidyalaya (Autonomous), Latur Online Seminar on Digital Marketing List

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22.	07	20	171	
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Sr.No	Name of Students	Gender	Designation	Class
1	Dr.A.J.Raju	Male	Teacher	
2	Dr.P.S.Trimukhe	Female	Teacher	
3	Dr.V.D.Dhumal	Male	Teacher	
4	Prof.J.M.Shaikh	Female	Teacher	7
5	Prof.S.N.Bagwan	Female	Teacher	
6	Prof.A.K.Balsaraf	Female	Teacher	-
7	Prof.A.D.Savalsure	Female	Teacher	
8	Prof.J.M.Nahata	Female	Teacher	
9	Shri.P.A.Tenkale	Male	Non-Teaching	
10	Waname Krishnakant Balaji	Male	Student	B.Com.I
11	Swami Gajanan Baswaraj	Male	Student	B.Com.I
12	Swami Eknath Umashankar	Male	Student	B.Com.I
13	Surwase Vijay Santram	Male	Student	B.Com.I
14	Sonvane Shubham Nanasaheb	Male	Student	B.Com.I
15	Shinde Sambhaji Shivaji	Male	Student	B.Com.I
16	Shinde Rutik Bhimrao	Male	Student	B.Com.I
17	Shendge Rutuja Manchak	Female	Student	B.Com.I
18	Sharma Shital Dinanath	Female	Student	B.Com.I
19	Shaikh Ubed Mehboob	Male	Student	B.Com.I
20	Shaikh Shabnum Yunus	Female	Student	B.Com.I
21	Shaikh Saniya Akhil	Female	Student	B.Com.I
22	Dhage Ankita Venkatesh	Female	Student	B.Com.II
23	Shaikh Sadiya Nawab	Female	Student	B.Com.I
24	Zade Nagesh Ramling	Male	Student	B.Com.II
25	Shaikh Iqbal Maheboob	Male	Student	B.Com.I
26	Yemale Prithvi Shivaji	Male	Student	B.Com.II
27	Shaikh Azam Ahemad	Male	Student	B.Com.I
28	Waghmode Shraddha Devidas	Female	Student	B.Com.II
29	Shahane Priyanka Dhiraj	Female	Student	B.Com.I
30	Varma Yash Vijay	Male	Student	B.Com.II
31	Sayyed Sana Salauddin	Female	Student	B.Com.I
32	Valekar Sagar Satish	Male	Student	B.Com.II
33	Valekar Akshay Dattatray	Male	Student	B.Com.II
34	Vairagkar Vaibhavi Subhash	Female	Student	B.Com.II
35	Sarvade Vidya Kundlik	Female	Student	B.Com.I
36	Vachane Ramakant Shivraj	Male	Student	B.Com.II
37	Sangave Ashwini Chandrakant	Female	Student	B.Com.I
38	Unhale Geeta Rajaram	Female	Student	B.Com.II
39	Salunke Saraswati Madhukar	Female	Student	B.Com.I
40	Mule Hanumant Dnyanoba	Male	Student	B.Com.III
41	Ugile Sanskruti Bhalchandra	Female	Student	B.Com.II
42	Kamble Nandini Dattu	Female	Student	B.Com.III
43	Udgirkar Tejasvi Kondiba	Female	Student	B.Com.II
44	Salunke Nikita Ramdas	Female	Student	B.Com.I
45	Survase Balaji Vinayak	Male	Student	B.Com.II
46	Tandle Raman Gopal	Male	Student	B.Com.II
47	Salghante Vaishnavi Gopal	Female	Student	B.Com.I

48	Tamte Ganesh Madhukar	Male	Student	B.Com.III
49	Solunke Pratik Dadasaheb	Male	Student	B.Com.II
50	Reddy Nikita Govind	Female	Student	B.Com.I
51	Patil Meghraj Sambhaji	Male	Student	B.Com.III
52	Siddiqui Mohammed Umer Iftekhar	Male	Student	B.Com.II
53	Rathod Nisha Sanjay	Female	Student	B.Com.I
54	Kshrisagar Sushma Pratap	Female	Student	B.Com.II
55	Shinde Shrikant Balraj	Male	Student	B.Com.II
56	Rasure Rushikesh Siddheshwar	Male	Student	B.Com.I
57	Yedle Bhagyashri Madhav	Female	Student	B.Com.II
58	Shinde Niranjan Jyotiba	Male	Student	B.Com.II
59	Peddewad Prasad Madhav	Male	Student	B.Com.I
60	Wakale Sanket Chandrakant	Male	Student	B.Com.II
61	Shinde Madhuri Amar	Female	Student	B.Com.II
62	Pawar Vaishnavi Arun	Female	Student	B.Com.I
63	Wakade Prashant Tukaram	Male	Student	B.Com.II
64	Shinde Aishwarya Murhari	Female	Student	B.Com.II
65	Pawar Shrikant Ashok	Male	Student	B.Com.I
66	Waghmare Abhishek Ashok	Male	Student	B.Com.I
67	Shelke Vaishnavi Dinkar	Female	Student	B.Com.I
68	Pawar Geeta Mahadev	Female	Student	B.Com.I
69	Wagalgave Shobha Balaji	Female	Student	B.Com.II
70	Shaikh Taufik Jalimsaab	Male	Student	B.Com.I
71	Patil Vikrant Sudhir	Male	Student	B.Com.I
72	Uphade Sahil Surykant	Male	Student	B.Com.I
73	Shaikh Simran Shafeeq	Female	Student	B.Com.I
74	Patil Praniket Pramod	Male	Student	B.Com.I
75	Todkar Shivraj Balbhim	Male	Student	B.Com.I
76	Shaikh Sanam Usman	Female	Student	B.Com.I
77	Patil Nikhil Nanasaheb	Male	Student	B.Com.I
78	Thakur Arpita Mahesh	Female	Student	B.Com.I
79	Shaikh Gausoddin Jainoddin	Male	Student	B.Com.I
80	Patil Maheshwari Limbraj	Female	Student	B.Com.I
81	Tate Ashwini Nandkishor	Female	Student	B.Com.I
82	Shaikh Arshiya Firoz	Female	Student	B.Com.I
83	Patil Ashish Vijaykumar	Male	Student	B.Com.I
84	Takane Divya Santosh	Female	Student	B.Com.I
85	Shaikh Arbaj Muktar	Male	Student	B.Com.I
86	Parit Priti Shankar	Female	Student	B.Com.I
87	Swami Priyanka Hrudaynath	Female	Student	B.Com.I
88	Shaikh Amirhamja Salim	Male	Student	B.Com.I
89	Niture Ganesh Ravikumar	Male	Student	B.Com.l
90	Suryawanshi Ajit Pandurang	Male	Student	B.Com.I
91	Shaikh Abdul Waheed Khadeer	Male	Student	B.Com.l
92	Nila Yogeshwari Sanjay	Female	Student	B.Com.
93	Suryavanshi Ankita Annarao	Female	Student	B.Com.
93	Sayyed Sharif Mabud	Male	Student	B.Com.
95	Narhare Vaishnavi Umesh	Female	Student	B.Com.
96	Shirsat Atul Shivaji	Male	Student	B.Com.
96	Sawale Payal Suryakant	Female	Student	B.Com.
98	Mugale Vishwesh Jaidrath	Male	Student	B.Com.
99	Shinde Sulbha Dayanand	Female	Student	B.Com.

100	Saudagar Nishat Fatema Mohammad Shahed	Female	Student	B.Com.II
101	Mudgade Rohit Subhash	Male	Student	B.Com.I
102	Shinde Priyanka Sanjay	Female	Student	B.Com.III
103	Salunke Shridhar Ankush	Male	Student	B.Com.II
104	More Jayraj Suryakant	Male	Student	B.Com.I
105	Shinde Hrishikesh Prakash	Male	Student	B.Com.II
106	Salunke Prajkta Pralhad	Female	Student	B.Com.II
107	More Akshata Adinath	Female	Student	B.Com.I
108	Shaikh Tabrej Habib	Male	Student	B.Com.II
109	Salegave Anisha Udhav	Female	Student	B.Com.II
110	Mhetre Ankita Arvind	Female	Student	B.Com.I
111	Shaikh Mohiyoddin Hashamali	Male	Student	B.Com.II
112	Rathod Geeta Dhondiba	Female	Student	B.Com.II
113	Mane Prerna Santosh	Female	Student	B.Com.I
114	Sayyed Suleman Mahmad	Male	Student	B.Com.II
115	Rankhamb Pawan Rajabhau	Male	Student	B.Com.II
116	Mane Pallavi Shripad	Female	Student	B.Com.I
117	Sayyad Karishma Ahemad	Female	Student	B.Com.II
118	Rajpurohit Janu Surendra	Female	Student	B.Com.II
119	Mane Aniket Amar	Male	Student	B.Com.I
120	Sawant Pallavi Giridhar	Female	Student	B.Com.II
121	Prasad Tanvi Deepak	Female	Student	B.Com.II
122	Mali Saroja Balaji	Female	Student	B.Com.I
123	Sarpale Sonali Dattatray	Female	Student	B.Com.III
124	Pawar Vaishnavi Manohar	Female	Student	B.Com.II
125	Mahamuni Sneha Sanjay	Female	Student	B.Com.I
126	Rautrao Rani Pandurang	Female	Student	B.Com.III
127	Pawar Tejashri Amardeep	Female	Student	B.Com.II
128	Loya Sanskruti Sachin	Female	Student	B.Com.I
129	Ramdhave Vaishnavi Avinash	Female	Student	B.Com.III
130	Pawar Ritesh Balaji	Male	Student	B.Com.II
131	Lokhande Sakshi Ganpat	Female	Student	B.Com.I
132	Potdar Pallavi Babasaheb	Female	Student	B.Com.II
133	Pawar Prajakta Baliram	Female	Student	B.Com.II
134	Kure Vaishnavi Vaijanath	Female	Student	B.Com.I
135	Potdar Mamata Uttam	Female	Student	B.Com.II
136	Patre Sejal Ram	Female	Student	B.Com.II
137	Kumbhar Kiran Sharad	Male	Student	B.Com.I
138	Patil Priyanka Shirish	Female	Student	B.Com.II
139	Patne Sakshi Mahesh	Female	Student	B.Com.II
140	Kulkarni Amruta Milind	Female	Student	B.Com.I
141	Patil Dipali Kiranrao	Female	Student	B.Com.II
142	Patil Shubharaj Shashikant	Male	Student	B.Com.II
143	Kshirsagar Harshraj Krishna	Male	Student	B.Com.I
144	Patil Krishna Govindrao	Male	Student	B.Com.II
145	Pathan Afnan Aleem	Female	Student	B.Com.II
146	Kshirsagar Akanksha Anil	Female	Student	B.Com.I
147	Pangal Sejal Manojkumar	Female	Student	B.Com.II
148	Patil Digvijay Suhas	Male	Student	B.Com.II
149	Kore Vaishnavi Gurusiddha	Female	Student	B.Com.I
150	Pandhre Khandu Chandrakant	Male	Student	B.Com.II
150	Patil Bhagyalaxmi Dilip	Female	Student	B.Com.II

152   Ko	ore Radha Devidas	Female	Student	B.Com.I
153 Pa	dule Vaishnavi Arjun	Female	Student	B.Com.III
154 Pa	nchal Vaishnavi Naresh	Female	Student	B.Com.II
155 Ko	olpuke Rohan Satish	Male	Student	B.Com.I
	usane Pallavi Babanrao	Female	Student	B.Com.III
157 Pa	nchal Akash Narshing	Male	Student	B.Com.II
158 KI	nose Revati Swaraj	Female	Student	B.Com.I
159 M	umane Nagesh Sangram	Male	Student	B.Com.III
	mpatwar Yash Vanket	Male	Student	B.Com.II
	natke Swarupa Kakasaheb	Female	Student	B.Com.I
The second secon	ule Sudarshan Dayanand	Male	Student	B.Com.II
	unge Sanket Sanjay	Male	Student	B.Com.II
	handelwal Laxmi Sunil	Female	Student	B.Com.I
	ule Neha Yashwant	Female	Student	B.Com.II
	ule Sanket Digambar	Male	Student	B.Com.II
	nandelwal Harsh Navaneet	Male	Student	B.Com.I
	ore Vaishnavi Sanjay	Female	Student	B.Com.II
	ore Pratiksha Pratap	Female	Student	B.Com.II
	awale Nisha Ramesh	Female	Student	B.Com.I
	aniyar Asiya Amir	Female	Student	B.Com.II
	iraje Vaishnavi Vasantrao	Female	Student	B.Com.II
	are Ankita Gopal	Female	Student	B.Com.I
	aniyar Amanullah Mohammad Ayyaz	Male	Student	B.Com.II
	hetre Akash Suresh	Male	Student	B.Com.II
	handade Rushikesh Vishwachandra	Male	Student	B.Com.I
	ane Krishna Baban	Male	Student	B.Com.II
	asuldar Sumaiya Jabir	Female	Student	B.Com.II
	amble Sagar Baliram	Male	Student	B.Com.I
	ali Dnyaneshwari Kinchak	Female	Student	B.Com.II
	asuldar Sohel Amjad	Male	Student	B.Com.II
		Male	Student	B.Com.I
	amble Raju Sanjay	Male	Student	B.Com.II
	okare Ganesh Parmeshwar	Female	Student	B.Com.II
	lanjare Divya Nandkumar	Male	Student	B.Com.I
	amble Jaikumar Janardhan	Male	Student	B.Com.II
ALCOHOLD TO THE	andge Rushikesh Devidas	Female	Student	B.Com.II
	Iahindrakar Prachi Pravin	Male	Student	B.Com.I
	amble Adinath Ram	Male	Student	B.Com.II
	ad Ganesh Bandu		Student	B.Com.II
	Iadane Prashant Suryabhan	Male	Student	B.Com.I
	ale Sanika Sanjay	Female	Student	B.Com.I
3 20 10 10 10 10 10 10 10 10 10 10 10 10 10	umbhar Aishwarya Pundlik	Female	Student	B.Com.I
	oya Siddhi Kishor	Female	Student	B.Com.I
	ale Janhavi Sanjay	Female Male	Student	B.Com.I
	ulal Saurabh Kailas			B.Com.I
	imbare Neha Gokul	Female	Student	B.Com.I
	agtap Onkar Nitin	Male	Student	B.Com.I
	shirsagar Srushtidevi Dnyaneswar	Female	Student	
T T T T T T T T T T T T T T T T T T T	urulkar Disha Mukeshrao	Female	Student	B.Com.I
CAUCAS ASSESSMENT OF THE	adhav Pravin Prakash	Male	Student	B.Com.I
	helge Priti Shivkumar	Female	Student	B.Com.I
	ulkarni Sakambari Chandrakant	Female	Student	B.Com.I
203 Ja	adhav Janhavi Haridas	Female	Student	B.Com.l

	Khandomalke Pratiksha Ashok	Female	Student	B.Com.III
205	Kulkarni Pavan Pradip	Male	Student	B.Com.II
206	Jadhav Aishwarya Pralhad	Female	Student	B.Com.I
207	Khandade Prashant Pandit	Male	Student	B.Com.III
208	Kulkarni Jagdish Santosh	Male	Student	B.Com.II
209	Jadhav Aarti Anil	Female	Student	B.Com.I
210	Katale Vaishnavi Pandit	Female	Student	B.Com.III
211	Kshirsagar Sangeeta Bharat	Female	Student	B.Com.II
212	Ingle Shveta Bibhishan	Female	Student	B.Com.I
213	Katale Rutuja Balasaheb	Female	Student	B.Com.III
214	Khekade Dhanraj Mahesh	Male	Student	B.Com.II
215	Indrale Subhash Arvind	Male	Student	B.Com.I
216	Kapse Rutuja Vitthal	Female	Student	B.Com.II
217	Khatke Nikita Amol	Female	Student	B.Com.II
218	Ege Samiksha Santosh	Female	Student	B.Com.I
219	Kankal Shruti Anil	Female	Student	B.Com.II
220	Kazi Saniya Jamshed	Female	Student	B.Com.II
221	Harnawal Aishwarya Balaji	Female	Student	B.Com.I
222	Kamble Prashant Dhanraj	Male	Student	B.Com.II
223	Kaste Maruti Madhav	Female	Student	B.Com.II
224	Harmunje Govind Rajeshwar	Male	Student	B.Com.I
225	Joshi Aarti Vishal	Female	Student	B.Com.II
226	Kamble Monika Ram	Female	Student	B.Com.II
227	Hake Renuka Vishwanath	Female	Student	B.Com.I
228	Jadhav Vaishnavi Nagnath	Female	Student	B.Com.II
229	Kakade Neeraj Chandraprakash	Male	Student	B.Com.II
230	Gurme Vaishnavi Ramdas	Female	Student	B.Com.I
231	Jadhay Anuradha Madhay	Female	Student	B.Com.II
232	Kadam Sneha Suresh	Female	Student	B.Com.II
233	Gurav Vaishnavi Suresh	Female	Student	B.Com.I
234	Hulgunde Priyanka Umakant	Female	Student	B.Com.II
235	Kadam Prajkta Bhaskar	Female	Student	B.Com.II
	Guray Vaishnavi Laxman	Female	Student	B.Com.I
236	Hogade Shweta Navnath	Female	Student	B.Com.II
237		Female	Student	B.Com.I
238	Gunale Trupti Bhagvat	Female	Student	B.Com.I
239	Gugalgave Mansi Satish	Female	Student	B.Com.I
240	Gore Pragati Balaji	Female	Student	B.Com.I
241	Giri Monika Chandrapal	Female	Student	B.Com.II
242	Jadhav Priti Padmakar	Female	Student	B.Com.I
243	Gholap Vaishnavi Balaji	Female	Student	B.Com.I
244	Ghtmal Anisha Navanath	Female	Student	B.Com.I
245	Gangane Vaishnavi Daulat	Female	Student	B.Com.I
246	Gaikwad Vaishnavi Vitthal	Female	Student	B.Com.I
247	Ghobale Jagruti Sanjay	Female	Student	B.Com.I
248	Gaikwad Takshashila Pandit	Female	Student	B.Com.I
249	Gaikwad Radhika Rajkumar	Female	Student	B.Com.I
250	Gutte Manswi Kiran		Student	B.Com.I
251	Fulbone Prema Dhanraj	Female	Student	B.Com.I
252	Gulve Sonal Shivsamb	Female		B.Com.I
	Girwalkar Reva Rajan	Female	Student	
253 254	Dokade Anjali Satish	Female	Student	B.Com.I

256	Ghadge Janhavi Manoj	Female	Student	B.Com.II
257	Doiphode Tejaswini Pramod	Female	Student	B.Com.I
258	Dhage Harshada Anantrao	Female	Student	B.Com.III
259	Gawali Mayuri Madhukar	Female	Student	B.Com.II
260	Gangathade Gayatri Shivaji	Female	Student	B.Com.II
261	Deshmukh Vaishnavi Laxman	Female	Student	B.Com.I
262	Daga Sejal Sanjay	Female	Student	B.Com.III
263	Chopade Gangasagar Hanmant	Female	Student	B.Com.III
264	Dhumal Shruti Vyankatesh	Female	Student	B.Com.II
265	Deshmukh Mrunal Rajesh	Female	Student	B.Com.I
266	Chavan Shreya Vijaykumar	Female	Student	B.Com.III
267	Dhulgunde Megha Dasharth	Female	Student	B.Com.II
268	Chavan Manisha Dinkar	Female	Student	B.Com.III
269	Dande Asmita Suryakant	Female	Student	B.Com.I
270	Chikhalikar Ankita Sanjaykumar	Female	Student	B.Com.II
271	Chamle Aishwarya Ram	Female	Student	B.Com.I
272	Chamediya Isha Sanjaykumar	Female	Student	B.Com.I
273	Bidwe Rutuja Limbraj	Female	Student	B.Com.III
274	Chame Vaishnavi Ashok	Female	Student	B.Com.II
275	Chame Tanuja Navnath	Female	Student	B.Com.II
276	Bhosale Neha Balasaheb	Female	Student	B.Com.III
277	Bharadia Sejal Sachin	Female	Student	B.Com.III
278	Baksh Anikha Tabassum Haleemuddin	Female	Student	B.Com.I
279	Bhandari Vaishnavi Ashok	Female	Student	B.Com.III
280	Bhoyate Anjali Bhagwat	Female	Student	B.Com.II
281	Bachiphale Vaishnavi Sanjay	Female	Student	B.Com.I
282	Bembade Janhavi Tukaram	Female	Student	B.Com.III
283	Bande Pratiksha Digambr	Female	Student	B.Com.II
284	Badade Ankita Datta	Female	Student	B.Com.II
285	Bansude Gayatri Govind	Female	Student	B.Com.III
286	Badgire Priti Vyankat	Female	Student	B.Com.III
287	Agre Akanksha Trynmbak	Female	Student	B.Com.II
288	Almale Arti Dagdu	Female	Student	B.Com.I
289	Agarwal Isha Manoj	Female	Student	B.Com.III
290	Aade Dipali Dagadu	Female	Student	B.Com.II
291	Yadav Yogeshwari Gopal	Female	Student	B.Com.I
292	Yadav Nandini Dhananjay	Female	Student	B.Com.I
293	Waghmare Sampada Omprakash	Female	Student	B.Com.I
294	Waghmare Priya Ganpat	Female	Student	B.Com.I

Date: 22.07.2021

nvener

HEAD
Dept. of Commerce
Raiarshi Shahu Mahavidyalaya
LATUR

Principal
PRINCIPAL
Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur