



**Shiv Chhatrapati Shikshan Sanstha's
Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Department of Commerce
A) A SUMMARY REPORT**

1) Title of Programme:	National Seminar on Instagram Marketing			
2) Name of Organizing Department/Unit:	Department of Commerce			
3) Name of the Coordinator(s)/ Convener(s)/ Organizer(s) of the Programme:	Convenor: Dr. P. R. Rodiya Department of Commerce			
4) Date(s) of the Programme:	20.09.2021			
5) Venue/ Mode	Online Mode			
6) Target Group:	B.Com.			
7) Number of Participants:	Male	Female	Total	
A separate list with signatures be maintained in the department/Unit)	Teaching	03	04	07
	Non-Teaching	00	00	00
	Students	18	35	53
8) Name(s) and details of Resource Person(s), if any:	Resource Person : Shri Prathmesh Kavishwar Trainer IIDE, Mumbai			
9) Total Expenditure for the Programme:	NIL			
10) Source of Funding:	NIL			

B) Report

i. Title :National Seminar on Instagram Marketing

ii. Introduction

A National Seminar on Instagram Marketing was organized by Department of Commerce on 20.09.2021 with an intention to inculcate the importance of Instagram Marketing among the commerce students. As Instagram Marketing is a new way of marketing. So, this seminar provides complete knowledge and awareness about it.

iii. Objectives of the Programme / issues addressed:

- To aware about the concept of Instagram Marketing.
- To aware the students about difference of Instagram Marketing.
- To motivate the students to for Instagram Marketing.
- To inculcate the modern way of marketing among students.

iv. Details of Participants:

Total participants 60 (out of which 21 are Males and 39 are Females) were participated.

v. Brief Summary of Events/ Sessions

A National Seminar on Instagram Marketing was conducted for Commerce Students. The resource person for the said program was Shri Prathmesh Kavishwar, Trainner IIDE, Mumbai. The President for this Seminar, was Dr. A.J. Raju, Vice Principal, RSM, Latur.

The Introductory speech was given by Dr. P. R. Rodiya, Asst. Prof., Department of Commerce. Introduction of a resource person was given by Miss. Amruta Savalsure. The resource person has provided awareness about Instagram Marketing by giving various examples and by producing the statistical information. He also guided and motivated the students about Instagram Marketing a new way of marketing in India. At the last, Dr. A. J. Raju presented his presidential address. The seminar was concluded by Miss. A.D. Savalsure by presenting vote of thanks.

vi. Conclusion, with Feedback on the Programme :

After attending the seminar on Instagram Marketing students came to know about Instagram Marketing as a new way for marketing in India. Students also come to know its extreme importance in today's business line. It helps the students to understand need of Instagram Marketing and various ways to promote customers in India.

vii. Any Appendix :

List of Participants attached

Date: 21.09.2021

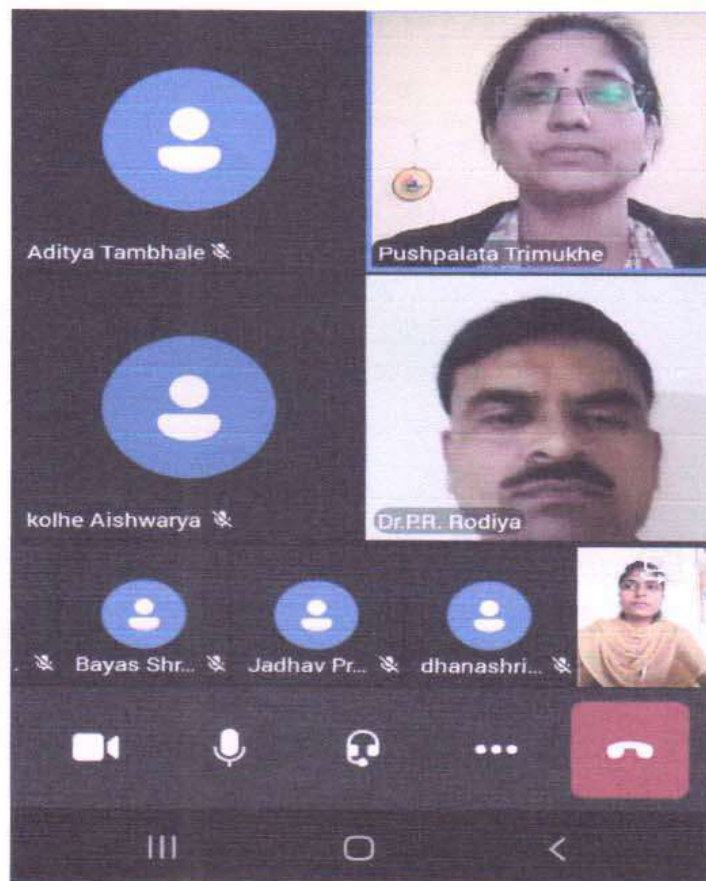

Convener


HEAD
Dept. of Commerce
Rajarshi Shahu Mahavidyalaya
LATUR




Principal
Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur

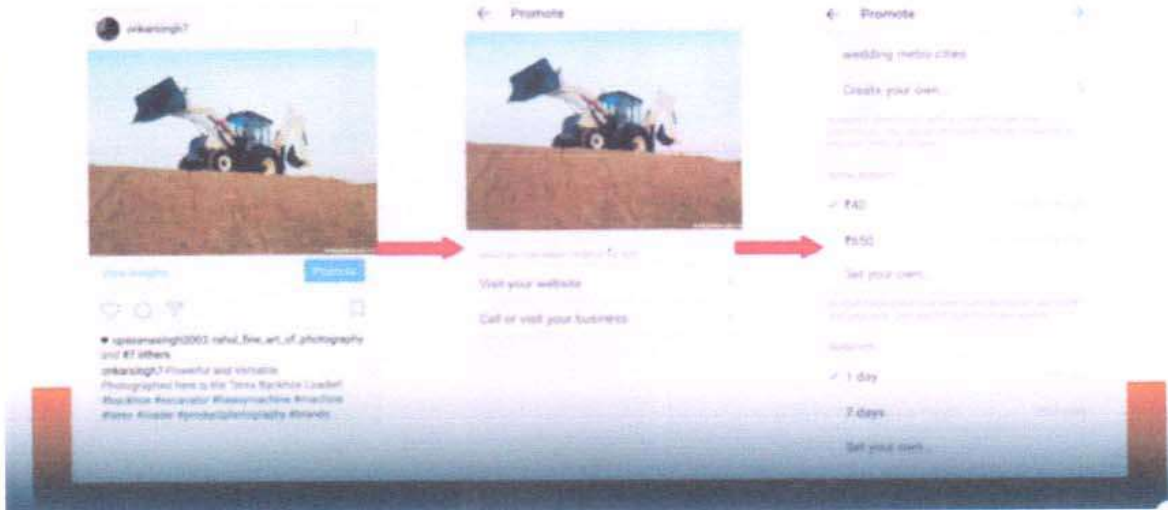
C) Geotagged Photographs / Screenshot :



Dr. P. R. Rodiya, Dept. of Commerce presenting introductory Speech

Instagram Ads

1. Tap on the **Promote** button.
2. Choose from the Ad Objectives like 'Visit your Website'
3. Now **Select Button Text**.
4. Now Scroll Down to select your target audience.
5. Next set up the Ad budget and Duration and you are good to make your Ad live!



Resource Person Shri PrathmeshKavishwarpresenting his thoughts on Instagram Marketing

Instagram Insights



Resource Person Shri Prathmesh Kavishwar presenting importance of Instagram Marketing



**Dr. A.J. Raju, Vice Principal, RSML
presenting presidential address**



Instagram statistics

- Instagram has 400 million monthly active users and is growing almost 10x faster than Facebook and Twitter
- Instagram is increasingly the go-to social network for people under 35
- Instagram posts get 308% more engagement than on Facebook and 1317% more than on Twitter.

Optimizing your Business Profile

- Make sure you have a business profile.
 - Insights
 - Create Ads
 - Link to Facebook Page
 - Contact buttons
- Use related username and detailed bio with branded hashtag.
- Website link is the only link.



Glimpses of National Seminar on Instagram Marketing

D) Link of Video of the programme if any

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E) Copies of Brochure Prepared for the Programme:



Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Department of Commerce
and
Indian Institute of Digital Education (IIDE)
Jointly Organizes Online Seminar on



"Instagram Marketing"

Monday, 20th September, 2021 @ 12.00 Noon



Chief Organiser
Dr. Mahadev Gavhane
Principal, RSM, Latur



Resource Person
Shri Prathmesh Kavishwar
Digital Marketing & Corporate trainer at IIDE



Dr. A.J. Raju
Vice Principal
RSM, Latur



Prof. S.N. Shinde
Vice Principal
RSM, Latur



HoD
Dr. P. S. Trimukhe
Dept. of Commerce,
RSM, Latur



Convener
Dr. P. R. Rodiya
Dept. of Commerce,
RSM, Latur

Organizing committee

- Dr. V.D. Dhumal
- Ms. J.M. Shaikh
- Ms. S.N. Bagwan
- Ms. A.K. Balsaraf
- Ms. A.D. Sawalsure
- Ms. J.M. Nahata
- Mr. Vinod Late

Registration Link : <https://iide.in/collegewebinar4>

Participants: Students of All Faculties
Link of Seminar : Will be shared on 19th September 2021 on your registered Email
Note: Certificates will be given to all registered participants by IIDE

F) Any Other Publicity Material :--


Convener


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