



Shiv Chhatrapati Shikshan Sanstha's  
**Rajarshi Shahu Mahavidyalaya (Autonomous),**  
**Latur**  
**Chandra Nagar, Latur (Maharashtra)**

**Activity Report**

**2021 - 22**

**Rajarshi Shahu Mahavidyalaya (Autonomous),Latur**  
**Department of Commerce**  
**Online Seminar on Digital Marketing**

**A) SUMMARY REPORT**

1) Title of Programme:		<b>Online Seminar on Digital Marketing</b>		
2) Name of Organizing Department/Unit:		Department of Commerce		
3) Name of the Coordinator(s)/ Convener(s)/ Organizer(s) of the Programme:		Dr. P. R. Rodiya		
4) Date(s) of the Programme:		22.07.2021		
5) Venue:		Online through Zoom platform		
6) Target Group:		All students of commerce Faculty		
7) Number of Participants:		Male	Female	Total
A separate list with signatures be maintained in the department/Unit)	Teaching	02	03	05
	Students	93	228	321
	<b>Total</b>	<b>95</b>	<b>231</b>	<b>326</b>
8) Name(s) and details of Resource Person(s), if any:		Shri chintan Mehta,Strategic Alliances Associate at IIDE, Mumbai		
9) Total Expenditure for the Programme:		Nil		
10) Source of Funding:		Nil		

**B) A Report in the Following Format (not to exceed 2 pages)**

**i. Title :** Online Seminar on Digital Marketing

**ii. Introduction : (with details of name of programme, organizer, date venue, etc)**

Online Seminar on Digital Marketing was organized by the Department of Commerce on 22.07.2021 through zoom platform online . For the said program the chief guests were Shri chintan Mehta,Strategic Alliances Associate at IIDE, Mumbai

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

- To guide students about how to make Digital Marketing.
- To guide students about Various platform digital marketing
- To guide students about Importance of Digital Marketing
- To Create interest in the students about Digital Marketing.

**iv. Details of Participants (number, profession, geographical representation, sex ratio, etc; a separate list can be attached as Appendix with the full details if necessary)**

The total no of participants were 326 out of which 05 were teachers & remaining 321 were students. Out of which 65 % (228) were female students & remaining 35 % (95) were male students all the participants were from Latur city.

**v. Brief Summary of Events/ Sessions :**

The present program was conducted in 1 session under the chairmanship of A. J. Raju , Vice-Principal, Rajarshi Shahu Mahavidyalaya (Autonomous), Latur. The resource person delivered their lectures on the said subject. The purpose of the program was introduced by HoD, Dr.P. G. Kawle, Introduction of Guest was given by, convener of the program Dr. P. R. Rodiya. Vote of thanks was given by Prof. A. D. Savalsure.

**vi. Conclusion, with Feedback on the Programme : --**

Overall response of the students was positive.

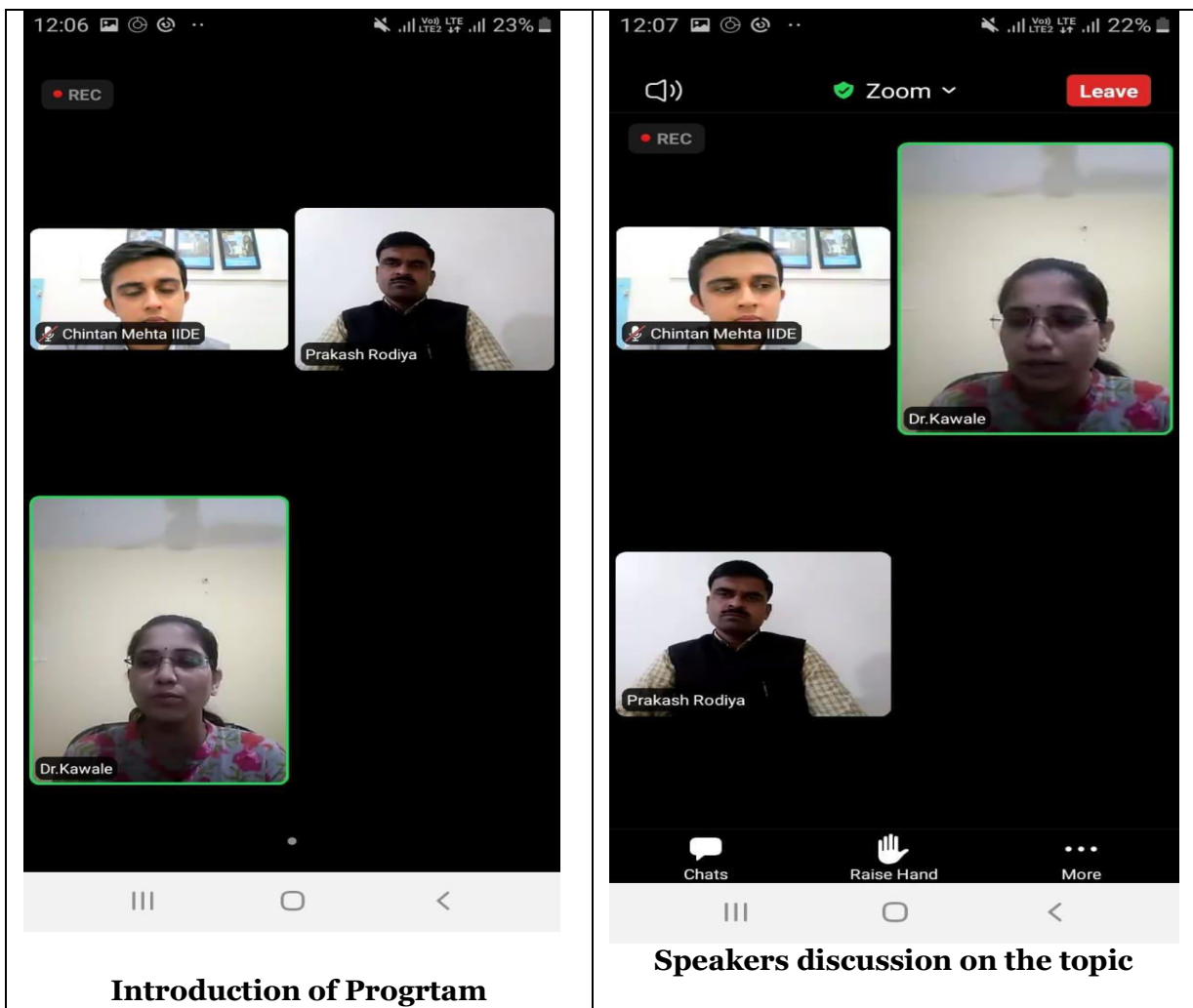
vii. Any Appendix If Necessary (the report should be limited to 2 pages; any additional relevant information may be put in an Appendix)

**Signature of HoD/ In-charge Support Unit**

**C) Geotagged Photographs – Not more Than 5 Photos (hard and soft copies to be maintained by the department/ Unit).**

**Guest Lecture on Career Guidance in Chartered Accountancy**

**No of Students Participated – 66**



**D) Link of Video of the programme if any (Video may be uploaded on college website/ YouTube, etc.)**

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E) Copies of Brochure Prepared for the Programme (hard and soft copies to be maintained by the department/ Unit).

**“Digital Marketing”**

**Thursday, 22<sup>nd</sup> July, 2021 @ 12.00 Noon**

**Chief Organiser**  
**Dr. Mahadev Gavhane**  
 Principal, RSM, Latur

**Resource Person**  
**Shri Chintan Mehta**  
 Strategic Alliances Associate 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

Registration Link : <https://iide.in/collegeweinar2>

Participants: **Students of All Faculties**

Link of Webinar : Will be shared on 21<sup>st</sup> July 2021

Note: Certificates will be given to all registered participants

Brochure

12:17 PM 120KB/s 4G

Participants (295)

Close

Panelists(4)

Prakash Rodiya (me)

Chintan Mehta IIDE (Host)

Raju

Dr.Kawale

Attendees(291)

View Full Attendees List

Invite

Participants List

F) Any Other Publicity Material (news reports, online publicity, etc) (hard and soft copies to be maintained by the department/ Unit) : --