



**SHIVRATNA INSTITUTE OF MANAGEMENT STUDIES,  
SHANAKARNAGAR, AKLUJ**

Tal. Malshiras Dist. Solapur (M.S.) 413 118

(Affiliated to Panyashlok Ahilyadevi Holkar Solapur University, Solapur)

Phone : (02185) 222509, Mob.: 9822124191, 9011311406, 9975120093

Email : rmpakluj@gmail.com Website : www.simsakluj.org

- मान्यता - 1. एनजीसी/२००९/(१८९/०१)/मशि-४ दि. १४ जुलै २००९  
2. जा.क्र.शिससं/उशि/कोवि/५०६३ दि. २७ जुलै २००९  
3. SOL/BCUD/AFFI/910/3289 Date - 01 Sept. 2009

# SEMINAR ON DIGITAL MARKETING

DATE: 09.01.2019





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3. SOL/BCUD/AFFI/910/3289 Date - 01 Sept. 2009

Ref : SIMS / 1350-A / 2018-19

Date: 01.01.2019

To,  
Mr. Mutteparwar R.D,  
Senior Member of Technical Staff, R&D  
VMware Inc., Pune.

Sub: Invitation as a key speaker

Respected Sir,

It gives me immense pleasure to inform you that college has decided to organize a seminar on "Digital Marketing" on Jan. 9, 2019 at 11.00 am. Hence I cordially invite you as a key speaker for the seminar.

Your experience and expertise in this field will definitely be useful for our students who are going to pass out this year. Please do the needful.

Thanking you,

  
**Principal**  
Shivratna Institute of Management  
Studies, Shankarnagar-Akluj



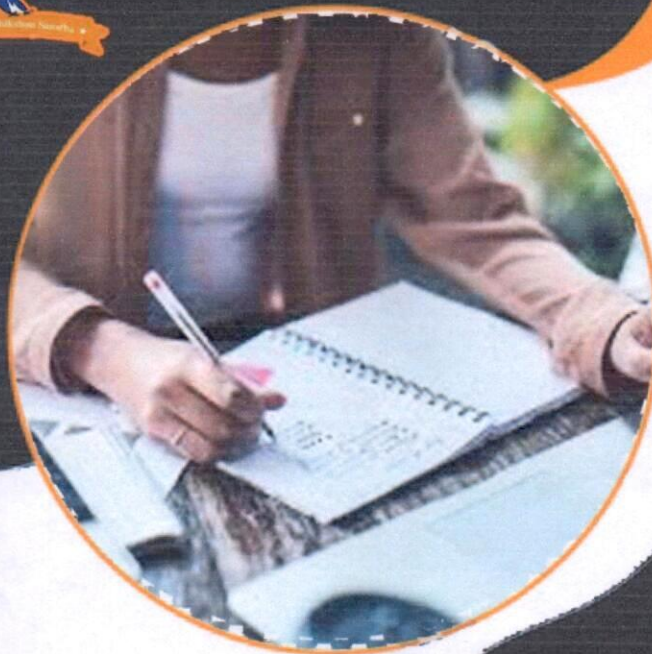
**PAMPHLET ON SEMINAR ON DIGITAL MARKETING**

**Date: 09.01.2019**



**SHIVRATNA INSTITUTE OF MANAGEMENT STUDIES**

**Shankarnagar, Akluj.**



**Date**  
**09/01/2019**



**Key Speaker**  
**Mr. Mutteparwar R.D.**

**Seminar**  
**on**  
**DIGITAL**  
**MARKETING**





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Date: 06.01.2019


**NOTICE**

Herewith all the students are informed that we have organized a seminar on Jan. 09, 2019 on Digital Marketing from 11.00 am. All students should present for the seminar.

**AGENDA OF SEMINAR ON CORPORATE SOCIAL RESPONSIBILITY**

Time	Programme	
11.00 – 11.10 am	Welcome Speech	Mr. Kangale N.R.
11.10- 11.20 am	Introduction and Felicitation of Dignitaries	Mr. Sathe B.M.
11.20 -1.30 pm	Guidance by key speaker	Mr. Mutteparwar R.D.
1.30 – 1.35 pm	Vote of thanks	Mr. Kangale N.R.

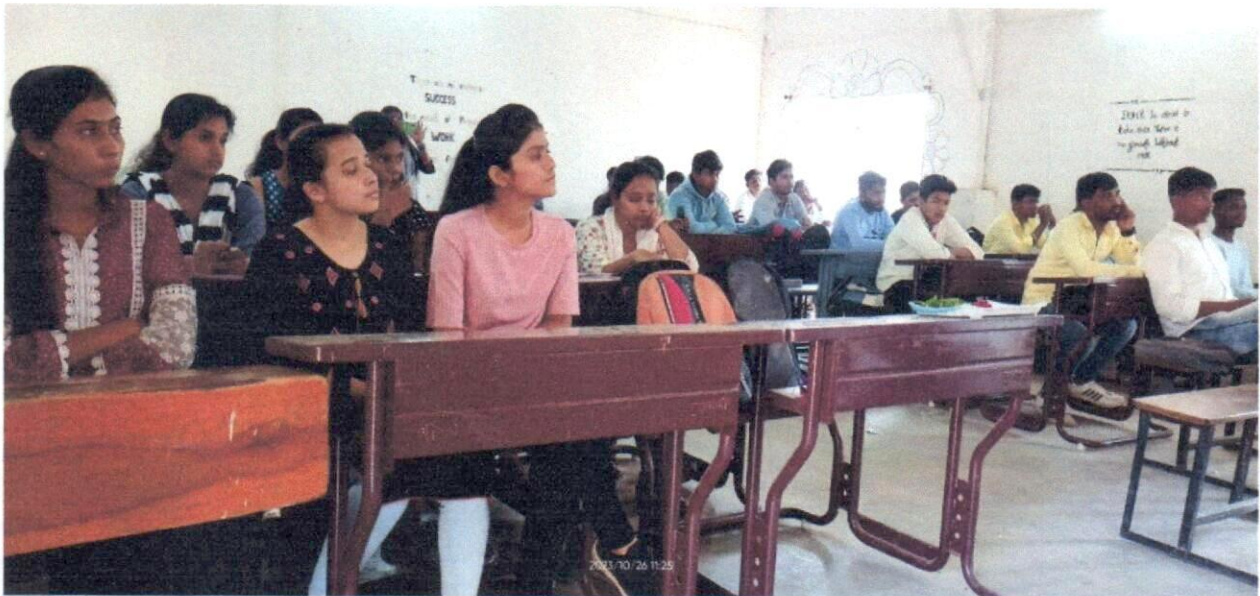
  
Co-ordinator, IQAC  
Shivratna Institute of Management  
Studies, Shankarnagar-Akluj

  
Principal  
Shivratna Institute of Management  
Studies, Shankarnagar-Akluj



**PHOTO ON DIGITAL MARKETING SEMINAR**

**Date: 09.01.2019**





## SHIVRATNA INSTITUTE OF MANAGEMENT STUDIES, SHANKARNAGAR, AKLUJ

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Date: 09.01.2019

### REPORT OF SEMINAR ON DIGITAL MARKETING

The session was started with the welcome of key speaker Mr. Muttepar R.D., Senior Member of Technical Staff, R&D at VMware Inc., Pune. Key Speaker. The key speaker covered the areas like Search Engine, Optimization, Search Engine Marketing, Social Media Marketing, Mobile Marketing, Affiliate Marketing, Content Marketing & Scope of Digital Marketing. The session also focused light on benefits of digital marketing in the present era. He had also explained the process of digital marketing and he had given information about the technical difficulties in digital marketing.


#### Objectives:

- To know the benefits of digital marketing
- To understand the process of digital marketing
- To find out technical difficulties in digital marketing

#### Outcomes:

- Understood and gain hands-on skills in digital marketing.
- Provided attendees with an in-depth understanding of the principles and practices of digital marketing

  
Co-ordinator, IQAC  
Shivratna Institute of Management  
Studies, Shankarnagar-Akluj

  
Principal  
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Ref : SIMS/1356-A/2018-19.

Date: 09.01.2019

To,

Mr. Muttepar R.D,

Senior Member of Technical Staff, R&D

VMware Inc., Pune.

Sub: Letter of Appreciation

Respected Madam,

It's a great pleasure to express my gratitude on behalf of our college for your contribution as a key speaker for seminar conducted entitled Digital Marketing today.

It was a great source of learning. We expect we will continue the rapport in near future also.

Thank you,

Principal

Shivratna Institute of Management  
Studies, Shankarnagar-Akluj



# Seminar on Digital Marketing

Sr.No	Name of Student	
1	Babar Diya Jagdish	<del>Diya B</del>
2	Bhagat Rohan Rajendra	RR
3	Bhongale Bhumika Nitin	Bhumika
4	Bhosale Sanjali Vaijinath	Sanjali
5	Chinchkar Omkar Santosh	<del>chinchkar O.S</del>
6	Chougule Rohit Vilas	Chougule
7	Deshmukh Shambhuraj Sachin	Deshmukh SS
8	Dupade Shriyash Chandrashekhar	Perase
9	Gaikwad Abhishek Santosh	Abhi. G
10	Ghadage Pruthviraj Nanaso	<del>Chadage P.V.</del>
11	Jadhav Akhil Anil	Jadhav
12	Jadhav Amruta Ramesh	Amrutajadhav
13	Kashid Prathamesh Vitthal	P.V.K.
14	Khandekar Krushna Maruti	2001
15	Kumbhar Anuja Bapu	AnuBk
16	Kumbhar Keshav Kailas	<del>K. K.</del>
17	Mane Deshmukh Aarya Santajirao	Mane
18	Naikude Sudam Balkrushna	<del>S.</del>
19	Patel Neeti Kishor	<del>Neeti</del>
20	Pawar Rohan Dattatray	<del>Rohan</del>
21	Pore Aditi Pravin	<del>Aditi</del>
22	Pothiwala Navjeetsingh Satbeersingh	Pothiwala NS
23	Rananaware Sumit Jivan	S.S.R.
24	Raut Neha Suresh	Neha
25	Raut Vishwajeet Kundalik	<del>V.K. Raut</del>





30	Pawar Monali Pandurang	M.P. Pawar
31	Pawar Vishal Laxman	Pawar
32	Randive Shubham Vijay	S.V. Randive
33	Sayyad Samira Salim	SS Sayyad
34	Shaikh Anwar Rafik	A.R. Shaikh
35	Shaikh Shahanavaj Shaukat	Shaikh SS
36	Shaikh Tosif Yusuf	Shinde A.N.
37	Shinde Ashitosh Nandkumar	Shinde A.A.
38	Shinde Prajka Prakash	PP
39	Sontakke Ashish Dadasaheb	SA-D.
40	Swami Ashwini Akshay	Swami
41	Tamboli Abid Tanveer	Tanveer
42	Tamboli Mohammadtanvir	M. ---
43	Tele Monali Pandurang	Tele MP
44	Thorat Priyanka Babu	Thorat PB
45	Tupsoundarya Radhika Sanjay	Radhika
46	Wagh Haridas Arvind	Wagh
47	Waghdhare Rushikesh	Rushikesh
48	Wagmare Bhairavnath Shivaji	B.S. Wagmare
49	Wagmare Rohit Birappa	Wagmare RB
50	Waghmode Rahul Tanaji	Waghmode
51	Walse Vinayak Chadrakant	Walse V.C.
52	Yadav Arati Adinath	Arati
53	Yadav Pooja Adinath	PAY.





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## Feedback Form

Name of Activity: Seminar on Digital Marketing Date: 9/1/2019

Name of Participant: Jadhav Amruta Ramesh

Note: Put Mark in front of appropriate Option

Sr.No	Particular	Excellent	Very Good	Good	Fair
1	Quality of Program	✓			
2	Knowledge of Resource Person		✓		
3	Content of Program		✓		
4	Overall Impression of program		✓		

Any other suggestion if you want give:

---

AR Jadhav

Name and signature

(Jadhav A.R.)





# SHIVRATNA INSTITUTE OF MANAGEMENT STUDIES

Shankarnagar, Akhuj.

## CERTIFICATE

*This is to certify that*

*Mr./Ms. Shaikh Amwar Rafik.*

*has actively participated in Seminar organized by  
IQAC on "Digital Marketing"  
dated 09/01/2019*

**Coordinator**



**Principal**



# SHIVRATNA INSTITUTE OF MANAGEMENT STUDIES

Shankarnagar, Akhuj.

## CERTIFICATE

*This is to certify that*

*Mr./Ms. Khare Rajal Suresh*

*has actively participated in Seminar organized by  
IQAC on "Digital Marketing"  
dated 09/01/2019*

**Coordinator**



**Principal**