



Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT

AICTE Approved | Permanently Affiliated to SPPU, Pune

Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044.

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EVENT REPORT

Name of the Event / Activity: - Mobile Commerce, Social Commerce, IoT and workshop on writing blog, animated videos and info graphics.

Committee / Cell: - Industry Institute Interaction Committee

Date : - 18/02/2022

Time : - 2:00 PM to 05:00 PM

Venue: - S.B.P.I.M Seminar Hall-1

Name of Guest Speaker (if any): - Mr.Rahul Gadekar

Name of the Faculty Coordinator: - Dr. Kajal Maheshwari

Name of the Student Coordinator: - Ms.Triksha Hulagabali and Mr.Rohan Pardeshi

Number of Students Participated: - 153

Brief Information of the Event:-

A guest lecture on “Mobile Commerce, Social Commerce, IoT and Workshop on writing blog, animated videos and info graphics” was conducted by Mr. Rahul Gadekar, Stanford LEAD | Digital Advisory | Visiting Faculty Symbiosis (SIBM& SIMC), under the subject - Digital Business. Mr. Rahul is a Digital Marketing & Programmatic Advertising professional with 12+ years of experience with diverse roles in Digital Media arena. The event was hosted by Ms. Triksha Hulagabali from MBA 1ST Year under the guidance of Dr. Kajal Maheshwari.

After brief introduction by the host Ms. Triksha the session was handed over to the speaker Mr. Rahul who shed light on how to develop a digital business strategy that puts businesses in all the places their followers are already hanging out, then using a variety of digital channels to connect with them in a multitude of ways to expand the reach effectively.

The Speaker focused on...

- 1) M-commerce and its utility in digital business.
- 2) Social media to share your content and then engage audience with social commerce
- 3) Search engine optimization (SEO) to optimize your content, so it will show up when someone is searching for the information you've written about.

- 4) Advertising to drive paid traffic to your website, where people can see your offers.
- 5) Designing Infographics in CANVA
- 6) Blogging an the trends in blogging,
- 8) VR Ad Campaigns and IoT.
- 9) Augmented reality

The session started with an overview of the E-commerce sector and the various upcoming segments in the same. And then went on to address Digital Business-its need and relevance in the current marketing scenario. He clarified the role of multi-channel E-Commerce in Digital Business. It explained how a search engine works and what the types of searches involved are. Also highlighted the importance and relevance of “push” and “pull” marketing in digital marketing. The SEO tools and their uses, techniques of using right tools to enhance digital business strategy and functional use of CANVA was discussed with hands on. VR marketing campaigns and their impact on consumer was an interesting topic of discussion. Blogging and Micro-Blogging was explained and a brief summary was provided on how to find a niche and effectively attract target audience. The session got interactive towards the end of the day and you could see the interest of the students as they could relate to the content of the guest lecture as the example from the day today life helped them relate with the topic. The guest was given a vote of thanks at the end of the session by the host and the Faculty Co-ordinator.

Photos with Captions: -

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Guest Session on
Topic : Mobile Commerce, Social Commerce, IoT and Workshop on writing blog, animated videos and infographics

Speaker:
Mr. Rahul Gadekar
Founder - R Interactives & RAcademy

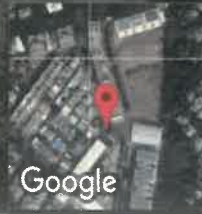
Date : Friday, February 18, 2022
Time : 2:00 pm - 5:00 pm
Venue: S.B.P.I.M - Seminar Hall-1

Under the Guidance of
Dr. Kirti Dharwadkar
Director, SBPIM

Faculty coordinator
Dr. Kajal Maheshwar

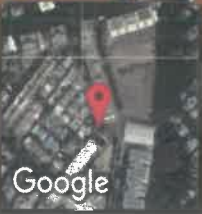
Student coordinators'
Miss. Trikshe Hutagabali
Mr. Rohan Pardeshi

FLYER



Pimpri-Chinchwad, Maharashtra, India
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 Nigdi, Pimpri-Chinchwad, Maharashtra 411044, India
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 Long 73.762476°
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Guest Addressing students



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students at session

Dr. Kajal Maheshwari
Faculty Co-ordinator



Dr. Kirti Dharwadkar
Director