



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

AICTE Approved | Permanently Affiliated to SPPU, Pune  
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## EVENT REPORT

Name of the Event / Activity: - Session on How to Make Money on Social Media  
Tips for Brands and Creators

Committee / Cell: - Industry Institute Interaction Committee

Date : - 13/04/2023

Time : - 11:00 AM to 12:00 PM

Venue: - SBPIM Seminar Hall-1

Name of Guest Speaker (if any): - Mr.Nilesh Chavanke

Name of the Faculty Coordinator: - Dr.Kajal Maheshwari

Name of the Student Coordinator: - Mr. Mayur Marathe

Number of Students Participated: - 111

Brief Information of the Event:-

### **Introduction:**

On April 13, 2023, our institution had the privilege of hosting a guest session on the topic "How to Make Money on Social Media - Tips for Brands and Creators," featuring Mr. Nilesh Chavanke, a seasoned Senior DevOps Engineer from Pvt. Limited. The session was held in S.B. Patil Seminar Hall-1 and was attended by a MBA-I year and II year including students, faculty, who are keen on exploring the dynamics of social media monetization.

### **Key Takeaways:**

Mr. Chavanke's presentation was insightful and offered a comprehensive understanding of how brands and content creators can harness the power of social media to generate revenue. Some of the key takeaways from the session include:

**Identifying Niche:** Mr. Chavanke emphasized the importance of identifying a specific niche to target on social media platforms. Whether you're a brand or a content creator, honing in on a particular audience segment can help build a dedicated following.

**Quality Content:** High-quality content is the cornerstone of success on social media. Mr. Chavanke stressed the need to produce content that is both engaging and valuable to your target audience.

**Monetization Strategies:** The speaker discussed various monetization strategies, including sponsored posts, affiliate marketing, and selling digital products. He provided practical insights into how each strategy can be effectively implemented.

**Community Engagement:** Building a strong and engaged community is crucial. Mr. Chavanke advised brands and creators to actively interact with their audience, respond to comments, and create a sense of belonging among their followers.

**Data Analytics:** Understanding social media analytics is essential for optimizing your monetization efforts. Mr. Chavanke highlighted the importance of tracking key performance indicators and making data-driven decisions.

**Legal and Ethical Considerations:** The speaker also touched upon the legal and ethical aspects of social media monetization, such as disclosing sponsored content and adhering to platform guidelines.

#### **Q&A Session:**

Following the presentation, there was an engaging Q&A session where the audience had the opportunity to ask Mr. Chavanke questions. This interactive segment provided further clarity and allowed for the exchange of ideas and experiences.

#### **Conclusion:**

Mr. Nilesh Chavanke's guest session on "How to Make Money on Social Media - Tips for Brands and Creators" was an enlightening and enriching experience for all attendees. The insights shared by Mr. Chavanke are invaluable for individuals and businesses seeking to leverage social media effectively.

We extend our gratitude to Mr. Chavanke for sharing his expertise with us and making this session a resounding success. We look forward to more such enlightening interactions in the future.

#### **Geo-tag Photos with Captions: -**



#### **Felicitation of Guest**



**Students in Session**

Dr. Kajal Maheshwari  
Faculty Co-ordinator



Dr. Kirti Dharwadkar  
Director



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**NOTICE**

Date: 12/4/2023

All the students of **MBA –I & II Year** and faculty members are hereby informed that Inaugural ceremony of **SBPIM SAKAL YIN CLUB & Guest session** is organized in association with **SAKAL YOUNG INSPIRATORS NETWORK (YIN)**.

**Details of the Programme**

**Inaugural Ceremony: SBPIM SAKAL YIN CLUB**

**Guest Speaker: Mr. Nilesh Chavanke, Senior DevOps Engineer**

**Topic: How to Make Money on Social Media: Tips for Brands and Creators Speaker**

**Date: Thursday, April 13, 2023**

**Time: 11:00 am - 12:00 noon**

**Venue: SBPIM Seminar Hall-1**

All are requested to attend the session.

  
**Dr. Kirti Dharwadkar**

**Director, SBPIM**



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**Guest Session Attendance**

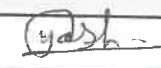

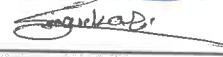






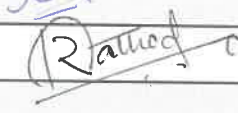

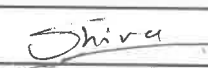



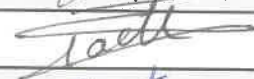


**Topic: YIN CLUB INAGURATION & How To Make Money On Social Media**

**Date: April 13, 2023**

**Time: 11.00 AM to 12.00pm**






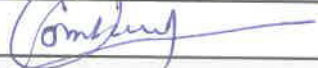
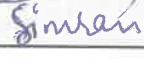

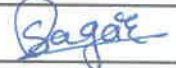
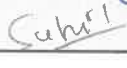


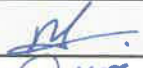

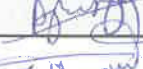



**Guest Speaker : Mr.Nilesh Chavanke**

Sr. No.	Roll No.	Name of the Student	Signature
1	FYMBA2224001	Asole Suraj Youraj	
2	FYMBA2224002	Azad Riza Mukhtar	
3	FYMBA2224003	Badhe Sachin Rajendra	
4	FYMBA2224004	Barge Ayush Rohidas	
5	FYMBA2224005	Bhagwat Shubham	
6	FYMBA2224006	Bhalerao Bhumika Vinod	
7	FYMBA2224007	Chikate Gaurav Prabhakar	
8	FYMBA2224008	Dabhade Dnyaneshwari Shashikant	
9	FYMBA2224009	Daundkar Nishant Shivram	
10	FYMBA2224010	Dendage Siddhesh Subhash	
11	FYMBA2224011	Deshmukh Maitreyee	
12	FYMBA2224012	Deshpande Rutuja Govind	
13	FYMBA2224013	Dhanawade Apurva Ajay	
14	FYMBA2224014	Gawade Aniket Rajendra	
15	FYMBA2224015	Hagawane Atharva Ashok	
16	FYMBA2224016	Hire Sakshi Mahendra	
17	FYMBA2224017	Hiwale Akanksha Vinayak	
18	FYMBA2224018	Huse Shubhangi Dattatrya	
19	FYMBA2224019	Ingole Abhishek Rajesh	
20	FYMBA2224020	Jabshetti Kshitija Dattatray	
21	FYMBA2224021	Jagadale Sangram Maruti	
22	FYMBA2224022	Jagadhane Snehal Bhagawat	
23	FYMBA2224023	Jagtap Yogesh Ganesh	
24	FYMBA2224024	Jain Yash Rajesh	
25	FYMBA2224025	Joshi Atharva Vivek	
26	FYMBA2224026	Joshi Vaibhavi Shripad	
27	FYMBA2224027	Kadam Hrutika Nagesh	
28	FYMBA2224028	Kadam Shruti Nitin	
29	FYMBA2224029	Kalbhor Vasudha	
30	FYMBA2224030	Kaldoke Prasad Rohidas	

Sr. No.	Roll No.	Name of the Student	Signature
31	FYMBA2224031	Karande Mohit Madhav	
32	FYMBA2224032	Chilekar Nayan Nitin	
33	FYMBA2224033	Katkule Prasad Dnyaneshwar	
34	FYMBA2224034	Kawade Nikita Vilas	
35	FYMBA2224035	Kolekar Dhanshree Tukaram	
36	FYMBA2224036	Kulkarni Samradynee Suhas	
37	FYMBA2224037	Mane Yash Dinesh	
38	FYMBA2224038	Manjare Shubham Ravindra	
39	FYMBA2224039	Marekar Sagar Suresh	
40	FYMBA2224040	Mashakhetri Kaushal Dnyaneshwar	
41	FYMBA2224041	Mehetre Sanskar Ramesh	
42	FYMBA2224042	Mengade Omkar Dnyaneshwar	
43	FYMBA2224043	Mestry Akshata Mahesh	
44	FYMBA2224044	More Isha Sanjay	
45	FYMBA2224045	Mujawar Aafreen Valimohammad	
46	FYMBA2224046	Mujawar Parvej Ashpak	
47	FYMBA2224047	Nimbalkar Om Shivaji	
48	FYMBA2224048	Padalkar Mohini Bapurao	
49	FYMBA2224049	Pangudwale Vaibhav Dattatray	
50	FYMBA2224050	Pawar Aniket Shashikant	
51	FYMBA2224051	Rathod Onkar Ram	
52	FYMBA2224052	Sadigale Pratik Pradeep	
53	FYMBA2224053	Satao Tushar Dinkar	
54	FYMBA2224054	Shelar Deepika Kiran	
55	FYMBA2224055	Bangar Tejas Dattatraya	
56	FYMBA2224056	Shinde Madhuri Khandu	
57	FYMBA2224057	Shinde Shivam Anil	
58	FYMBA2224058	Shinde Tejas Valiba	
59	FYMBA2224059	Shinde Vijay Bhiku	
60	FYMBA2224060	Shivankar Debu Dhanu	
61	FYMBA2224061	Tade Shubham Anant	
62	FYMBA2224062	Talla Gayatri Santosh	
63	FYMBA2224063	Tayade Pooja Anilrao	
64	FYMBA2224064	Vibhute Shweta Rajendra	
65	FYMBA2224065	Wadekar Kanchan Prakash	
66	FYMBA2224066	Wagh Piyush Nivrutti	

Sr. No.	Roll No.	Name of the Student	Signature
67	FYMBA2224067	Waghmare Nilesh Annasaheb	
68	FYMBA2224068	Yadav Dhanshree Balu	<u>Graeshmi</u>
69	FYMBA2224069	Yeole Pratiksha Rajendra	<u>Pratiksha</u>
70	FYMBA2224070	Aghav Kaduji Bhikaji	
71	FYMBA2224071	Amrutkar Ruchita	<u>Ruchita</u>
72	FYMBA2224072	Gangotri Aryan Anant	
73	FYMBA2224073	Bakal Anushka Sharad	<u>Anushka</u>
74	FYMBA2224074	Bansal Khush Vinod	
75	FYMBA2224075	Bhandarkar Prasad Pravin	<u>P. Bhandarkar</u>
76	FYMBA2224076	Bhange Dhananjay Ramchandra	
77	FYMBA2224077	Bhosale Trupti Balu	
78	FYMBA2224078	Bhoyar Samiksha Nilkanth	<u>Samiksha</u>
79	FYMBA2224079	Bhuse Shruti Dattatraya	<u>Bhuse</u>
80	FYMBA2224080	Chafekarande Vaishnavi Govind	<u>Vaishnavi</u>
81	FYMBA2224081	Chauthe Uday Satish	
82	FYMBA2224082	Dahake Dhananjay Gajanan	
83	FYMBA2224083	Darwade Shradha Deepak	<u>S. D. Darwade</u>
84	FYMBA2224084	Deshmukh Aniruddha	
85	FYMBA2224085	Deshmukh Dhairyashil Dhananjay	
86	FYMBA2224086	Dole Ramdhan Janardhan	<u>Ramdhan</u>
87	FYMBA2224087	Dusane Sumit Vilas	<u>Sumit</u>
88	FYMBA2224088	Gawade Vinit Pandurang	
89	FYMBA2224089	Gharde Achal Rajvilas	<u>Achal</u>
90	FYMBA2224090	Giram Divya Dinkar	<u>Divya</u>
91	FYMBA2224091	Gorade Rupali Valmik	<u>Rupali</u>
92	FYMBA2224092	Jadhav Shivam Prakash	<u>Shivam</u>
93	FYMBA2224093	Jadhav Shivanjali Sadashiv	
94	FYMBA2224094	Jagdale Adeeth Raajhoo	
95	FYMBA2224095	Jagtap Kanchan Dnyaneshwar	
96	FYMBA2224096	Jagtap Prerna Balkrishna	
97	FYMBA2224097	Kakade Savali Uday	<u>Savali</u>
98	FYMBA2224098	Kate Tejasvi Nandkumar	<u>Tejasvi</u>
99	FYMBA2224099	Khobarkhede Mangla Rameshwar	<u>Mangla</u>
100	FYMBA2224100	Kudave Siddhi Sanjay	
101	FYMBA2224101	Kumbhar Sahil Shankar	
102	FYMBA2224102	Kuskar Rutuja Shripad	<u>Rutuja</u>

Sr. No.	Roll No.	Name of the Student	Signature
103	FYMBA2224103	Londhe Amita Tanaji	<u>Amita</u>
104	FYMBA2224104	Madake Rushikesh Tanaji	
105	FYMBA2224105	Mahajan Gaurav Santosh	
106	FYMBA2224106	Mandle Yash Ashok	<u>Yash</u>
107	FYMBA2224107	Mohite Prajakta Suresh	
108	FYMBA2224108	More Himanshu Sunil	<u>Himanshu</u>
109	FYMBA2224109	More Rutuja Sadashiv	<u>Rutuja</u>
110	FYMBA2224110	Mulay Pradosh Milind	<u>Mulay</u>
111	FYMBA2224111	Mungale Ameya Ravindra	
112	FYMBA2224112	Nandre Manjiri Kishor	<u>Nandre</u>
113	FYMBA2224113	Nikam Urvashi Panjabrao	<u>Nikam</u>
114	FYMBA2224114	Pande Sumedha Sudhakar	<u>Sumedha</u>
115	FYMBA2224115	Patharkar Vaishnavi Santosh	<u>Vaishnavi</u>
116	FYMBA2224116	Patil Apurva Ravindra	<u>Apurva</u>
117	FYMBA2224117	Patil Nikhil Uttam	<u>Nikhil</u>
118	FYMBA2224118	Patil Rohan Hiranman	<u>Rohan</u>
119	FYMBA2224119	Patil Satish Raghunath	
120	FYMBA2224120	Patil Shubham Dhanaji	
121	FYMBA2224121	Patil Shubham Rajendra	
122	FYMBA2224122	Phad Vaibhavi Chhabu	<u>Vaibhavi</u>
123	FYMBA2224123	Prajapati Suraj Ramjanak	
124	FYMBA2224124	Rahinj Dipchandra Kishor	
125	FYMBA2224125	Rathod Shrinivas Sanjay	<u>Rathod</u>
126	FYMBA2224126	Rokade Shrikant Ramdas	
127	FYMBA2224127	Ahira Roshan Rohidas	
128	FYMBA2224128	Salvi Yuvraj Shamuvel	<u>Yuvraj</u>
129	FYMBA2224129	Sawant Omkar Ashok	
130	FYMBA2224130	Shelke Vaibhav Vitthal	<u>Shelke</u>
131	FYMBA2224131	Shinde Rutuja Shinde	
132	FYMBA2224132	Thakur Bhagyesh Kiran	<u>Thakur</u>
133	FYMBA2224133	Tivhane Dnyaneshwari Dilip	<u>Dnyaneshwari</u>
134	FYMBA2224134	Ugile Pranali Satish	
135	FYMBA2224135	Uttekar Aditya Dattaram	<u>Uttekar</u>
136	FYMBA2224136	Vanve Amit Diliprao	
137	FYMBA2224137	Wani Harsh Yogesh	<u>Harsh</u>
138	FYMBA2224138	Jha Anshu	

Sr. No.	Roll No.	Name of the Student	Signature
139	FYMBA2224139	Adsul Abhishek Anand	
140	FYMBA2224140	Agrawal Neha Manoj	
141	FYMBA2224141	Ahire Kundan Sandeep	
142	FYMBA2224142	Babar Aishwarya Siddheshwar	
143	FYMBA2224143	Bagade Omkar Bharat	
144	FYMBA2224144	Bansode Bhumika Sunil	
145	FYMBA2224145	Bhise Shubham Hambirrao	
146	FYMBA2224146	Butte Swapnil Muktaji	
147	FYMBA2224147	Chaudhari Pratiksha Drupad	
148	FYMBA2224148	Katkar Abhishek Maruti	
149	FYMBA2224149	Chinchole Sonali Gurunath	
150	FYMBA2224150	Chougule Apurva Shankar	
151	FYMBA2224151	Chougule Omkar Santosh	
152	FYMBA2224152	Chourasiya Simran Dhiraj	
153	FYMBA2224153	Das Tanmay Manik	
154	FYMBA2224154	Desai Bhagyshree Namdev	
155	FYMBA2224155	Dorge Manoj Dnyaneshwar	
156	FYMBA2224156	Fegade Tejas Ghanshyam	
157	FYMBA2224157	Gaikwad Rucha Sandip	
158	FYMBA2224158	Gawade Aishwarya Bharat	
159	FYMBA2224159	Ghule Sagar Kantilal	
160	FYMBA2224160	Gugale Sahil Sampatlal	
161	FYMBA2224161	Gujarathi Kshitij Arvind	
162	FYMBA2224162	Hole Rahul Shankar	
163	FYMBA2224163	Jadhao Ankita Prabhakar	
164	FYMBA2224164	Jadhav Prajwal Babaji	
165	FYMBA2224165	Jadhav Pranoti Jagannath	
166	FYMBA2224166	Jadhav Rohit Sanjay	
167	FYMBA2224167	Jagtap Onkar Jyotirling	
168	FYMBA2224168	Kadam Ajay Vijaysinh	
169	FYMBA2224169	Kadam Laxmikant Balaji	
170	FYMBA2224170	Kalbhor Payal Ramesh	
171	FYMBA2224171	Kalokhe Sakshi Sharad	
172	FYMBA2224172	Kamathe Rutik Sunil	
173	FYMBA2224173	Kamble Shwetali Maruti	
174	FYMBA2224174	Karande Reshma Vishnu	

Sr. No.	Roll No.	Name of the Student	Signature
175	FYMBA2224175	Kate Shrutika Kishor	
176	FYMBA2224176	Konapure Dinesh Chandrakant	
177	FYMBA2224177	Kothawade Akanksha Deelip	
178	FYMBA2224178	Kulkarni Yash Avinash	
179	FYMBA2224179	Kumbhar Shweta Sanjay	
180	FYMBA2224180	Kunjir Shruti Sanjay	
181	FYMBA2224181	Kushire Prathamesh Jaykar	
182	FYMBA2224182	Magdum Samiksha Amol	
183	FYMBA2224183	Mahalungkar Hrithik Rajendra	
184	FYMBA2224184	Malsure Vijay Ganesh	
185	FYMBA2224185	Marathe Mayur Vilas	
186	FYMBA2224186	Morade Sakshi Ekanath	
187	FYMBA2224187	More Kaveri Sanjay	
188	FYMBA2224188	Mote Tejashri Sanjay	
189	FYMBA2224189	Mujawar Ibrahim Rajjak	
190	FYMBA2224190	Nanekar Atharva Sunil	
191	FYMBA2224191	Parankar Shrutika Satishrao	
192	FYMBA2224192	Parerao Aniruddha Siddharth	
193	FYMBA2224193	Pawar Aniket Subhash	
194	FYMBA2224194	Saini Deepshikha Premkumar	
195	FYMBA2224195	Sathe Rohit Vijay	
196	FYMBA2224196	Sharma Ankita	
197	FYMBA2224197	Sharma Sakshi	
198	FYMBA2224198	Shendge Abhay Vishnu	
199	FYMBA2224199	Shinde Akash Nanaso	
200	FYMBA2224200	Shinde Priti Anil	
201	FYMBA2224201	Shinde Shraddha Vilas	
202	FYMBA2224202	Ujalmbkar Rutuja Nagnath	
203	FYMBA2224203	Varpe Divya Vikas	
204	FYMBA2224204	Wadekar Shrutik Suraj	
205	FYMBA2224205	Wani Rushikesh Santosh	