



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.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



## 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 1<sup>ST</sup> 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: -

**PIMPRI CHINCHWAD EDUCATION TRUST'S**  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

**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 Hutagabail**  
**Mr. Rohan Pardeshi**

FLYER



**Pimpri-Chinchwad, Maharashtra, India**

MQ36+CXV, Pccoe Rd, Sector No. 26, Pradhikaran,  
Nigdi, Pimpri-Chinchwad, Maharashtra 411044, India  
Lat 18.653538°  
Long 73.762476°  
18/02/22 02:20 PM GMT +05:30

Google

Guest Addressing students



**Pimpri-Chinchwad, Maharashtra, India**

MQ36+CXV, Pccoe Rd, Sector No. 26, Pradhikaran,  
Nigdi, Pimpri-Chinchwad, Maharashtra 411044, India  
Lat 18.653538°  
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18/02/22 03:12 PM GMT +05:30

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students at session

**Dr. Kajal Maheshwari**  
**Faculty Co-ordinator**



**Dr. Kirti Dharwadkar**  
**Director**



**P.C.E.T.'s  
S. B. PATIL INSTITUTE OF MANAGEMENT**



**NOTICE**

Date: 17/02/2022

All the students of **MBA-I Year** and faculty members are hereby informed that a guest session is scheduled as per details given below.

**Details of the session:**

**Topic: Mobile Commerce, Social Commerce, IoT and Workshop on writing blog, animated videos and info graphics**

**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**

**Number of Hours: 3 Hrs**

All the students are requested to attend the session.

  
**Dr. Kirti Dharwadkar**  
**Director, SBPIM**



P.C.E.T.'S  
S. B. PATIL INSTITUTE OF MANAGEMENT  
GUEST SESSION - ATTENDANCE SHEET

Topic: Mobile Commerce, Social Commerce, IoT and Workshop on writing blog, animated videos and info graphics

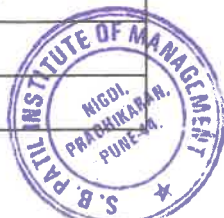
Speaker: Mr. Rahul Gadekar, Founder - R Interactives & RAcademy

Date: Friday, February 18, 2022

Time: 2:00 pm - 5:00 pm

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

Sr.No.	NAME OF THE STUDENT	Roll No.	DIV	SIGNATURE
1	Divya Shinde	22	A	
2	Jyoti Sharma	177	C	
3	Sakshi Kate	87	B	
4	Vaishnavi Kitukale	88	B	
5	Pravin Teli	54	A	
6	ANANIMAN.H	14	A	
7	Dinesh Khalri	24	A	
8	Kalpesh Wani	55	A	
9	Aditya Rambhad	41	A	
10	Amol P. Malode	93	B	
11	Sahil Srivastava	116	B	
12	Ajinkya D. Kumbhar	59	B	
13	Benke Sankar Dattatray	70	B	
14	Manke Udit Umesh	159	C	
15	Yash Shinde	179	C	
16	Shubham S. Kore	157	C	
17	Aarya S Deshmukh	142	C	
18	Raskar (Shubham) Dattatray	42	A	
19	Phadkar Shubham Vikas	38	A	
20	Shimpi Shubham Dipak	47	A	
21	Krutika. Sapria	175	C	
22	Khushali Sapasiya	111	B	
23	Pradnya Jadhav	153	C	
24	Dixit Mayuri Jyotiram	77	B	
25	Joshi Vinaya Govind	18	A	
26	Pawar Harshada Anandrao	169	C	
27	Jugdaz Kajal maguti	19	A	
28	Harshada Ingelle	83	B	
29	Ruchika wani	121	B	
30	Amruta Pravin Patil	100	B	



Sr.No.	NAME OF THE STUDENT	Roll No.	DIV	SIGNATURE
31	Wagh Prajakta Bharat	120	B	
32	Nikita Bharat Shinde	115	B	
33	Sonal Santosh Patil	101	B	
34	Anisha Nail Khamkar	23	A	
35	Bhakti Uttam Patil.	36	A	
36	BORA DHANASHREE SANTOSH	04	A	
37	Triksha Hulagabali	15	A	
38	Nishigandha Bapat	137	C	
39	Kanase Shivani Mohan	21	A	
40	Kasar Kishori Shankar	22	A	
41	Amrta Sanjayrao Desai	136	C	
42	Eka Pingale	172	C	
43	Sayali Chavan	140	C	
44	Rutuja Ingle	85	A	
45	Toshnavi Abhane	123	B	
46	Chetna P. More	95	B	
47	Karyashri. Patil	166	C	
48	Snehal T. Patil	168	C	
49	Shraddha. Durve	78	B	
50	Shivraj. Ubare	183	C	
51	Omkar. Phavale	76	B	
52	Subodh D. Bhandekar	57	A	
53	Rohit R. Deee	08	A	
54	Atharva Dhamanaskar	147	C	
55	Abhijeet Gundpant Patil	35	A	
56	Suyash Rupesh Patil	103	B	
57	Shreyas Shailendra Gokhale	81	B	
58	Akash. M. Devadiga.	144	C	
59	Chinmay. S. Gosavi	82	B	
60	Ashub P. Mohinkar	161	C	
61	Yogesh Awate	135	C	
62	Pratik Vadje	184	C	
63	Ajinkya More	29	A	
64	Akshay S. Kale	154	C	
65	Vitkarsh More	31	A	
66	Niranjan K. Tambore.	53	A	
67	Mahesh S. Kahirisagar	27	A	
68	Pandeshi Rohan	33	A	



Sr.No.	NAME OF THE STUDENT	Roll No.	DIV	SIGNATURE
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