



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: - Guest Session on The Digital Cake: Choosing the Right
“Ingredients” For Your Online Marketing Strategy

Committee / Cell: - Industry Institute Interaction Committee

Date : - March 05, 2021

Time : - 10:00 AM to 11:00 AM

Venue: - Online Platform, MS Teams

Name of Guest Speaker: - Ms. Rajnandini Vyas, Head -Digital marketing and Growth,
Uth Beverage Factory Private Limited

Name of the Faculty Coordinator: - Dr. Amarish Padma

Name of the Student Coordinator: - Mr. Piyush Chavda

Number of Students Participated: - 120

Brief Information of the Event: -

A session on “The Digital Cake Choosing the Right “Ingredients” For Your Online Marketing Strategy” was conducted under the guidance of Dr. Amarish Padma to make students aware of Functioning of Digital Marketing sector & career opportunities in the same sector.

The session was hosted by Mr. Piyush Chavda from 2nd Year MBA who introduced the topic of the session & gave brief introduction of the guest speaker Ms. Rajnandhini Vyas.

Ms. Rajnandhini Vyas explained the valuable insights regarding the various aspects of the Digital Marketing sector. She elaborated the Marketing is one of the areas of specialization and career preferred by many students. It is important for them to know the career opportunities available in digital marketing area especially in the current changing business environment at domestic and global level.

Firstly, she cleared that Digital Marketing career can be made by any person by acquiring specialized knowledge relating to Digital Marketing and practising that knowledge .one can have better work-life balance and social respect.

She mentioned the broad areas for making career in digital marketing sector domain such as

- SEO Manger
- Digital Marketing Manager
- Web developer/designer

- Digital Marketing Manager

She suggested students regarding preparation for successful careers that students should look for internships in the field. Doing an internship in digital marketing is the best way to get a real sense what the digital marketing world is all about. Also she mentioned that students should make themselves familiarise with Marketing terms.

Ms. Rajnandhini highlighted the valuable & important skills required in Marketing sector such as

1. Keep track of trends
2. Think Multi Channel
3. Analytical skills
4. Build an effective marketing funnel
5. Measure and Optimise etc.

She motivated students who were little doubtful about this sector. The session towards the end had a Q & A session which was filled with a lot of questions by the attendees and in-depth answers by Rajnandhini Ma'am. The session concluded with the vote of thanks by our host Mr. Piyush Chavda.

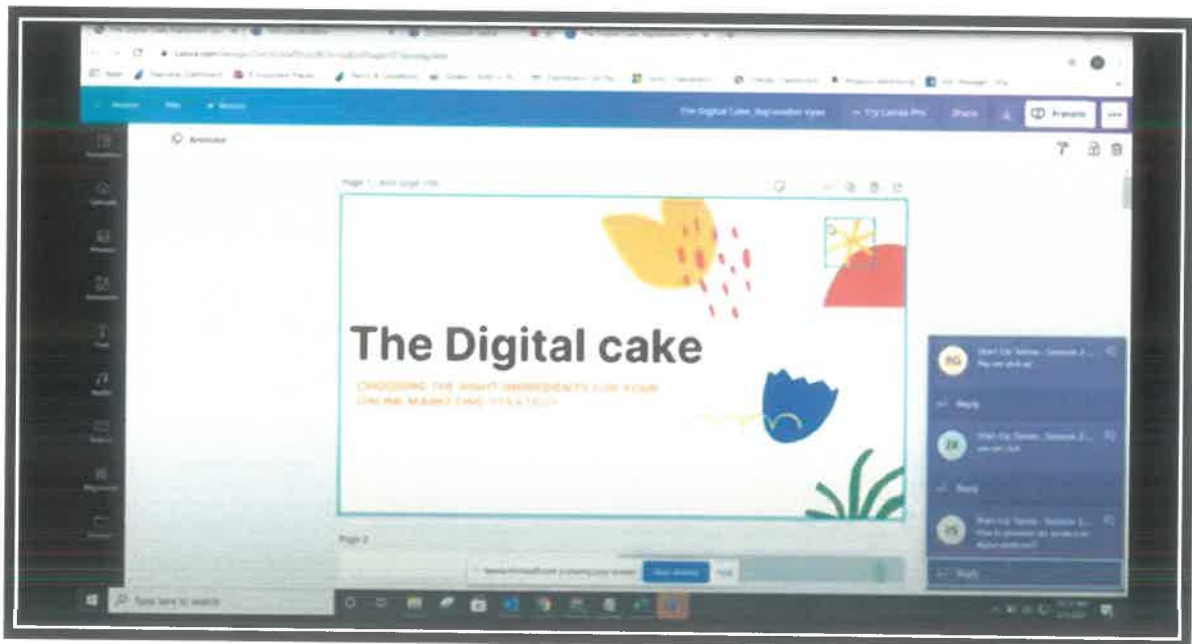
Photos with Captions: -



Flyer of Guest Session



Guest Speaker Ms. Rajnandini Vyas introduced by Mr. Piyush Chawda



Online Guest Session by Speaker Ms. Rajnandini Vyas

Dr. Amarish Padma
Event Coordinator



Dr. Kirti Dharwadkar
Director



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



Date: 02/03/2021

NOTICE

It is hereby informed to the students of MBA 1st and 2nd Year Students that S. B. Patil Institute of Management in association with CONFEDERATION OF INDIAN INDUSTRY – CII Yi (Young Indians) scheduled Guest Lecture with details given below.

Day & Date	: -	Friday & 5 th March 2021
Topic	: -	Start-Up Series: Session 03 – “THE DIGITAL CAKE: CHOOSING THE RIGHT “INGREDIENTS” FOR YOUR ONLINE MARKETING STRATEGY CUSTOMER”
Time	: -	10.00 a.m. to 11.00 a.m.
Name of the Speaker	: -	Ms. Rajnandini Vyas, Digital marketing and Growth Ex-RPG Ex- FirstCry NZTE
Venue	: -	Online Microsoft Team (Login through ERP)

Dr. Kirti Dharwadkar
Director, SBPIM





S. B. Patil Institute of Management
Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044



Online Meeting

Staff: Dr.Amarish Shankar Padma

Time: 10:00 AM To:
11:00 AM

Date: 05 Mar
2021

Title: Start-Up Series : Session 3 : The Digital Cake: Choosing The
Right "Ingredients" For Your Online Marketing Strategy Customer

Department: MBA

Description:

Sr.	Roll.No.	Student	Attendance
20-21 MBA I Sem I : Div A			
1	2022001	Aradhye Manasi Abhay	Y
2	2022002	Bharambe Nikita Dattatray	Y
3	2022004	Budhware Dattatray Venkat	Y
4	2022005	Chaudhari Ravikant Mohanlal	Y
5	2022006	Chavan Amruta Surendra	Y
6	2022007	Dhawaleshwar Prathmesh Shivshankar	Y
7	2022010	Garud Yadnesh Yashwant	Y
8	2022011	Ghatge Sayali Anil	Y
9	2022012	Gilda Yash Rajesh	Y
10	2022015	Hole Vrushabh Uttam	Y
11	2022017	Jadhav Sanket Ramchandra	Y
12	2022018	Kachole Teena	Y
13	2022024	Kanawade Shubham Raghunath	Y
14	2022025	Kaware Rutuja Shivcharan	Y
15	2022026	Kulkarni Rushikesh Vijayrao	Y
16	2022027	Kulkarni Shweta Anand	Y
17	2022028	Kumbhar Sanket Sambhaji	Y
18	2022029	Kute Shreenath Santosh	Y
19	2022032	Mate Snehal Vijay	Y
20	2022033	Mirza Naveedbaig Samibaig	Y
21	2022034	Naik Akash Ashok	Y
22	2022035	Pachorkar Jui Sachin	Y
23	2022036	Patil Sanjiv Namdev	Y
24	2022037	Pawar Harshada Ravindra	Y
25	2022038	Pillai Gopika Gopakumar	Y
26	2022040	Rajurkar Shashank Shivajirao	Y
27	2022041	Rane Dinesh Punjabrao	Y
28	2022042	Sardal Siddhant Madhukar	Y
29	2022043	Sastukar Gaurav Gajendra	Y
30	2022044	Shelar Chetan Namdeo	Y



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Sr.	Roll.No.	Student	Attendance
31	2022046	Singh Aanchal Binodkumar	Y
32	2022047	Takalkar Prajwal Ravindra	Y
33	2022048	Tumble Aachal Mahadeo	Y
34	2022049	Varma Yash Rampratap	Y
35	2022050	Zadbuke Shivani Sunil	Y
Class Total			35 of 60
20-21 MBA I Sem I : Div B			
1	2022061	Aglawe Revati Sunil	Y
2	2022062	Agrawal Payal Deepak	Y
3	2022063	Suresh Ashwini	Y
4	2022065	Bandarkar Aishwarya Bipin	Y
5	2022066	Barge Pranay Hindurao	Y
6	2022067	Barkhade Chaitanya Ganesh	Y
7	2022068	BHARAMBE PRANAV Vinod	Y
8	2022069	Chandekar Mohit Rajendra	Y
9	2022072	Deshmukh Mrunal Anand	Y
10	2022073	Dhavale Vyankatesh Uday	Y
11	2022074	Fegade Chinmay Girish	Y
12	2022075	Gadhve Niranjana Balaso	Y
13	2022076	Gadhve Rushikesh Balaji	Y
14	2022077	Ghadge Tanuja Rajendra	Y
15	2022078	Gore Suraj Narayan	Y
16	2022080	Jagtap Sagar Raju	Y
17	2022081	Jagtap Shubham Ashok	Y
18	2022083	Kharwade Mayank Ashok	Y
19	2022084	Kulkarni Kshitij Nilesh	Y
20	2022086	Mahankale Ashwini Vijay	Y
21	2022087	Mane Akash Arun	Y
22	2022089	Miraje Pushpak Satish	Y
23	2022091	More Shradha Ram	Y
24	2022092	Nagtilak Shivam Balkrishna	Y
25	2022093	Narkhede Khushbu Haribhau	Y
26	2022094	Nihalani Khushboo Lakhmichand	Y
27	2022095	Pardeshi Nikita Arunsingh	Y
28	2022096	Patil Ashwini Barku	Y
29	2022098	Raipatrewar Akanksha Nitin	Y



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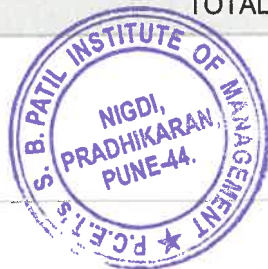
Sr.	Roll.No.	Student	Attendance
30	2022099	Rale Nikhil Ramdas	Y
31	2022100	Ranawade Sachin Dattatray	Y
32	2022101	Sangale Shubham Pandurang	Y
33	2022102	Sankaye Ajinkya Appasaheb	Y
34	2022104	Sonawane` Dikshali Subhash	Y
35	2022105	Sonawane Neha Jalinder	Y
36	2022106	Takale Kiran Babasaheb	Y
37	2022108	Thokal Vaishnavi Dipak	Y
38	2022109	Ubhalkar Ragini Satish	Y
39	2022110	Yadav Pranali Subhash	Y
40	2022112	Gawade Saurabh Santosh	Y
Class Total			40 of 60
20-21 MBA I Sem I : Div C			
1	2022121	Adsul Rutuja	Y
2	2022123	Bhojane Shivani Sunil	Y
3	2022124	Chandere Rutuja Mohan	Y
4	2022125	Dadar Aishwarya Shripati	Y
5	2022126	Dalvi Tejaswini Hanuman	Y
6	2022127	Date Mihir Balasaheb	Y
7	2022130	Gadekar Siddharth Sanjay	Y
8	2022134	Gore Akshay Balkrishna	Y
9	2022136	Jogdand Vishal Kamaji`	Y
10	2022137	Joshi Abhijeet Govindrao	Y
11	2022139	Kadlak Saiukta Sunil	Y
12	2022140	Kamble Harshada Dilip	Y
13	2022141	Kamble Rohit Vivek	Y
14	2022145	Kokare Shweta Ramchandra	Y
15	2022146	Kulkarni Amruta Suhas	Y
16	2022148	More Snehal Ajay	Y
17	2022151	viji nambirajan	Y
18	2022152	Nikalje Sushil Namdev	Y
19	2022153	Patade Shivani Sanjay	Y
20	2022154	Patil Deepak Vinod`	Y
21	2022155	Phalak Nikhil Praful	Y
22	2022157	Merin Mariyam Sam	Y
23	2022158	Sastukar Gauri Gajendra	Y



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Sr.	Roll.No.	Student	Attendance
24	2022159	Salve Sanskruti Manohar	Y
25	2022160	Shende Nikhil Kisan	Y
26	2022162	Singh Aman Pratap	Y
27	2022163	Sonawane` Dhiraj Krishnarao	Y
28	2022164	Surve Ishwari Chandrakant	Y
29	2022165	Surve Vaishnavi Chandrakant	Y
30	2022166	Suryawanshi Meghana Dhananjay	Y
31	2022167	Swami Akshata Sachidanand	Y
32	2022168	Tompe Rashmi Ashok	Y
33	2022169	Urgunde Rohit Shivanand	Y
34	2022170	Wankhede Girish Kailash	Y
35	2022171	Warade Dhananjay Prabhakar	Y
36	2022173	Zagade Priyanka Nandram	Y
37	2022175	Gawas Poonam Prakash	Y
38	2022180	Kulkarni Aditya Chandrashekhar	Y
39	2022181	Lonare Mayuri Kailas	Y
40	2022182	Palaskar Mahesh Subhash	Y
Class Total			40 of 65
20-21 MBA II Sem III : Div A			
1	1921319	Saste Aditya Jalindar	Y
Class Total			1 of 48
20-21 MBA II Sem III : Div B			
1	1921403	Amrutkar Bhagyashree Rajendra	Y
2	1921412	Kadam Deepali Mahesh	Y
3	1921416	Jaunjal Mansi Someshwar	Y
Class Total			3 of 78
20-21 MBA II Sem III : Div C			
1	1921624	Bais Saurabh Virendrasingh	Y
Class Total			1 of 52
20-21 MBA II Sem III - Div P			
Class Total			0 of 60
TOTAL			120 of 423



Authorised Signatory