



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

**Date: 12<sup>th</sup>, 15<sup>th</sup>, 17<sup>th</sup> April 2021**

**Venue: Online Platform**



**Faculty coordinators: Dr Kajal Maheshwari**

**Students Coordinators: Mr.Sanket Kumbhar**

**No of students participated:**

Date	Number of hours	Number of students
12/04/2021	01	122 ✓
15/04/2021	01	119 ✓
17/04/2021	02	126 ✓

**No of Faculty participated:02**

**Date: 12th, 15th, 17th April 2021**

**Report:**

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 Mr.Sanket Kumbhar from MBA 1<sup>ST</sup> Year under the guidance of Dr. Kajal Maheshwari.

After brief introduction by the host Mr.Sanket 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.



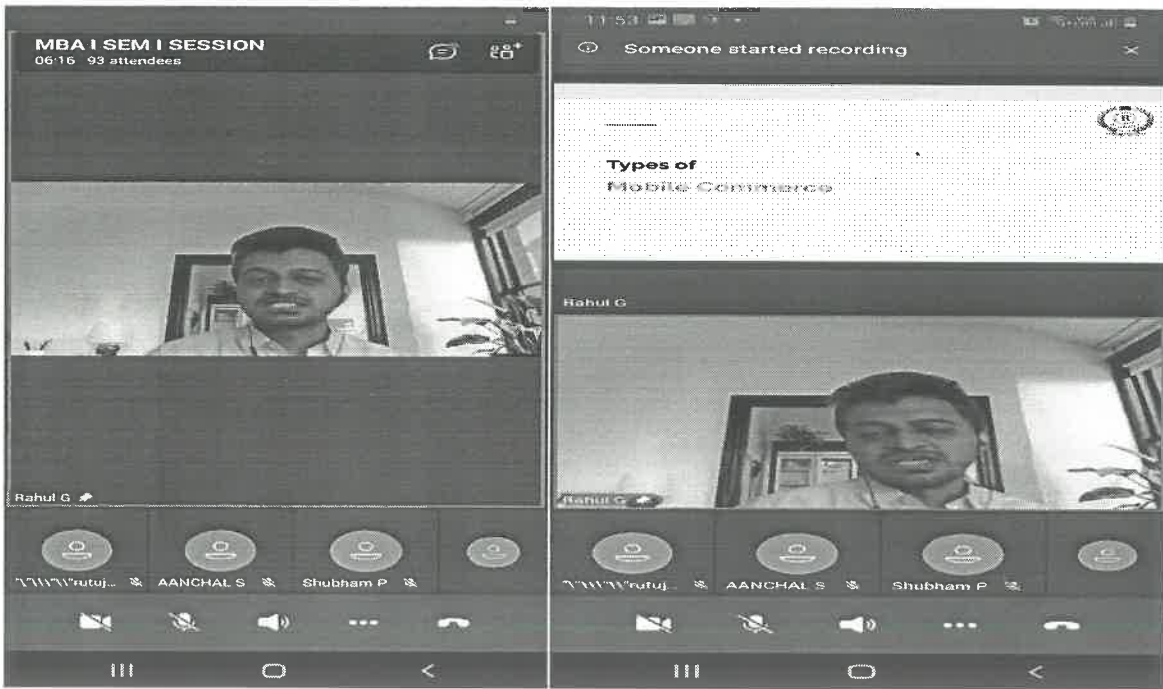
The Speaker focused on...

- 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 and the trends in blogging,
- 8) VR Ad Campaigns and IoT.

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 each of the 3 days 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 workshop cum session by both the host and the Faculty Co-ordinator along with an E-Group Photo Snap.



Photos:



Dr. Kajal Maheshwari  
Faculty coordinator



Dr. Kirti Dharwadkar  
Director



P.C.E.T.'s

# S. B. PATIL INSTITUTE OF MANAGEMENT

## NOTICE

Date: 9/4/2021

All the faculty members and students of MBA-I Year are hereby informed that there will be a Master Class Training program by Rahul Gadekar Stanford LEAD | Digital Advisory | Visiting Faculty Symbiosis (SIBM& SIMC).

Details are as follows:

Date	Day	Time	No. of Hours
12/4/2021	Monday	11.30 - 12.30pm	1
15/4/2021	Thursday	09.10 - 10.10am	1
17/4/2021	Saturday	2.30 - 04.30 pm	2

Students are requested to join the session through ERP

*Note: Attendance is compulsory for the students interested in placement.*



**Dr. Kirti Dharwadkar**  
Director, SBPIM





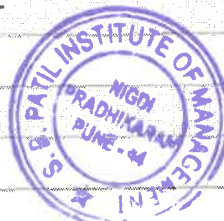
S. B. Patil Institute of Management  
Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044



Department :MBA	Academic Year :2020-2021	Semester :Sem I
Year :MBA I	Course :20-21 MBA I Sem I : Div A - DB-Digital Business (GC – 06)	Date :12 Apr 2021

Attendance Sheet

Sr No	Roll No	Student	Attendance
1	2022001	Aradhya Manasi Abhay	Y
2	2022002	Bharambe Nikita Dattatray	Y
3	2022003	Bhole Prathmesh Sanjay	
4	2022004	Budhware Dattatray Venkat	
5	2022005	Chaudhari Ravikant Mohanlal	Y
6	2022006	Chavan Amruta Surendra	Y
7	2022007	Dhawaleshwar Prathmesh Shivshankar	Y
8	2022008	Firake Gunjan Bharat	Y
9	2022009	Gaikwad Aniket Sanjay	Y
10	2022010	Garud Yadnesh Yashwant	Y
11	2022011	Ghatge Sayali Anil	Y
12	2022012	Gilda Yash Rajesh	Y
13	2022013	Gupta Vaishnavi Shatrughan	Y
14	2022014	Gurav Mayur Mahendra	
15	2022015	Hole Vrushabh Uttam	Y
16	2022016	Hole Aadesh Pramod	Y
17	2022017	Jadhav Sanket Ramchandra	Y
18	2022018	Kachole Teena	Y
19	2022019	Kalbhor Rutuja Dilip	Y
20	2022020	Kalbhor Siddhesh Nitin	
21	2022021	Kale Achal Anilrao	Y
22	2022022	Kalshetti Sneha Shivraj	
23	2022023	Kamble Snehal Sunil	
24	2022024	Kanawade Shubham Raghunath	
25	2022025	Kaware Rutuja Shivcharan	Y
26	2022026	Kulkarni Rushikesh Vijayrao	Y
27	2022027	Kulkarni Shweta Anand	Y
28	2022028	Kumbhar Sanket Sambhaji	Y
29	2022029	Kute Shreenath Santosh	Y
30	2022030	Malakar Omdeep Pradeepkumar	Y
31	2022031	Mhaske Mrunali Sunil	Y
32	2022032	Mate Snehal Vijay	Y
33	2022033	Mirza Naveedbaig Samibaig	Y





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Sr No	Roll No	Student	Attendance
34	2022034	Naik Akash Ashok	Y
35	2022035	Pachorkar Jui Sachin	Y
36	2022036	Patil Sanjiv Namdev	Y
37	2022037	Pawar Harshada Ravindra	Y
38	2022038	Pillai Gopika Gopakumar	
39	2022039	Pokale Raksha Sanjay	Y
40	2022040	Rajurkar Shashank Shivajirao	Y
41	2022041	Rane Dinesh Punjabrao	
42	2022042	Sardal Siddhant Madhukar	
43	2022043	Sastukar Gaurav Gajendra	Y
44	2022044	Shelar Chetan Namdeo	
45	2022045	Shinde Kedar Haridas	Y
46	2022046	Singh Aanchal Binodkumar	
47	2022047	Takalkar Prajwal Ravindra	Y
48	2022048	Tumble Aachal Mahadeo	Y
49	2022049	Varma Yash Rampratap	Y
50	2022050	Zadbuke Shivani Sunil	Y
51	2022051	Bhaskar Anand	
52	2022052	Kaamat Abhigyan Dippak	
53	2022053	Kamble Nilesh Vishwanath	
54	2022054	Kamble Rupeshkumar Uttamrao	
55	2022055	Lohar Jayashri Manohar	
56	2022056	Pardeshi Darshan Kiransingh	Y
57	2022057	Patore Akshay Arjun	
58	2022058	Pawar Shubham Bhimrao	
59	2022059	Ranpise Akshay Dadasaheb	Y
60	2022060	Shinde Tanaji Rajendra	





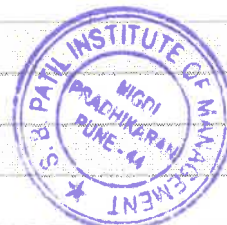
**S. B. Patil Institute of Management**  
**Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044**



<b>Department :MBA</b>	<b>Academic Year :2020-2021</b>	<b>Semester :Sem I</b>
<b>Year :MBA I</b>	<b>Course :20-21 MBA I Sem I : Div C - DB-Digital Business (GC – 06)</b>	<b>Date :12 Apr 2021</b>

**Attendance Sheet**

Sr No	Roll No	Student	Attendance
1	2022121	Adsul Rutuja	Y
2	2022122	Bankhande Jay Kishan	Y
3	2022123	Bhojane Shivani Sunil	Y
4	2022124	Chandere Rutuja Mohan	Y
5	2022125	Dadar Aishwarya Shripati	Y
6	2022126	Dalvi Tejaswini Hanuman	Y
7	2022127	Date Mihir Balasaheb	Y
8	2022128	Dayre Jaymala Prakash	
9	2022129	Dodke Vaishnavi Avinash	Y
10	2022130	Gadekar Siddharth Sanjay	Y
11	2022131	Gaikwad Vaibhav Vilas	Y
12	2022132	Gangarde Snehal Mahadev	Y
13	2022133	Ghule Diksha Lalasaheb	
14	2022134	Gore Akshay Balkrishna	Y
15	2022135	Jare Akshay Vilas	
16	2022136	Jogdand Vishal Kamaji`	Y
17	2022137	Joshi Abhijeet Govindrao	Y
18	2022138	Kadam Ravindra Ram	
19	2022139	Kadlak Saiukta Sunil	Y
20	2022140	Kamble Harshada Dilip	Y
21	2022141	Kamble Rohit Vivek	Y
22	2022142	Kamble Vivek Subhash	Y
23	2022143	Khairnar Dnyaneshwar Kishor	Y
24	2022144	Kokane Sagar Rajendra	Y
25	2022145	Kokare Shweta Ramchandra	Y
26	2022146	Kulkarni Amruta Suhas	Y
27	2022147	Lugade Aniket Babasaheb	
28	2022148	More Snehal Ajay	Y
29	2022149	Munde Amruta Parasram	Y
30	2022150	Nagare Nikhil Gajanan	
31	2022151	Nambirajan na viji	Y
32	2022152	Nikalje Sushil Namdev	
33	2022153	Patade Shivani Sanjay	Y

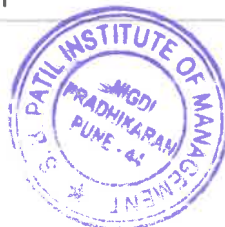




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Sr No	Roll No	Student	Attendance
34	2022154	Patil Deepak Vinod`	
35	2022155	Phalak Nikhil Praful	Y
36	2022156	Raut Shrushti Arun	Y
37	2022157	Merin Mariyam Sam	Y
38	2022158	Sastukar Gauri Gajendra	Y
39	2022159	Salve Sanskruti Manohar	
40	2022160	Shende Nikhil Kisan	Y
41	2022161	Shirke Prajakta Pandurang	
42	2022162	Singh Aman Pratap	Y
43	2022163	Sonawane` Dhiraj Krishnarao	Y
44	2022164	Surve Ishwari Chandrakant	Y
45	2022165	Surve Vaishnavi Chandrakant	
46	2022166	Suryawanshi Meghana Dhananjay	Y
47	2022167	Swami Akshata Sachidanand	Y
48	2022168	Tompe Rashmi Ashok	Y
49	2022169	Urgunde Rohit Shivanand	Y
50	2022170	Wankhede Girish Kailash	Y
51	2022171	Warade Dhananjay Prabhakar	
52	2022172	Yadav Neha Pratapsing	Y
53	2022173	Zagade Priyanka Nandram	Y
54	2022174	Chaudhari Mohit Sachin	
55	2022175	Gawas Poonam Prakash	Y
56	2022176	Glenny Thomas	
57	2022177	Ingale Bhairunath Bhajandas	
58	2022178	Kamble Harshal Sanjog	
59	2022179	Khedkar Sachin Pandurang	
60	2022180	Kulkarni Aditya Chandrashekhar	
61	2022181	Lonare Mayuri Kailas	Y
62	2022182	Palaskar Mahesh Subhash	
63	2022183	Ravan Akash Prakash	
64	2022184	Yadav Abhishekh Pramod	
65	2022185	Yelwe Kishor Prakash	





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Sr No	Roll No	Student	Attendance
1	2022061	Aglawe Revati Sunil	Y
2	2022062	Agrawal Payal Deepak	Y
3	2022063	Suresh Ashwini	Y
4	2022064	Awhale Sanket Sanjay	
5	2022065	Bandarkar Aishwarya Bipin	
6	2022066	Barge Pranay Hindurao	Y
7	2022067	Barkhade Chaitanya Ganesh	
8	2022068	BHARAMBE PRANAV Vinod	
9	2022069	Chandekar Mohit Rajendra	Y
10	2022070	Chaudhari Darshan Avinash	
11	2022071	Chikode Aishwarya Rajendra	Y
12	2022072	Deshmukh Mrunal Anand	Y
13	2022073	Dhavale Vyankatesh Uday	Y
14	2022074	Fegade Chinmay Girish	Y
15	2022075	Gadhawe Niranjana Balaso	Y
16	2022076	Gadhawe Rushikesh Balaji	Y
17	2022077	Ghadge Tanuja Rajendra	Y
18	2022078	Gore Suraj Narayan	Y
19	2022079	Jadhav Shivprasad Vasant	Y
20	2022080	Jagtap Sagar Raju	Y
21	2022081	Jagtap Shubham Ashok	Y
22	2022082	Jatar Neha Digambar	Y
23	2022083	Kharwade Mayank Ashok	
24	2022084	Kulkarni Kshitij Nilesh	
25	2022085	Landge Aniket Nitin	
26	2022086	Mahankale Ashwini Vijay	Y
27	2022087	Mane Akash Arun	
28	2022088	Mane Kshitij Mangesh	Y
29	2022089	Miraje Pushpak Satish	Y
30	2022090	Misal Monali Pratap	Y
31	2022091	More Shradha Ram	Y
32	2022092	Nagtilak Shivam Balkrishna	Y
33	2022093	Narkhede Khushbu Haribhau	Y





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Sr No	Roll No	Student	Attendance
34	2022094	Nihalani Khushboo Lakhmichand	
35	2022095	Pardeshi Nikita Arunsingh	Y
36	2022096	Patil Ashwini Barku	Y
37	2022097	Patil Yashodeep Himmat	
38	2022098	Raipatrewar Akanksha Nitin	Y
39	2022099	Rale Nikhil Ramdas	
40	2022100	Ranawade Sachin Dattatray	Y
41	2022101	Sangale Shubham Pandurang	Y
42	2022102	Sankaye Ajinkya Appasaheb	Y
43	2022103	Shirke Saiprasad Vijay	
44	2022104	Sonawane` Dikshali Subhash	Y
45	2022105	Sonawane Neha Jalinder	Y
46	2022106	Takale Kiran Babasaheb	Y
47	2022107	Takale Parag Rajendra	Y
48	2022108	Thokal Vaishnavi Dipak	Y
49	2022109	Ubhalkar Ragini Satish	Y
50	2022110	Yadav Pranali Subhash	Y
51	2022111	Chaudhari Chandrashekhar Eknath	Y
52	2022112	Gawade Saurabh Santosh	
53	2022113	Khandelwal Shivam Satish	
4	2022114	Musale Priyanka Bhagwanrao	
55	2022115	Pardeshi Pankajsing Anilsing	
56	2022116	Patil Hrushikesh Dattakumar	
57	2022117	Patil Onkar Arvind	
58	2022118	Pillai Gurswami Swaminathan	
59	2022119	Pore Shubham Suhas	Y
60	2022120	Tembhurne Yogendra Prabhudas	

