

## Topic: DIGITAL MARKETING & E-COMMERCE



PIMPRI CHINCHWAD EDUCATION TRUST  
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Date: 28/9/2019

Venue: Seminar Hall\_I



Faculty coordinators: Dr. Kajal Maheshwari

Students Coordinators: Mr. Saurabh Bias

No of students participated: 156

No of Faculty participated: 04

Date : 28/9/2019

Report:

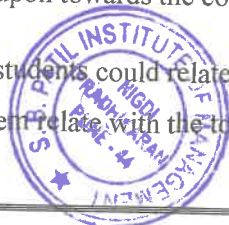
Topic: Timing 10.00am-12.00noon

Date:

On September 28, 2019: SBPIM has organized a guest session for MBA students on “DIGITAL MARKETING and E-COMMERCE” by Mr. Amarjeet Chavhan, Corporate Trainer & Consultant. Sir holds a track record of helping organizations to optimize operational processes whilst maximizing profit within a challenging fast paced environment.

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 Marketing-its need and relevance in the current marketing scenario also clarified the role of multi-channel E-Commerce in Digital marketing. He 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. Sir gave detail view how social media works and is effectiveness in digital marketing was discussed. Meaning and paradigms of Web Analytics were also touched upon towards the conclusion.

The session got interactive towards the end and students could relate to the content of the guest lecture as the example from the day today life helped them relate with the topic.





*Kajal Maheshwari*

Dr. Kajal Maheshwari  
Faculty Coordinator



*Daaniel Penkar*

Dr. Daaniel Penkar  
Director

P.C.E.T.'s

**S. B. PATIL INSTITUTE OF MANAGEMENT**

**NOTICE**

**Date: 25/09/2019**

All the faculty members and students of MBA-I & II Year are hereby informed that there will be a Guest Lecture by Mr. Amarjeet Chavhan, Corporate Trainer & Consultant.

**Date: 28/09/2019 (Saturday)**

**Time: 10.00am to 12:00noon**

**Venue: SBPIM Seminar Hall-1**

**Topic: "Digital Marketing & E-Commerce"**



**Dr. Daniel Penkar  
Director, SBPIM**



DATE: - 28/9/2019

TOPIC: - DIGITAL MARKETING &amp; E-COMMERCE

GUIDED BY: - Mr. Amarjeet Chavhan

total - 138  
participants

ROLL. NO.	NAME OF THE STUDENT	SIGNATURE
1	PAWAR AJAY	<i>Pawar</i>
2	ALAMKHAN BADSHAHA MOHAMMAD AFTAB	<i>Alamkhan</i>
3	AMBADE MANASI ANAND	<i>Ambade</i>
4	AMRUTKAR BHAGYASHREE RAJENDRA	<i>Amrutkar</i>
5	PALANDE PRAJAKTA	
6	ASAWA HRUSHIKESH JUGALKISHOR	<i>Asawa</i>
7	AVHAD MAYA SANJAY	<i>Avhad</i>
8	BANKAR SHRUTI PRAVEEN	
9	BHAGYASHREE CHAUDHARI	<i>Bhagde</i>
10	BHISU RAJENDRA	<i>Bhisu</i>
11	BHOSALE BHAVIKA VIKAS	<i>Bhosale</i>
12	DARADE SEJAL SATISH	<i>Darade</i>
13	DAVANDE KARTIKEYA SHASHIKANT	<i>Davande</i>
14	DHAGE PRATIMA SURESH	
15	GARUD PRIYANKA ASHOK	
16	KHACHANE VAISHNAVI	<i>Khachane</i>
17	GUPTA KALYANI SAMIR	
18	INGOLE PRITAM RAJESHWAR	<i>P. r. Ingole</i>
19	JADHAV GOPINATH RAMKISHAN	
20	JADHAV MRUGAJA ATMARAM	<i>Jadhav</i>
21	JAJU AAKASH BHAGWANDAS	<i>AJ</i>
22	KADAM AKANKSHA SHAMRAO	<i>Kadam</i>
23	KADAM DEEPALI MAHESH	<i>Kadam</i>
24	KADAM SAKSHI SHRIKANT	<i>Kadam</i>
25	KALE KIRAN SUBHASH	<i>Kale</i>
26	KAMBLE CHINMAY NARENDRA	<i>Kamble</i>
27	KAMBLE DEEPAK JEEVAN	<i>Kamble</i>
28	KAMBLE HARSHAL DILIP	<i>Kamble</i>
29	KHANNA RAHUL UMESH	<i>Khan</i>
30	LAXMIKANT PREMALWAD	<i>Laxmi</i>







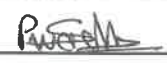

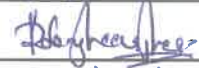
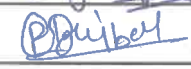


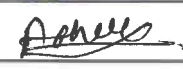



ROLL. NO.	NAME OF THE STUDENT	SIGNATURE
31	MANASI Jaunjale	Jaunjale
32	MANER SABA RIZWAN	Maner
33	MANIYAR SAMAD SADIK	Maniyar
34	MHETRAS MAYURESH MAHESH	Mhetras
35	NIRMAL SATISH GOVINDRAO	
36	PAWAR PAVAN SHIVAJI	Pawar
37	PINJAN ABHIJEET RAMESH	Pinjan
38	PIYUSH CHAVADA	Chavada
39	RAJPUT AKANKSHA JITENDRA	Rajput
40	REKHA BHOSALE	
41	DEEPALI SAWANT	
42	SAWALE SUBODH ANNA	S.A. Sawale
43	SHINKAR VISHWANATH PITAMBAR	V.P.S.
44	SONAWANE SANKET DATTATRAY	Sanket
45	PARMAR HIRAL	
46	TANIYA MUTHA	
47	TELAWADE SAHIL VIKAS	Telawade
48	MORAJKAR ANIKSHA BHANUDAS	Morajkar
49	DESHMUKH MANASWI ANUP	Manaswi
50	JOSHI ADITYA DILIP	A.D. JOSHI
51	MANJARE KAJAL JAYVANT	Kajal
52	AHALE ANKUSH SHAILESH	
53	RICHHARIYA HARSHITA	
54	DEV KHUSHABU CHANDRAKANT	H.C.Dev
55	TEHARE MANISH MAHENDRASINGH	Manish
56	PITALE MINAL NARESH	Mital
57	SHINDE NIKHIL KAILASH	Nikhil
58	JADHAV PRACHI BHASKAR	Prachi
59	PATIL PRAJAKTA RAMESH	P.Patil
60	KHARDE PRATIK ANANTA	Pratik
61	ABHISHEK SHARMA	Abhishek Sharma
62	ANJANA SATHYAN	Anjana
63	BABAR PRANAV SATISH	Pranav
64	BHAMARE UTKARSH VANA	Utkarsh
65	BHOKARDANKAR AKSHAY MUKUND	



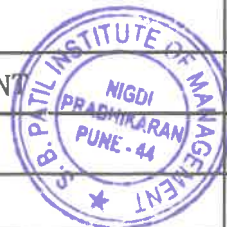
ROLL. NO.	NAME OF THE STUDENT	SIGNATURE
66	SASTE ADITYA JALINDAR	
67	DEVKATE HARSHADA SUBHASH	
68	FAITH THOMAS	<i>FAITH</i>
69	HAGE RUPESH EKNATH	<i>RENAGE</i>
70	HANGARGE VISHVJEET VASANT	<i>V. Hangarge</i>
71	KALE AKSHAY SAHEBRAO	<i>A. Kale</i>
72	KAMBLE SWARAJ SANJAY	<i>S. Kamble</i>
73	KOTIAN POOJA NARAYAN	<i>P. Kotian</i>
74	KULKARNI VARSHA VIJAY	<i>V. Kulkarni</i>
75	LOKHANDE VARSHA BHIKAN	<i>V. Lokhande</i>
76	LOLE ASHISH HANUMANT	<i>A. Lole</i> 28.09.2019
77	MALI YOGESH MACHINDRA	<i>Y. Mali</i>
78	MANISHA SUTAR	
79	MHASKAR ROHIT MADHUKAR	
80	BHADLIKAR POOJA	<i>P. Bhadlikar</i>
81	MORE BHUSHAN LAXMAN	
82	MORE PRERANA GAJANAN	<i>P. More</i>
83	SURABHI PATIL	
84	NALLA SHRUTI RAKESH	<i>S. Nalla</i>
85	NILAM KHUPSE	<i>N. Khupse</i>
86	PADHY RANJAN BINOD CHANDRA	
87	PATIL AKSHAY SANTOSH	<i>A. Patil</i>
88	PATIL CHETAN SHIVAJI	<i>C. Patil</i>
89	PATIL KAJAL DINKAR	
90	PAWAR MONICA KISHAN	<i>M. Pawar</i>
91	PAWAR PRATIK MAHADEV	<i>P. Pawar</i>
92	PRATHAMESH SURVE	<i>P. Surve</i>
93	MD FAHEEM AHMAD KHAN	<i>F. Khan</i>
94	PRUTHVIRAJ GAUD	
95	RAMGADE TANVI ATUL	
96	RAUT RAKESH RAJENDRA	
97	REDDY SARITA BABU	<i>S. Reddy</i>
98	ROSHIN ROY	
99	SAPNA SHINDE	
100	KOUL SHIVANI	<i>S. Koul</i>


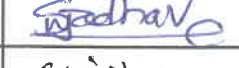

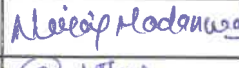
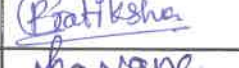
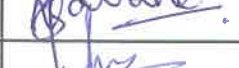





ROLL. NO.	NAME OF THE STUDENT	SIGNATURE
101	SHETTY NITIN NAGRAJ	
102	SHINDE NIKHIL RAMESH	
103	SHUBHAM SHINDE	
104	RAI SNEHA	
105	SONAWANE PANKAJ SUKDEO	
106	SURVE TUSHAR RAMESH	
107	TALELE VARSHA TIKARAM	
108	THOMBRE KIRTI DAMODAR	
109	UPADHYAY GAURAV	
110	VYAKATESH TELANG	
111	WADKAR PRASHANT SATISH	
112	YADAV KHUSHI VIRENDRA	
113	YELE CHETAN PRALHAD	
114	YEOLE AKSHAY RANGNATH	
115	YEOLE PRANALI RAVINDRA	
116	GEEVARGHESE ROBIN -	
117	BHUJBAL PRATHAMESH SANJAYKUMAR	
118	AMBEKAR OMKAR NAVNATH	
119	NERKAR SANKET BHASHKARRAO	
120	PARALKAR ABHAY GAHININATH	
121	ADSUL ROHIT RAVINDRA	
122	CHAVAN MAYUR MARUTI	
123	DAMBIWAL SHUBHAM NANDLAL	
124	DESHMUKH SAGAR SADANAND	
125	DHAMAL JEEVAN VILAS	
126	GAIKWAD ONKAR GANPAT	
127	GAVHANE SHWETA SANJAY	
128	GHARMALKAR ADITYA PRAKASH	
129	GHOTMUKLE AMOL MADHAV	
130	GHULE SATISH PANDIT	
131	GUNJAL PRASAD SAMBHAJI	
132	JADHAV NIKHIL BHIKAN	
133	JAGTAP VIKAS VITHOBA	
134	KADAM GAURAV RAJENDRA	
135	KALBHOR NILESH TUKARAM	



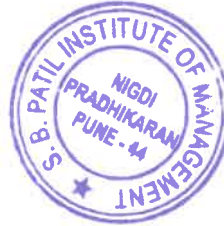
ROLL. NO.	NAME OF THE STUDENT	SIGNATURE
136	KALE PRASHANT BALASAHEB	
137	KAMBLE KETAN ANKUSH	
138	KAVISHWAR VISHAL BRIJLAL	
139	MATHEW SONIA IVAN	
140	MORE HEMANT PRAKASH	<i>Hemant</i>
141	NICHOLAS CAROL CYRIL	
142	NIGADE ADITYA DIPAK	<i>Aditya</i>
143	PATIL ANANT VINAYAK	<i>Anant</i>
144	PATIL ROHAN BALKRISHNA	
145	PATIL SAYALI UTTAMRAO	
146	PATIL SHRIYASH BALASAHEB	<i>Shriyash</i>
147	PATIL YOGESH RAJENDRA	
148	RAJPUT SAGAR RAJPUT	
149	ROY SANU MANGAL	
150	RUPNAVAR PRASHANT PANDURANG	
151	SARODE RITESH EKNATH	<i>Ritesh</i>
152	SATPUTE AKSHAY DEORAO	
153	SHRIGONDEKAR DIPTI RAMESH	
154	SONAWANE MRUNAL MANGESH	
155	TANDAN RASHMI RAJESH	<i>Rashmi</i>
156	TUPE ABHISHEK SHIVAJI	<i>Abhishek</i>
157	VISAPURKAR SHRUTI VINAYAK	<i>Shruti</i>
158	WAGHMARE PRAKASH BABASAHEB	
159	VERMA MAYANK	
160	MALVIYA ASHOK RAMESHKUMAR	
161	KADAM DHARMESH SUNIL	
162	JAGTAP PRATIK	<i>Pratik</i>
163	JOSHI SIDDHI SUNIL	
164	SALOSKAR PRATIK	
165	SUMIT UKRANDE	
166	NAIR AKHIL RAJEEV	
167	SOBALE CHETAN RAMDAS	
168	JADHAV RAMPRASAD CHANDRAKANT	<i>Ramprasad</i>
169	AHIRE SANDIP CHHOTU	<i>Sandip</i>
170	BAIS SAURABH VIRENDRASINGH	<i>Saurabh</i>



ROLL. NO.	NAME OF THE STUDENT	SIGNATURE
171	YEWALE SHUBHAM DNYANESHWAR	
172	JADHAV SURAJ NAMDEV	
173	KULKARNI VISHAL GANESH	
174	JAGTAP VIVEK	
175	MODANWAL NIRAJ	
176	PRATIKSHA PAWAR	
177	GAVANE NISHIGANDHA SATISH	
178	SOMAN SOJAL DILIPKUMAR	
179	TAPKIR KOMAL NANDKISHOR	
180	KULKARNI OMKAR	
181	MOHANE SWAPNIL	
182	SHARMA PRAJAKTA	
183	YADAV PALLAVI	

Prajakta . Palande  
Rakha . Bhosale

Date: 28/9/2019

Topic: Digital Marketing &amp; E-commerce

Guided by: Amarjeet Chauhan

Name	Specialisation	Roll No	Sign.
1) Nilamgekar Mayur	Marketing	307	<del>Y. Pristang</del>
2) Preeti Prabhakaran	Marketing	326	preeti.
3) Sandesh Dorekar	Marketing	304	<del>Dorekar</del>
4) Aishwarya Nawth	Human Resource	505	Aish.
5) Gajal Vaishnav	Marketing	312	Gajal.
6) Ruchi Adhikari	Marketing	301	Ruchi
7) Raut Nikhil	Marketing	327	<del>Raut</del>
8) Madhu Calenda	Marketing	314	<del>Madhu</del>
9) Ashwini Parit.	Marketing	337	<del>Ashwini</del>
10) Shrutika Kad	Marketing	361	<del>Kad</del>
11) Shmuti Panwar	Marketing	345	Shmuti
12) Roshani Jam bhulkar	Marketing	363	Roshani
13) Mitali Ashok Bhisud	Marketing	320	<del>Mitali</del>
14) Aditya Chikane	Finance	458	<del>Aditya</del>
15) Onkar Phadtur	SEM	802	<del>Onkar</del>
16) Pritam Pawil	HR	506	Pritam
17) Rahul Shinde	Marketing	332	Rahul
18) Mayur Pumar	Marketing	325	ms.
19. Waghmare S.S.	Operations	607	<del>Waghmare</del>
20. Sujot S. Suryawanshi.	Fin.	3436	Sujot
21. Priyanka Gaikwad	Marketing	60306	Gaikwad
22. Tanaya Shelar	Marketing	309	Tanaya
23. Vruddhi Kepad	Marketing	364	Vruddhi
24. Roshan. Bodade.	Marketing	340	Roshan
25. Rohit. G	Marketing	342	Rohit

