

**Pune District Education Association's
Waghire College of Arts, Commerce & Science, Saswad
Tal-Purandar, Dist-Pune**

Department of Bachelor of Vocational

Notice for Students

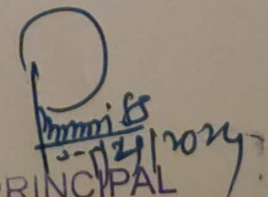
Date-01/04/2024

All the students of B Voc. (Retail Management, Tourism and Hospitality Management, Food Processing & Technology, Computer Software Development) are hereby inform that One Day Workshop on "Digital Marketing" is organized on 3rd April, 2024, at 10.00 a.m. at Seminar Hall. It is compulsory for all the students to attend the workshop.

Details of the workshop are as follows:

Sr.No.	Topic	Time and Date	Speaker's Name
1	Digital Marketing"	Date-03-04-2024 Time – 10.00 am	Prof. Sachin Zurange MCA Department, G.H. Raisonni College of Engineering and Management, Wagholi.


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**Pune District Education Association's
Waghire college of Arts, Commerce and Science, Saswad
Department of B.Voc.**

**Report on One-Day Workshop 2023-24
Subject: Digital Marketing**

Waghire college of Arts, Commerce and Science, Saswad organized a one day workshop on "Digital Marketing" on 3th April 2024 for the all B.Voc students. The main goal of this workshop is to bring awareness of Digital Marketing & how it used in social media.

The workshop began with the formal inaugural by lighting the lamp by the dignitaries. Resource person Sachin Zurange and all the hod and faculty of b.voc department and student were present for this event.

Workshop Content:

1. Fundamentals of Digital Marketing:

- Introduction to digital marketing concepts, including SEO, SEM, social media marketing, email marketing, and content marketing.
- Explanation of the importance of digital marketing in today's business landscape.
- Overview of digital marketing tools and platforms.

2. Social Media Marketing:

- Strategies for effective social media marketing campaigns.
- Utilizing different social media platforms for business promotion.
- Creating engaging content and managing social media accounts.

3. Search Engine Optimization (SEO):

- Understanding the basics of SEO and its significance in online visibility.
- On-page and off-page SEO techniques.
- Keyword research and optimization strategies.

4. Content Marketing:

- Crafting compelling content for digital platforms.
- Storytelling techniques for brand promotion.
- Content distribution channels and strategies.

5. Email Marketing:

- Building an email list and segmenting audiences.
- Designing and optimizing email campaigns.

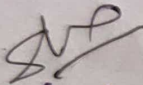
- Analyzing email marketing metrics for performance evaluation.

6. Analytics and Performance Measurement:

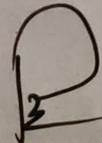
- Introduction to digital marketing analytics tools.

- Interpreting data to assess campaign performance and make data-driven decisions.

About 130 students of all B.Voc departments were attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive.

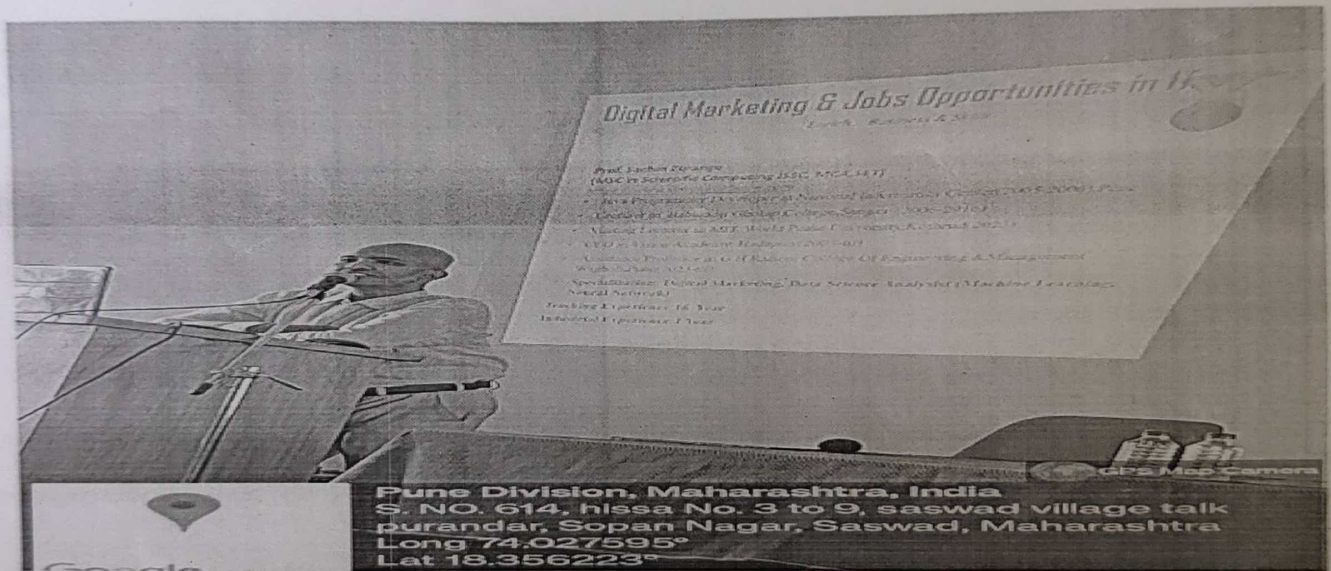
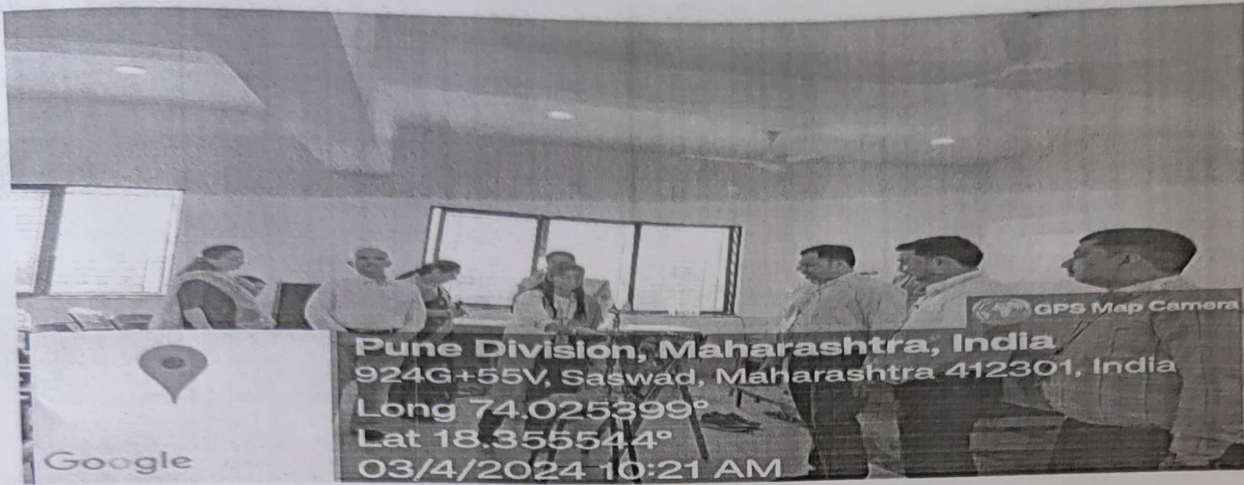


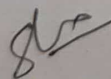
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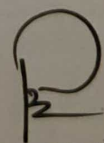


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Few Snapshots of workshop:




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Pune District Education Association
Waghire College of Arts, Commerce and Science, Saswad.
Department of Bachelor of Vocational

Date- 03/04/2024

Attendance Sheet
One Day Workshop on
"Digital Marketing"

Sr.No	Student Name	Class	Signature
1.	Ashwini Babusaheb Jadhav	F.Y.BVoc(CSD)	Ashwini
2.	Anushka Sharad Tekawde	F.Y.BVoc(CSD)	Tekawde.
3.	Tanvi Arjun Kale	F.Y.BVoc(CSD)	T.A.Kale.
4.	Prachi Subhash Kul	F.Y.BVoc(CSD)	Prachi
5.	Mrunal Girish Mahamuni	F.Y.BVoc(CSD)	Mahamuni.
6.	Saloni Sahas Bluesale	F.Y.BVoc(CSD)	Saloni.
7.	Shweta Dhanraj Rourise	T.Y.BVoc(CSD)	Shweta
8.	Tomhane Vaishnavi Suresh	S.Y.BVoc(CSD)	Tomhane
9.	Khan Reshma Sawane	S.Y.BVoc(CSD)	Reshma
10.	Shewale Vaibhavi Vilkas	S.Y.BVoc(CSD)	Shewale
11.	Bhandurkar Chaitali Pandurang	S.Y.BVoc(CSD)	C.P.Bhandurkar
12.	Bande Sayali Keshav	S.Y.BVoc(CSD)	Bande
13.	Mansi Vasant Gaikwad	F.Y.BVoc(CSD)	Mansi
14.	Jayande Sharavani Sandip	F.Y.BVoc(CSD)	S.S.Jayande
15.	Pawar Tejal Sunil	F.Y.BVoc(CSD)	Tejal
16.	Pranjali Subhash Kul	T.Y.BVoc(CSD)	Pranjali
17.	Harshada Kundalik Dhumal	F.Y.BVoc(CSD)	H.K.Dhumal.
18.	Pooja Sanjay Patil	F.Y.BVoc(CSD)	Patil
19.	Harshada Santosh Shitole	F.Y.BVoc(CSD)	Shitole
20.	Kumbhar Ashwini Harishchandra	F.Y.BVoc(CSD)	Kumbhar
21.	Pawar Pranali Umesh	F.Y.BVoc(CSD)	Pawar
22.	Hole Nikita Shamoo	F.Y.BVoc(CSD)	Hole
23.	Bhaskarade Sanali Rajaram	T.Y.BVoc(CSD)	Bhaskarade
24.	Deskar Bhagyashri Mukund	T.Y.BVoc(CSD)	Deskar
25.	Jagtap Sakshi Ganesh	T.Y.BVoc(CSD)	Sakshi.J
26.	Kokilash Subhash Kamble	F.Y.BVoc(CSD)	Kokilash
27.	Kamthe Sushiti Dnyandev	S.Y.BVoc(CSD)	Kamthe
28.	Rathod Komal Madhukar	S.Y.BVoc(CSD)	Rathod
29.	Rathod Shital Madhukar	S.Y.BVoc(CSD)	Rathod
30.	Atae Shaharhano Javedlihal	S.Y.BVoc(CSD)	Atae
31.	Dhaigude Nikita Ramchandra	S.Y.BVoc(CSD)	N.R.D.
32.	Thakre Karina Nares h	F.Y.BVoc(CSD)	Thakre
33.	Kutwal Anpita Vishwas	F.Y.BVoc(CSD)	Anpita
34.	Kunjir Vaishnavi Dnyaneshwar	F.Y.BVoc(CSD)	Vaishnavi
35.	Jagtap Tanuja Ashok.	F.Y.BVoc(CSD)	Jagtap

Sr. No.	Student Name	Class	Signature
36)	Lokhande Supriya Sanjay	F.Y.B.Voc	
37)	Kumbhar Sureshti Vijay	F.Y.B.VOC	
38)	Kadbane Jayshree Prabhakar	T.Y.B.Voc	
39)	Nagawade Radakta Dilip	F.Y.B.Voc	
40)	Bhujbal Vaishnavi Suresh	F.Y.B.Voc	
41)	Modak Rutuja Dnyaneshwar	F.Y.B.Voc	
42)	Jadhav Teupati Bhalet	F.Y.B.Voc	
43)	Gham Sapujal Prakash	S.Y.B.Voc	
44)	Bhadale Sambuddhi Manuti	F.Y.B.Voc	
45)	Hole Neha Shamrao	F.Y.B.Voc	
46)	Pawar Shamram Yashwant	S.Y.B.VOC	
47)	Mahadik pranali Ramesh	F.Y.B.Voc	
48)	Phule Tejashree Nitin	S.Y.(CSD)	
49)	Rajiwade Harshada Sambhaji	S.Y.(CSD)	
50)	Balkawade diksha Kailas	S.Y.(CSD)	
51)	Shivani Chandra Kathad	S.Y.(CSD)	
52)	Alfiya Najmuddin Mulani	S.Y.(CSD)	
53)	Gauti Sanjivrao Kunjir	S.Y.(CSD)	
54)	Sonali Vasant Dalvi	T.Y.B.Voc	
60)	Haukik Nitin Kunjir	T.Y.B.Voc	
61)	Shardul Sudhakar More	F.Y.B.Voc	
62)	Prathmesh Prudip Sheela	T.Y.B.Voc	
63)	Raut Abhishik Sunil	T.Y.B.Voc	
64)	Shubham Balasaheb Ladkat	F.Y.B.Voc	
65)	Vighnesh Shodhan Gaikwad	F.Y.B.Voc	
66)	patel abdurahiman bashir	S.Y.B.Voc	
67)	Borawale Vipul Balu	S.Y.B.Voc	
68)	Hivarkar Ritesh Kumar	S.Y.B.Voc	
69)	shilalkar aftab mustafa	S.Y.B.Voc	
70)	Pranav Mandakam Sonu	F.Y.B.Voc	
71)	Pranav Ashutosh Sonu	F.Y.B.Voc	
72)	Om Nareesh Chavhan	F.Y.B.Voc	
73)	Atharv Nanasahab Sawade	F.Y.B.Voc	
74)	Omkar Vasant Memane	F.Y.B.Voc	
75)	Nikhil Adashiv Jainak	F.Y.B.Voc	
76)	Geise Harsh Subhas	F.Y.B.Voc	
77)	Buse Virayak Santosh	F.Y.B.Voc	
78)	Ashutosh Ashok Shivarkar	F.Y.B.Voc	
79)	Mahamavhar Mahesh Santosh	F.Y.B.Voc	
80)	Ranpise Hrut Jitendra	F.Y.B.Voc	
81)	Hendre Atharva Jeevankumar	T.Y.B.Voc	
82)	Atharv Ganesh Munam	S.Y.B.Voc	
83)	Kushal Rajesh Mehta	F.Y.(R.M)	
84)	Targade Meghraj Santosh	F.Y.(R.M)	
85)	Vishalkumar Vijay Yadav	F.Y.(CSD)	
86)	Nishant Ashok Shinde	F.Y.(CSD)	
87)	Jurgesh Deepak Chaudhari	F.Y.(CSD)	

Sr. No.	Student Name	Class	Signature
88	Memane Tanmay Rohidas	F.Y. BVOC	
89	Ladkar Abhishek Sanjay	F.Y. BVOC	
90	Jagtap Anil Sunil	F.Y. BVOC	
91	Kamthe Nikhil Laxman	T.Y. BVOC	
92	Borkar Vishal Bhaskar	T.Y. BVOC	
93	Vedant Abhimant Abhiramkar	F.Y. BVOC	
94	Gore Ankar Sanjay	F.Y. BVOC	
95	Vighnesh Shodhan Garkwad	F.Y. BVOC	
96	Shubham Babasaheb Ladkar	F.Y. BVOC	
97	Gaurav Dattatray Kumbhar	T.Y. BVOC	
98	Adinath Vanardan Jagtap	T.Y. BVOC	
99	Tejas Ganesh Shetty	T.Y. BVOC	
100	Mulik Rutuja Jalindar	S.Y. B.VOC	
101	Khedekar Shiravani Nitin	S.Y. B.VOC	
102	Misal Prati Santosh	-/-	
103	Kadam Anjali Pandurang	F.Y. RM	
104	Panchal Nikita Balaji	S.Y. RM	
105	Panchal Sneha Datta	F.Y. RM	
106	Sujata Ganesha Vanshimbekar	F.Y. Food Tech	
107	Toupti Santosh Indalkar	F.Y. Food Tech	
108	Tanuja Shivaji Akarshe	T.Y. FPT	
109	Pawar Pradnya Anil	T.Y. FPT	
110	Karavate Yash Girish	S.Y. BVOC	
111	Shubham K. Mundhe	S.Y. BVOC	
112	Nilesh K. Saras	S.Y. BVOC	
113	Sujit Varpe	S.Y. BVOC	
114	Dandekar Pratik Manoj	F.Y. BVOC	
115	Hanmant Trappa Pawar	F.Y. BVOC	
116	Kedar Anil Dixit	S.Y. BVOC	
117	Vedant Santosh Thite	F.Y. BVOC	
118	Nehikesh Ashok Kamthe	F.Y. BVOC	
119	Sagar Rajesh Harpale	F.Y. BVOC	
120	Sahil Sampat Gobane	F.Y. CSD	
121	Utkarsh Chandole Kar	F.Y. CSD	
122	Sameer Pansare	F.Y. CSD	
123	Fakim Khan	F.Y. BVOC (RM)	
124	Bhoykar Sidharth	S.Y. CSD	
125	Chavan D. Tuskar	S.Y. CSD	
126	Pratik Roman	S.Y. CSD	
127	Shirke Pranav Rajendra	F.Y. CR.M	
128	Shegar Vaibhav	F.Y. CR.M	
129	Shrinraj Jalkotkar	F.Y. CR.M	
130	Gaurav Anil Makhare	F.Y. BVOC (RM)	

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Pune District Education Association's
WAGHIRE COLLEGE OF ARTS, COMMERCE AND SCIENCE, SASWAD



Tal- Purandar Dist- Pune,
DEPARTMENT OF BACHLOUR OF VOCATIONAL
Organises


One Days Workshop on
"DIGITAL MARKETING"
(03 April 2024)

CERTIFICATE OF PARTICIPATION

This is to certify that Tanvi^o Arjun Kale of
F.Y. B. Voc (GSD) has attended One Day Workshop on "**Digital**

Marketing" organized on **03/04/2024**. We appreciate and thank his/her active participation.


Co-ordinator


Dr. Pandit Shelke
Principal