



PIRENS TECHNICAL CAMPUS

Institute of Business Management & Administration (IBMA)

(Approved by AICTE New Delhi, recognized by Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University)

Loni Bk., Tal. Rahata, Dist. Ahmednagr Maharashtra (India) Pin 413 736

Phone No. + 91-2422-273493, 273694

Fax + 91-2422-273693

Website - www.pirensibma.com

Email - director@pirensibma.com

Date: 25/02/2019

Notice

All student and Staff here by informed that PIRENS Institute of Business Management and Administration organized National level Seminar on **Digital Marketing: Challenges and Opportunities on 27 and 28 February 2019**. All should present on time.

Time: 10.00am.

Note: Registration is mandatory for attending the session.

WDas

Director

DIRECTOR

PIRENS Institute of Business Management
and Administration (IBMA), Loni (Bk)
Tal.Rahata, Dist. Ahmednagar- 413736



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Report on National Level seminar on Digital Marketing: Challenges and Opportunities

PIRENS Institute of Business Management and Administration organize 2 day workshop on “Digital Marketing: Challenges and opportunities in association with Savitribai Phule Pune University for Industry expert, Researchers, Academicians and student. The program was started at 10.00 am in seminar hall. The program was started with light lampning ceremony and garlanding the portrait of Padmashri Dr.Vittalrao Vikhe patil and Padmabhshan Dr.Balasaheb Vikhe Patil. Program was is started with welcome speech of Dr.B.B.das Director of the institute.

Conveyor of the Program: Dr.G.T.Gund

Co- conveyor of the program: Dr.S.J.sonawane

Date: 27 and 28 Feb 2019

Time:10am to 5 am.

Primary objective of Seminar:

1. To explore the opportunities, issues and challenges in domain of marketing with advent of internet in India.
2. To be platform to attract and exchange ideas across different sector for professionals, academicians, researchers and scholars on emerging role and trends in marketing.
3. To explore the challenging scenario of marketing landscape in India and facilitate sharing research among academicians and practitioners of Marketing.
4. To understand digital marketing and key tool and techniques available.

session started after the inaugural function and the resource person are Rushikesh Awatade,Nilesh Berad, Yogesh Gaikwad, Santosh Gore conducted the session. All participant very actively participate in seminar. All the current trends of social media and digital business are covered in seminar. Dr.Gore traced that in today’s world many challenges and opportunities are available in market. The session was end with valedictory function, many participants share their valuable feedback at end of the session.Dr.Nilesh Bankar proposed vote of thanks.

Photograph



Contact details of Resource Person

Name of the Resource Person	Contact Number
Mr.Rushikesh Awatade	9960553407
Dr.Nilesh Berad	9275511265
Mr.Yogesh Gaikwad	9225116887
Mr.Santosh Gore	9096813348



Event Coordinator

**Content Covered in
National Level seminar on Digital Marketing: Challenges and Opportunities**

Day 1 -27 Feb 2019
1. Introduction to Digital Marketing <ul style="list-style-type: none">• Defining digital marketing,• how is it different from traditional marketing and why is it relevant now
2. Search Engine Optimization (SEO) <ul style="list-style-type: none">• Techniques used to optimize any article, website, or blog for traffic & revenue generation.
3. Social Media Marketing <ul style="list-style-type: none">• Using different social media platforms (Facebook/Instagram/Twitter) to connect with the audience
Day 2 -28 Feb 2019
Challenges in Digital Marketing
1. Growing costs.
2. Technological complexity.
3. Lack of goal clarity.
4. Increased workload and stress.
5. Confusing digital marketing models.
6. Talent sourcing and retention.
7. Competitiveness to win clients.



Call for Papers:

We invite Academicians, Research Scholars, Students, Entrepreneurs, and Consultants for applied or empirical contributions towards the various perspectives surrounding Digital Marketing importance in emerging economies. Papers reflecting out-of-the-box thinking would be appreciated and publish in **Pravara Journal of Rural Management and Computer Technology** having ISSN Number. Within this overall theme, the main topics of the conference include, but are not limited to:

- 1) Recent trends in Digital Marketing
- 2) Digital Vs Traditional Marketing
- 3) Digital Marketing Channels
- 4) Worldwide Digital Marketing
- 5) Digital Marketing in various trade and non-trade organizations

Guidelines for Manuscript Submission:

Length of Full Papers: Minimum of 2500 words and maximum of 4000 words.

Author Information: Include the following information on the first page of the manuscript: (1) title, (2) author(s), (3) institutional affiliation, (4) address and (5) email with telephone number.

Abstract: Include a one-paragraph abstract of no more than 100 to 150 words. Do not include references, footnotes or abbreviations in the abstract.

Keywords: Three to five keywords.

Typing Format: Times New Roman, Double space with a minimum of 12pt fonts. Margins of at least 1 inch (2.5 cm).

Footnotes: Each footnote should appear at the bottom of the page on which it is cited in the text

and should be indicated consecutively with superscript Arabic numerals.

References: Follow API form of referencing.

Email for Submission:

seminardm2019@gmail.com

Important Dates

Last date of submission of Abstracts	25 th Jan 2019
Intimation of Acceptance of Abstracts	28 th Jan 2019
Last date of Full Papers Submission alongwith registration fees	2 nd Feb 2019
Date of Seminar	8 th & 9 th Feb 2019

Registration Fees:

Industry Delegates	: Rs. 1000
Academicians	: Rs. 700
Research Scholars	: Rs. 500
Students	: Rs. 300

DD of Any Nationalised Bank drawn in favor of "PIRENS, Loni Bk, Tal-Rahata" payable at Loni Bk'.

Online Payment :

Name of the Bank	State Bank of India, Loni Bk
Account Number	11374446118
IFSC Code	SBIN0006322

Venue

PIRENS Technical Campus'
Institute of Business Management and Administration
Loni-Sangamner Highway, ITI College Campus,
AP-Loni Bk, Tal-Rahata, Dist-Ahmednagar
Maharashtra, Pin - 413736
Phone No. +91-2422-273493
Email: directorptc@yahoo.com) Website: www.pirens.in



NATIONAL LEVEL SEMINAR

ON

Digital Marketing: Challenges and Opportunities

8th & 9th February 2019



Organized by



PIRENS' Institute of Business Management & Administration

(Approved by AICTE, Recognized by Govt. of Maharashtra,
Permanently Affiliated to Savitribai Phule Pune University &
Recognized Under 2(F) & 12(B) of UGC Act 1956

In Association with



Savitribai Phule Pune University
(Under Quality Improvement Programme)

Chief Patrons

Hon'ble Shri. Radhakrishna Vikhe Patil

President, PIRENS

(Leader of Opposition, Maharashtra Legislative Assembly)

Advisory Committee

Hon'ble Dr. Y.S. P. Thorat

Secretary General, PIRENS

(Ex. Chairman, NABARD)

Hon'ble Sau. Shalinitai Vikhe Patil

Trustee, PIRENS

(President, Ahmednagar Zilha Parishad)

Hon'ble Dr. Sujay Vikhe Patil

Trustee, PIRENS

(CEO, Dr. Vikhe Patil Foundation, Ahmednagar)

Organizing Committee

Seminar Chairperson

Dr. B. B. Das

Director, PIRENS Technical Campus, Loni

Seminar Conveyor

Dr. G. T. Gund

(Mob: 9823882516)

Seminar Co-Conveyor

Dr. S. J. Sonawane

(Mob: 9823243551)

Organizing Team

Dr. N. U. Bankar

(Mob: 9860541857)

Prof. M. A. Tamboli

(Mob: 9766010560)

Prof. S. V. Bidgar

(Mob: 7507621374)

Prof. P. D. Borhade

(Mob: 9890919972)

About Institute of Business Management and Administration (IBMA):

The Institute of Business Management and Administration (IBMA) was established in 1993 under the dynamic leadership of Late. Hon'ble Padmabhushan Shri. Balasaheb Vikhe Patil with objectives of providing quality education in the field of management. It flourishes on taking up the confrontations in business management education to develop leaders who are capable of charting a clear path of their organizations. The institute is suited within a picturesque campus. It is one of the reputed and recognized institutes in India. It is approved by AICTE and affiliated to Savitribai Phule Pune University, Pune. IBMA offers 2 years full time MBA Programme.

About Seminar:

Due to globalization, not only nations are coming closer to each other but also different sector undergoes into significant changes. And marketing sector is also affected by this and experiencing so many changes continuously. The dawn of digital age has transformed Marketing all over the world. India is one of the world's fastest growing e-commerce markets.

This Seminar analyzes the notion of Digital Marketing in India and its challenges and opportunities ahead. Information technology has malformed the way people work. Electronic commerce has unbridled hitherto another revolution which is changing the tactic in which businesses buy and sell products and services. The internet has given a helping hand to e-commerce. Digital marketing, which is also called

interactive, virtual spaces for the sake of promoting and selling goods and services. In fact, new synchronous, internet-based communication expertise had contributed to the restructuring of major economic sectors including marketing. Being cost-effective, flexible, and fast and enjoying an or exceptional global reach, digital marketing has brought about different businesses absurd gains. However, this effective, new technique also embroils its special disadvantages, e.g. lack of personal contact, security and privacy, etc.

Seminar Objectives:

- 1) To explore the opportunities, issues and challenges in the domain of Marketing with the advent of Internet in India.
- 2) To be a platform to attract and exchange ideas across different sectors for professionals, academicians, researchers and scholars on emerging role and trends in Marketing.
- 3) To explore the changing scenario of marketing landscape in India and to facilitate sharing research among academicians and practitioners on current scenario and future challenges of Marketing.
- 4) To understand digital marketing and the key tools and techniques available.

Who should attend?

- Industry Delegates
- Researcher
- Academicians
- Students



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Loni Bk., Tal. Rahata, Dist. Ahmednagar - 413 736, (Maharashtra) India

Tel. : +91-2422-273493
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E mail : directorptc@yahoo.com
Visit at : www.pirens.in

Ref.No: PIRENS/IBMA/414/2018-19

Date:11/02/2019

To,
The Deputy Registrar,
Planning and Development Section,
Savitribai Phule Pune University,
Pune,Ganeshkhind, Pune-7

Subject: Change in the date of National Level Seminar.

Ref : University Letter No.SPPU/Planning & Development /1024 date 01.10.2018

Dear Sir,

With reference to above mentioned subject, Savitribai Phule Pune University sanctioned financial assistance to organize National level Seminar on Digital Marketing: Opportunities and Challenges" on 8th & 9th Feb.2019 under Quality improvement Programme. But due to non availability of resource persons on scheduled date, PIRENS Institute of Business Management and Administration plan to conduct this Seminar on ~~1st & 2nd March~~ 2019 instead of 8th & 9th Feb.2019. 27 and 28 Feb 2019.

Therefore, you are requested to approve the change in date of the seminar. B.M.



Yours faithfully,

M.D.S.
(Dr. B.B.Das)

Director

Encl:

1. University Sanction Letter.

535	(SCW181610001) [CAAA016100] Dada Patil College Addr: Karjat Ahmednagar Tal: Karjat Dist: Ahmednagar, Pincode: 414402	Role of Fundamental Sciences in Sustainable Development	Duration 2 Days Level- National	23/01/2019	24/01/2019	240000.00	200000	Proposal Sanctioned Subject to Submission of P.G.Course approval, if Compliance not Completed Amount will not be released.
536	(SCW181733002) [IMMA017330] Global Institute of Management Addr: Velhale Tal: Sangamner Dist: Ahmednagar, Pincode: 422605	"INDUSTRY INSTITUTE INTERACTION : A KEY FOR DEVELOPMENT OF MANAGEMENT EDUCATION"	Duration 2 Days Level- National	04/01/2019	05/01/2019	270000.00	200000	OK
537	(SCW181703002) [IMMA017030] Institute of Business Management and Administration Addr: A/p- Ioni Bk Tal: Rahta Dist: Ahmednagar, Pincode: 413736	" Digital Marketing : Challenges & Opportunities"	Duration 2 Days Level- National	08/02/2018	09/02/2018	194075.00	194075	OK
538	(SCW181701001) [CAAA017010] Jamkhed College Addr: Jamkhed Tal: Jamkhed Dist: Ahmednagar, Pincode: 413201	Impact of GST on Indian Economy & industry	Duration 2 Days Level- National	29/01/2019	30/01/2019	235000.00	200000	OK
539	(SCW181614001) [CAAA016140] K. J. Somaiya College of Arts, Commerce and Science, Addr: Mohanirajnagar Tal: Kopergaon Dist: Ahmednagar, Pincode: 423601	"राष्ट्रीय एकात्मता आणि सरदार वल्लभभाई पटेल"	Duration 2 Days Level- National	07/01/2019	08/01/2019	264000.00	200000	OK



SCW181703002



Application for getting financial assistance for organization of State/ National and International level Seminar/Conference/Workshop during the financial year 2018-2019

- 1.(a) Name of the College/ Institute : Institute of Business Management and Administration
 (b) Address in Details : A/p- Ioni Bk Ta: Rahta Dist: Ahmednagar Pincode: 413736
 (c) Telephone No. : 02422273493
 (d) Email : directorptc@yahoo.com
 (e) District : AHMEDNAGAR
2. Affiliated to Savitribai Phule Pune University : Yes (Please attach Affiliation letter Copy)
3. Course Run by College/Institute : PostGraduate, (Please attach University Course Approval Letter)
4. Name of the Principal/Director : Brajabandhu Hadibandhu Das
 Mobile No : 9545930960
 Principal/Director Approved? : Yes-Permanent (If Yes, Please attach approval Copy)
 (If Yes, Please attach Copy)
5. Whether accredited/reaccredited by : NAAC/NBA (If Yes, Please attach Copy)
6. Whether AISHE DCF-II & M.I.S Information Uploaded ? : Yes-C-41915-2017-2017 (If Yes, Please Attach Certificate Mention AISHE Ref.No & Year)
7. Annual Report Information Given to University (Pervious Academic Year 2017-18) : Yes (If Yes, Please attach Copy of Covering Letter)
8. Last Year Q.I.P. Sanctioned Grant Utilized and settled accounts : No (If ,No' Please attach Letter of Clarification)
9. University All types of contribution i.e. Student Welfare Fund,Sports,Admission Section Prorata, Affiliation fee, etc. paid by college/Institutes (2018-2019) : Yes (If Yes, Please attach Copy)
10. Is the College/Institute in Tribal Area? : No (If 'Yes',Please attach Copy of Tribal area college certificate of concern authority)
11. Title of the Seminar/Conference/Workshop : " Digital Marketing : Challenges & Opportunities"
- (a) Level : National
- (b) Faculty under which the Seminar is proposed. : Management
- 12.(a) Scope and area to be covered. : Due to globalization, not only nations are coming closer to each other but also different sector undergoes into significant changes. And marketing sector is also affected by this and experiencing so many changes continuously. The dawn of digital age has transformed Marketing all over the world.. India is one of the world's fastest growing e-commerce markets. Digital marketing started to develop fast in 2016. Digital marketing represented 12.7% of all advertisement spending in 2016, the organizat
- (b) Objectives : 1) To explore the opportunities, issues and challenges in the domain of Marketing with the advent of Internet in India4) To understand digital marketing and the key tools and techniques available.



SCW181703002

Planning & Development
Ganeshkhind, Pune-7

- (a) Opening date : 08/02/2018
(b) Closing date : 09/02/2018
14. Number of participants
Expected to be enrolled (as per guideline)
- (a) No. of Outstation Participants : 50
(b) No. of Local Participants : 100
15. Whether accommodation would be available to participants : Yes
16. Name and address of the Coordinator of the Programme : Dr.G.T.Gund

17. Names with full addresses of the Resource Persons, if any, to be Invited and duration of their visits. (Annex separate sheet, if necessary)

Full Name	Address
Vadgaonkar Yogesh Shashikant	Mumbai.
Sable Sandeep Changdeo	Pune
Mr. Shenoy Hitesh C	Mumbai
Pranav Shankar	Mumbai
Mr Uday Shetty	Pune
Mr.Bhamre Sidarth	Mumbai

18. Whether student participation is involved (expenditure for their participation) : Student Participation Involved-No

19. Total estimated amount for

(a) Honorarium and T.A. to resource persons	: Rs. 133000.00
(b) Research Journal / Article Publication	: Rs. 26500.00
(c) Conference kit, Reading material, Xerox, CD etc.	: Rs. 52375.00
(d) Hospitality, Miscellaneous and Contingencies	: Rs. 52200.0000
TOTAL	: Rs. 264075.00

MINUS

- (e) Contribution, if any, from the college/institute and other sources such as registration fees. (income from other sources, please Indicate the source and amount). : Rs. 70000.00
- (f) Net amount required : Rs. 194075.00
20. Any other information : No

Signature & Seal of the
Coordinator of the Programme



Signature & Seal of
The Principal/Director of the College/Institute.

Note:-

1. Submit sr.no. 1 to 4 documents alongwith application form.
2. Sr.no. 5 to 8 documents submit on or before 30th november 2017 after payment of all dues and submission of documents to the university.

PIRENS Technical Campus
Institute of Business Management and Administration
Digital Marketing: Challenges and Opportunities

Sr.No	Name of the Participant	Address	Contact No	Email id	Signature	
					27/2/2019	28/2/2019
1.	Narwade Nayan Kumar Nanasab	Sangamner	8698642099	nayanarwade1103@gmail.com	<u>Narwade</u>	<u>Narwade</u>
2	Yenare Rushikesh Subhan	Parner	9139 27 2329	YenareRushikesh1@gmail.com	<u>Yenare</u>	<u>Yenare</u>
3	Maditake Sachin Anand		9922357225	maditakesachin5@gmail.com	<u>Sachin</u>	<u>Sachin</u>
4	Jagtap Dhiraj Thoma	-	9889419173	dhirajjagtap2459@gmail.com	<u>Dhiraj</u>	<u>Dhiraj</u>
5	Kale Dnyaneshwar G.	Karjat	9780213044	dkale2450@gmail.com	<u>Kale</u>	<u>Kale</u>
6	Abhang Nilesh Dnyandev	Shevgaon	9168450188	Abhangnilesh19@gmail.com	<u>Nilesh</u>	<u>Nilesh</u>
7	Patil Ajinkya Rajendra	Loni	9595773655	rajinkyapatil@gmail.com	<u>Patil</u>	<u>Patil</u>
8	Ghalap Sagar Baluabhai	Pathare	9422655664	Sagarghalap@gmail.com	<u>Sagar</u>	<u>Sagar</u>
9	Kedar saurabh subhan		9112775875	Saurabhskedar@gmail.com	<u>Sekar</u>	<u>Sekar</u>
10	Sinare Prasad Sumpat	Loni	9890431329	sinareprasad68@gmail.com	<u>Prasad</u>	<u>Prasad</u>
11	Chormale Dada Bharat	Padala	9552041905		<u>Chormale</u>	<u>Chormale</u>
12	Kankate Nandhuttam	Pimpri Chikari	8665840267	nandankankate22@gmail.com	<u>Nandhuttam</u>	<u>Nandhuttam</u>
13	Pawar Akunsha Prakash	Shirampur	9834958264		<u>Akunsha</u>	<u>Akunsha</u>
14	Borhate Supriya Dattabai	Belapur Krd.	9096646260	Supriyaborhate97@gmail.com	<u>Supriya</u>	<u>Supriya</u>
15	Chechare Shubham Babasaheb	Pravaranagar	8600641967	shubhamchecharepatil@gmail.com	<u>Chechare</u>	<u>Chechare</u>
16	Turkane Akshada Vikas	Pimpalwadi	9011686919	akshadaturkane@gmail.com	<u>Akshada</u>	<u>Akshada</u>
17	Dankunde Priyanka Kisan	Dadegaon	9889162491	Priyankadankunde10@gmail.com	<u>Priyanka</u>	<u>Priyanka</u>
18	Padwal Ashutosh Rajbhar		9673767847	ashutoshpadwal100@gmail.com	<u>Ashutosh</u>	<u>Ashutosh</u>

Prof. G. T. Gunde

PIRENS Technical Campus
Institute of Business Management and Administration
Digital Marketing: Challenges and Opportunities

Sr.No	Name of the Participant	Address	Contact No	Email id	Signature	
					27/2/2019	28/2/2019
19	Jadhav pooja Ashok	At - Amlner post - Ambli	9764358835	pooja98aj@gmail.com	<i>Pooja</i>	
20	Sadaphal utkarsha Prasad	At - Ranala old - Anagay	9689408251	utkarshajupathar@gmail.com	<i>Utkarsha</i>	
21	Balode Tejaswi Harish	At - Khanagan Tal - Sangamner	8983069091	balode.tejaswi97@gmail.com	<i>Tejaswi</i>	
22	Avasara Krishna Chinnavar	Krishna Chinnavar at Rahega Ahmida	880526689	krishnavasara11@gmail.com	<i>Krishna</i>	
23	Waditke sadhana Babasaheb	At - Kaelit post - Patilnagar	9096591550	sadhanaqbm@gmail.com	<i>Sadhana</i>	<i>Sadhana</i>
24	Pathare kalyani sopan	Astagan	8378876515	Patharekalyani17@gmail.com	<i>Pathare</i>	
25	Priya padmukar Lokhande	Belapur	8975852559	Priyalokhande129@gmail.com	<i>Lokhande</i>	<i>Lokhande</i>
26	Gore Pooja Jayasahab	Wakadi	9561688525	Gorepooja57@gmail.com	<i>Gore P.J</i>	<i>Gore P.T</i>
27	Sadaphal Abhishek vijay	Rahata	787555	shantigarhame1997@gmail.com	<i>Shantigarh</i>	<i>Shantigarh</i>
28	Gartane Bharati kisan	Sangamner	8806500171	shantigarhame1997@gmail.com	<i>Gartane</i>	<i>Gartane</i>
29	Gore Shital Rajendra	At - Wakadi	8482898918	gore.12325@gmail.com	<i>Goresk</i>	<i>Goresk</i>
30	Wadekar Swati vilas	Loni	7517629939	swatiwadekar2019@gmail.com	<i>Swati</i>	<i>Swati</i>
31	Saindane Sonali Babasaheb	At - Dattanagar	9689922719	shindanesonali2@gmail.com	<i>Saindane</i>	<i>Saindane</i>
32	Bhosale kishor Babasaheb	Loni	7709546863	bhosale lockor 39@gmail.com	<i>Bhosale</i>	<i>Bhosale</i>
33	Saphale Ashmini sagadu	Shrirampur	8999030961	ashminisaphale0@gmail.com	<i>Ashmini</i>	<i>Ashmini</i>
34	Jangam Aditi Sanjay	Loni	9767062855	aditijangam@gmail.com	<i>Jangam</i>	<i>Jangam</i>
35	Modhe Yogita kisan	Dachbhe	7020249066	yogita102@gmail.com	<i>Modhe</i>	<i>Modhe</i>
36	Modhe Prashant Balasaheb	Loni	9172726879	Prashantmodhe2019@gmail.com	<i>Modhe</i>	<i>Modhe</i>
	Modhe Prashant Ashwini Sopan	PECI Loni	765712220	ashwini157@gmail.com	<i>Modhe</i>	<i>Modhe</i>



Pat. G. T. Gund

PIRENS Technical Campus
Institute of Business Management and Administration
Digital Marketing: Challenges and Opportunities

Sr.No	Name of the Participant	Address	Contact No	Email id	Signature	
					27/2/2019	28/2/2019
37	Lokhande Harshad Rajendra	AP A'bad. A'bad.	8605034649	hrlokhande97@gmail.com	Harshad	Harshad
38	Musale Akanksha Anam	Loni Tal. Rahata		musaleakanksha2@gmail.com	Akanksha	Akanksha
39	Dive Sujata Anam	AP Durgapur.	8378033544	zujatodive1999@gmail.com	Sujata	Sujata
40	Waman Kajani Rajambur	Kolhe wadi	9096519814	kajaniwaman97@gmail.com	Kajani	Kajani
41	Yelmune Swati nanulu	Kakadu	9119495940	swatiyelmane@gmail.com	Swati	Swati
42	Katlag Saurabh Railas	AP. Sadulpur	9158794613	Saurabhkatlag1122@gmail.com	Katlag	Katlag
43	Jyotkup Dhirey Thomey	Kunoli	9689419192	dhireyjyotkup24597@gmail.com	Dhirey	Dhirey
44	Tajankar Rohini uttam	At/p. mamtapur.	9075484393	rohinijyotkar23@gmail.com	Rohini	Rohini
45	Kale Piyush Anjan	Loni	7709492595	Piyush.kale.999@gmail.com	Piyush	Piyush
46	Trupti Kailas Jengade	AP akade.	9370660159	truptijengade777@gmail.com	Trupti	Trupti
47	Chopase Ashwinimahasy	mbuisgaon	4881810403	cmchopase@gmail.com	Chopase	Chopase
48	Dake Ankita Shamsunder	Sangamner	7798539357	ankitadake1997@gmail.com	Ankita	Ankita
49	Tanjure Rohini Ganesh		8788319638	rohini185200@gmail.com	Rohini	Rohini
50	Deepali Rajendra Gudgha	AP. Rahata	8788634388	deepaligudgha5199@gmail.com	Deepali	Deepali
51	Gore Shubham Subhakar	Ajuri	7156033640	goreshubham2017@gmail.com	Shubham	Shubham
52	Makhar Yashwant Naardan	Loni	9049463228	Yashwantmakhar16@gmail.com	Yashwant	Yashwant
53	Makar Amol vasant	Ekurkhe	9767653952	amolmakar0@gmail.com	Amol	Amol
54	Tambe. Tejswini. kunibath.	A/p. Dakh-BK.	8975848765.	tejswini.tambe@gmail.com	Tejswini	Tejswini



Prof. G. T. Gund

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 Institute of Business Management and Administration
 Digital Marketing: Challenges and Opportunities

Sr.No	Name of the Participant	Address	Contact No	Email id	Signature	
					27/2/2019	28/2/2019
55	Baidich Akshada sapan		906763 5860	baidichakshada00@gmail.com		
56	Anutadha vijay gholar	Sangamner	7745868268	anutadhasholar@gmail.com		
57	Tambe Kamini Subhraj	DUDH. B.K Tal	7219484699	Tambekamini02@gmail.com		
58	Kokate Krutika Balasahab	Old - Kaverwadi, Kopargaon	9390177606	KokateKRUTIK95@gmail.com		
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65	Gunjyal Atishay Ramesh	Himgaon	955 2305153	gunjyal832@gmail.com		
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69	Tribhuvan Shradha Shrad.	PREC, Loni	9130523495	shradhastribhuvange@gmail.com		
70	Shehal Kulkarni Dawunge	Sangamner	7219562523	shehalkulkarni9@gmail.com		
71	Hivarkar Rutuja Ajitkumar	Rahata.	9146204550	rutujahivarkar@gmail.com		
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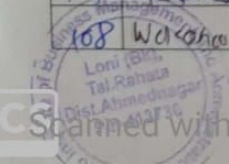
Sr.No	Name of the Participant	Address	Contact No	Email id	Signature	
					27/2/2019	28/2/2019
73	Lothande Smta Balasahb	Belapur .	7030676680	Snehalekhande123@gmail.com	Sneha	Sneha
74	Burhade Aditya Pradip	Loni	9970738213	adityaburhade2015@gmail.com	Aditya	Aditya
75	Darekar vijay Ashokrao	Chapaner.	4046640897	-	Vijay	
76	Buase Sushli Gopal	Kelgaegar	9309855454	-	Sushli	
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136	Jagthane sandeep Subhan	Rahuri	9767332793	sandeepjagthane90@gmail.com	Sandeep	Sandeep
137	Mhaskte Akshay Anuraj	Parner	9130828819		Mhaskte	Mhaskte
138	Thitorme Shital Shitaji	Sangmer	7721054884	shitalthitorme@gmail.com	Shital	Shital



Prof. G. T. G...

National Level Seminar

On

"Digital Marketing: Challenges & Opportunities" On 27th & 28th Feb. 2019

FEEDBACK FORM

(Instruction: Circle the number to indicate your level of agreement/disagreement with each of the aspects of seminar delivered. 1-Poor, 2-Average, 3-Good, 4-Best, 5-Excellent)

A. Seminar Design:

- | | | | | | | |
|----|------------------------------------|---|---|---|---------------------------------------|---|
| 1. | The program content met my needs | 1 | 2 | 3 | <input checked="" type="checkbox"/> 4 | 5 |
| 2. | Length of the Session was adequate | 1 | 2 | 3 | <input checked="" type="checkbox"/> 4 | 5 |

B. Evaluation of Resource Person in stated area:

- | | | | | | | |
|----|---|---|---|---------------------------------------|---------------------------------------|---------------------------------------|
| 1. | Whether Content presented was in an organized manner | 1 | 2 | <input checked="" type="checkbox"/> 3 | 4 | 5 |
| 2. | Content was presented clearly and effectively | 1 | 2 | 3 | 4 | <input checked="" type="checkbox"/> 5 |
| 3. | Was the Speaker effective to answer questions from the audience | 1 | 2 | 3 | <input checked="" type="checkbox"/> 4 | 5 |
| 4. | Presentation aids/audiovisuals were used effectively | 1 | 2 | 3 | <input checked="" type="checkbox"/> 4 | 5 |
| 5. | Content delivery was effective | 1 | 2 | <input checked="" type="checkbox"/> 3 | 4 | 5 |
| 6. | Content met stated objectives | 1 | 2 | <input checked="" type="checkbox"/> 3 | 4 | 5 |
| 7. | Content presented was applicable to my practice | 1 | 2 | 3 | <input checked="" type="checkbox"/> 4 | 5 |
| 8. | Whether the hospitality given was appropriate? | 1 | 2 | 3 | <input checked="" type="checkbox"/> 4 | 5 |

As a result of attending this seminar, I see the value to me in the following ways (check all that apply):

- I gained one or more specific ideas that I can implement in my area of practice.
- I learned a new approach to exchange my skills.
- It may help me do a better.
- I do not see the impact of this session on me.
- Other

D. Overall I would rate this Seminar as:

- Excellent
- Good
- Average
- Poor

National Level Seminar
On
"Digital Marketing: Challenges & Opportunities" On 27th & 28th Feb. 2019
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(Approved by AICTE, New Delhi, Permanently affiliated to Savitribai Phule Pune University and recognized under 2F & 12B of UGC Act 1956)


Ap-Loni Bk. Tal, Rahata Dist-Ahmednagar, Maharashtra, Pin-413736




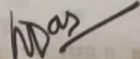
National Level Seminar on
Digital Marketing : Challenges and Opportunities

Certificate

This is to certify that Dr./Prof./Mr./Ms. Sudam Shinde of
IBMR, Chakan attended the
National Level Seminar on 'Digital Marketing : Challenges and Opportunities' Jointly organized by PIRENS Institute of Business Management and Administration (IBMA), Loni Bk. and Savitribai Phule Pune University, Pune on 27th & 28th February 2019. She/He presented paper entitled "Digital Marketing Vs. Traditional Marketing."


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Co-Convener


Dr. G. I. Gund
Convener


Dr. B. B. Das
Director