

"Dissemination of Education for Knowledge, Science & Culture"  
-Shikshanmaharshi Dr. Bapuji Salunkhe



*Shri Swami Vivekanand Shikshan Sanstha's*  
**VIVEKANAND COLLEGE, KOLHAPUR**  
B.Sc. Comp Sci.(Entire) and B.C.A. Department  
Jointly organize

### One Day National Workshop on Digital Marketing

#### Program

- Sanstha Prayer : From Cassette
- Welcome & Introduction : Miss Pallavi M. Dessai.  
Convener B.C.S. Dept. Vivekanand College, Kolhapur.
- Chief Guest Speech : Dr. R. V. Kulkarni  
H.O.D., M.C.A. Dept. CSIBER, Kolhapur.
- Key-Note Speaker : Mr. Khush Bhardwaj.  
AVP Digital Consultant/Head Mymoney, Mantra and StartUp
- Chairperson Speech : Mr. S.M. Ruikar  
Acting Principal Vivekanand College, Kolhapur.
- Thanks Giving : Miss. Nadiya Patel
- Anchoring :Miss. Samiksha Pharakate.

Venue :- B.C.S. Department, Biotechnology Building, Vivekanand College

Date :- 03/02/2020

Time :- Moring 10:00 P.M.

## Organizing Committee

**Prin. Dr. S.Y.Hongekar**  
(Organizing Secretary)  
**Dr. Kailas Patil**  
(I.Q.A.C. Co ordinator)  
**Prof. Dr. M.M. Karanjkar**  
(Dean- Science Faculty)  
**Prof. Mrs. R. Y. Patil**  
( Dean- Professional courses)  
**Mr. Rajesh R. Mane**  
**Ms. Vaishali D. Patil**  
**Mr. Namdev P. Mote**  
**Mr. R.S.Sawant**  
**Ms. Vaishali C. Dalvi**  
**Mrs. Megha Patil**  
**Mrs. Neeta N. Bargale**  
**Ms. Radhika M. Patil**  
**Ms. Nadiya D. Patel**

### How to Reach Kolhapur

- \* Ujalawadi Airport is 10 km from the main city of Kolhapur.
- \* There are number of Trains that leaves Dadar, Mumbai, Solapur, Bangalore etc. for Kolhapur.
- \* Kolhapur can be reached easily from Mumbai, Goa, Solapur and other places ....



## Our Inspiration

### Hon. Shri. Chandrakant (Dada) Patil

State President BJP Maharashtra,  
President, Shri Swami Vivekanand Shikshan Sanstha,  
Kolhapur.

### Hon. Prin. Abhaykumar Salunkhe

Chairman, Shri Swami Vivekanand Shikshan Sanstha,  
Kolhapur.

### Hon. Prin. Mrs. Shubhangi Gavade

Secretary, Shri Swami Vivekanand Shikshan Sanstha,  
Kolhapur.

### Venue :

B.C.S. department biotechnology building  
Vivekanand College, Kolhapur.

To,

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**From : Dr. S. Y. Hongekar,**

Principal,  
Vivekanand College, Kolhapur.  
(Autonomous) - 416 003.  
Contact (0231) 2658612

"Education for Knowledge, Science"  
- Shikshanmaharshi Dr. Bapuji Saikrishna



Shri Swami Vivekanand Shikshan Sanstha's

**VIVEKANAND COLLEGE, KOLHAPUR**  
(Autonomous)

(NAAC Accredited 'A' with-CGPA 3.24 in 3rd cycle.  
College with Potential for Excellence )

Website : [www.vivekanandcollege.org](http://www.vivekanandcollege.org)

**One Day National Workshop**  
on  
**Digital Marketing**  
3rd March, 2020



Organized by  
**Department of B.Sc. (CS Entire)**  
& **B.C.A.**

**VIVEKANAND COLLEGE, KOLHAPUR**  
(Autonomous)

In association with makeintern and  
Kshitij IIT Kharagpur

gives us immense pleasure to cordially invite you to participate in One Day National workshop on "Digital Marketing" organized by Department of B.Sc. (Computer Science Entire) & B.C.A. Vivekanand College, Kolhapur (Autonomous).

### Theme of Workshop

Digital Marketing is a part of marketing that uses the internet and online based digital technologies such as personal computers, mobiles, TAB's and other digital media to promote products and services. There are various ways how brands can use digital marketing to benefit their marketing efforts. The use of digital marketing in the digital era allows all brands to market their products and services, and also allows for online customer support through 24/7 services. The use of social media allows brands to receive both positive and negative feedback from their customers as well as to know what media platforms work well for them. It is now common for consumers to post feedback online through social media sources, blogs and websites on their experience with a product or brand.

Digital Marketing is the promotion of products or services through various digital channels to reach the target audience. It ensures that the right message reaches the right person at the right time. The increased usage of internet has a great influence on the education sector. The Internet has become the major search

platform for all, starting from courses, schools or colleges, study material and even fee payment method has become online. This indicates that the educational institutions must mark their presence online to reach more students, existing as well as prospects.

In today's era of competition, institutions need to adapt to effective digital marketing strategies to go through new changes. Educational industries should keep this in mind and work on their digital presence to reach a large number of students & parents with ease.

### About College

Shri Swami Vivekanand Shikshan Sanstha, the second largest educational institution in Maharashtra was established in 1954 by Shikshan Maharshi Dr. Bapuji Salunkhe. The sanstha with its headquarter at Kolhapur started functioning by opening 5 secondary schools. Now after 64 years it has grown up to 373 educational units from preprimary to post graduates level in various streams including Education, Nursing, Law, Engineering, Pharmacy, Hotel Management and vocational courses along with conventional streams.

Vivekanand college, an institution of academic excellence and achievements is one of the best colleges in Maharashtra. Last few years have been extremely successful and satisfying in terms of academic, sports and culture. The college has been topping the University in the field of Academics for last 18 years by obtaining

maximum number of merit scholarship. The college has a tradition of excellence in sports and extra-curricular activities. The college has been identified twice as College of Excellence by U.G.C. and also included in the list of scheme of star college by D.B.T. It is reaccredited with "A" grade by N.A.A.C., Bangalore.

The department of B.Sc. (Computer Science Entire) has been Established in the year of 2000. The Department of B.C.A was started in the year 2008.

### PROGRAMME SCHEDULE

Tuesday 3<sup>rd</sup> March 2020

9.00 a.m.-10.00 a.m	Registration and breakfast
10.00 a.m.-11.00 a.m	Inaugural Session
11.00 a.m.-1.30 p.m	Session-I
1.30 p.m.-2.30 p.m	Lunch Break
2.30 p.m.-3.30 p.m	Session-II
3.30 p.m.-4.00 p.m	Tea break
4.00 p.m.-5.30 p.m	Session-III
5.30 p.m.-6.00 p.m	Valedictory Session

### Registration Fees

For teachers- Rs. 500/-

### Address for Communication

Convener – Miss Pallavi M. Dessai  
 Mobile No-9422075431  
 Email- pallavi03dessai@gmail.com

Mr. Vijay Pujari  
 Mobile No- 8669032554  
 Email-vijaypujar2574@gmail.com

## खूश भारद्वाज : विवेकानंद महाविद्यालयात डिजिटल मार्केटिंग कार्यशाळा उत्साहात व्यवसायवाढीसाठी डिजीटल मार्केटिंग आवश्यक

लोकमत न्यूज नेटवर्क

कोल्हापूर : आजच्या स्पर्धात्मक युगात आपला व्यवसाय वाढवायचा असेल तर डिजिटल मार्केटिंग आवश्यक आहे, असे मत आय.आय.टी. खरगपूर येथील ट्रेनर खूश भारद्वाज यांनी केले.

विवेकानंद कॉलेज (स्वायत्त) व मेक इन टर्न, क्षितीज आय.आय.टी. खरगपूर यांच्या संयुक्त विद्यमाने आयोजित डिजिटल मार्केटिंग या विषयावरील एकदिवसीय कार्यशाळेत ते बोलत होते. अध्यक्षस्थानी प्रा. एस. एम. रुईकर होते. सायबर इन्स्टिट्यूटचे



डॉ. आर. व्ही. कुलकर्णी प्रमुख उपस्थित होते.

या कार्यशाळेत त्यांनी डिजिटल मार्केटिंगविषयी मार्गदर्शन करताना

भविष्यातील संधी, आव्हाने याबद्दल माहिती दिली. तसेच ब्लॉग रायटिंग, जाहिरात याबाबत प्रत्यक्षिकासह माहिती दिली. कार्यशाळेचे आयोजन महाविद्यालयाचे प्राचार्य डॉ. एस.

विवेकानंद वर्जलेज व मेक इन टर्न क्षितीज आय.आय.टी. खरगपूर यांच्या कार्यशाळेत खूश भारद्वाज यांनी मार्गदर्शन केले.

वाप. होनगेकर यांच्या मार्गदर्शनाखाली बी. एससी. कॉम्प्युटर सायन्स (एंट्रापर) व बी.सी.ए. विभागाने केले. सदर कार्यशाळेत देशभरातील विविध महाविद्यालयांतील प्राध्यापक आणि विद्यार्थी सहभागी झाले होते. बी.सी.एस. विभागप्रमुख प्रा.पल्लवी देसाई यांनी स्वागत केले. प्रा. नादिया पटेल यांनी आभार मानले. प्रा. सनीक्षा फराकटे यांनी सुप्रसंचालन केले. यावेळी बी.एससी. कॉम्प्युटर सायन्स व बी.सी.ए. विभागातील सर्व प्राध्यापक, फर्मचारी व विद्यार्थी, विद्यार्थिनी उपस्थित होत्या.

Hello Kolhapur  
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## One day National Workshop on "Digital Marketing"

