

Anekant Education Society's

ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)

Baramati, District-Pune, State-Maharashtra, India-413 102

RELIGIOUS MINORITY INSTITUTION

AICTE Approved; DTE Code: 6731

NAAC Accredited

Affiliated to Savitribai Phule Pune University, Pune

Website : www.aimsbaramati.org

Email ID : director.aimsbaramati@gmail.com

Academic Year :

Industrial Board of Mentors (Marketing)- Activity Report File

Name of Activity: Digital Mktg. Workshop & Clip Champ Contest

Course: MBA II (Sem III- All Spclzn)

Academic Year: 2024- 2025

Duration: 3 Days

Start & Date: (Thurs.) 29/08/2024 to (Sat.) 31/08/2024

Resource Person: Mr. Kiran Pawar & Ms. Samruddhi Kale
Fusion Infinity Solutions, Baramati

Faculty Coordinator: Dr. S. S. Khatri & Dr. S.V. Khatavkar



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Anekant Institute of Management Studies (AIMS)

Workshop Day & Date: Thurs. 29/08/2024 to Sat. 31/08/2024

Clip Champ Contest: Wed. 04/09/2024

Digital Marketing Workshop + Clip Champ Contest

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Anekant Institute of Management Studies (AIMS)

Religious Minority Institution

(Accredited with B++ (CGPA 2.93) by NAAC & Permanently Affiliated to SPPU)

Report on Digital Marketing Workshop & Clip Champ Contest

Duration:

Workshop: 29/08/2024 to 31/08/2024

Contest: 04/09/2024

To

The Director
AIMS, Baramati

Respected Sir,

I am pleased to submit a detailed report on the recently conducted 'Digital Marketing Workshop' and the subsequent 'Clip Champ Contest.' This workshop marked the first activity discussed in the initial meeting of the Industrial Board of Mentors (Marketing).

Workshop Details:

The Digital Marketing Workshop was held over three days for MBA II year students from Thursday, 29th August 2024, to Saturday, 31st August 2024. The inauguration was anchored by Mr. Jaykumar Shah (MBA II Year), with directorial remarks delivered by Dr. M.A. Lahori.

For the first two days, Mr. Kiran Pawar, Founder & Director of Fusion Infinity Solutions, Baramati, was the primary expert. The final day's session, focusing on 'Instagram Marketing,' was conducted by Ms. Samruddhi Kale, a team member of Fusion Infinity Solutions.

Clip Champ Contest:

Following the workshop, a Clip Champ Contest was organized on Wednesday, 4th Sept. 2024.

A total of 11 teams, each comprising two members, participated in the contest.

The internal evaluation was conducted by Prof. Hemraj Giri, AIMS, Baramati. The vote of thanks was proposed by Prof. (Dr.) D.P. More, Academic Coordinator. The winners were announced by Prof. (Dr.) S.S. Khatri, Workshop & Contest Coordinator.

The results of the contest are as follows:

- **1st Place:** Team Oleander (Kshirsagar Sonal & Randive Apeksha)
- **2nd Place:** Team Dynamic Innovators (Kulkarni Poomima & Kulkarni Netra)
- **3rd Place:** Team Queens (Abnave Rutuja & Chavan Pratiksha)

The winning teams were awarded certificates of commendation.

Feedback:

The feedback collected from the participants was positive, indicating that the workshop and contest were well-received and appreciated.

This report is submitted for your kind perusal.

Regards,

Prof. (Dr.) S. S. Khatri
Workshop & Contest Coordinator





Felicitation of Digital Marketing Expert Mr. Kiran Pawar, Founder & Director, Fusion Infinity Solutions, Baramati



Dr. M. A. Lahori, Director AIMS interacting with students



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Anekant Institute of Management Studies, Baramati

Industrial Board of Mentors (Marketing) Interface- Digital Marketing Workshop 2024
Day & Date – Friday 30/08/2024 (DAY- 2)



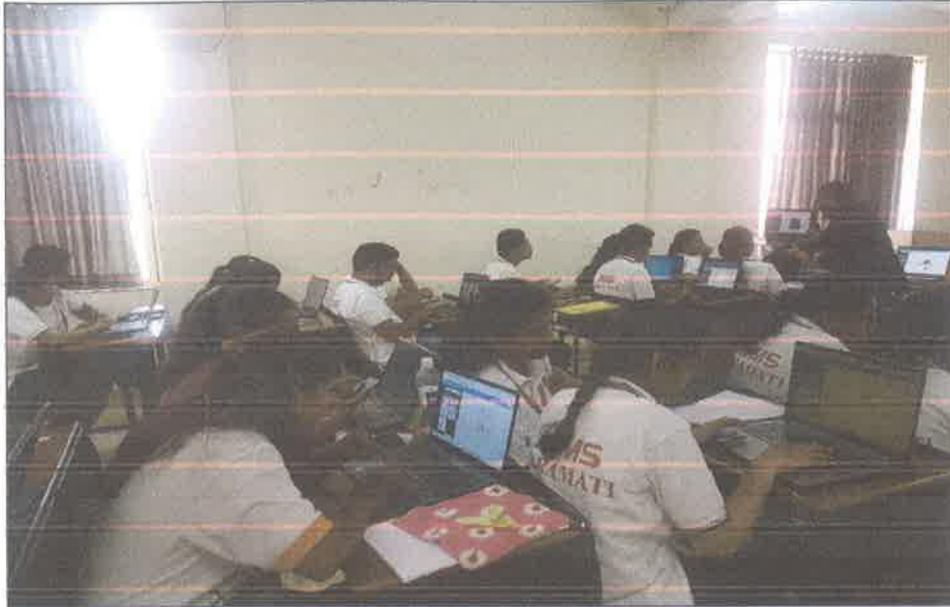
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Industrial Board of Mentors (Marketing) Interface- Digital Marketing Workshop 2024

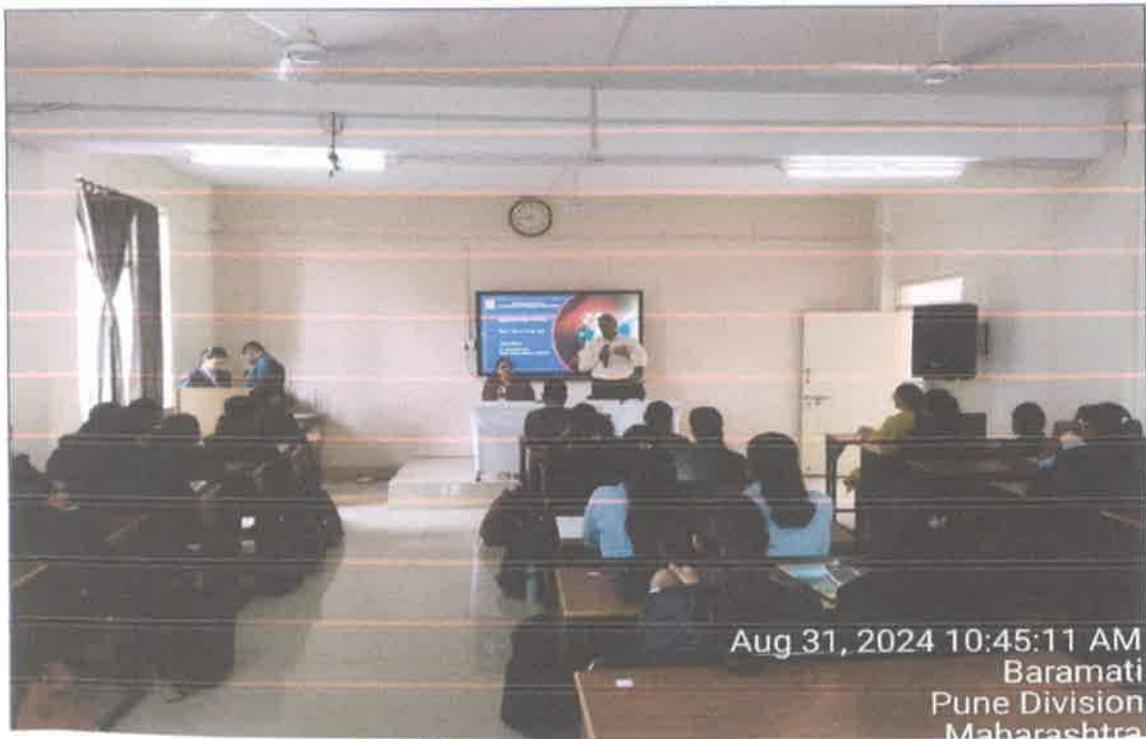
Day & Date – Friday 30/08/2024 (DAY- 2)



(11)



Ms. Samruddhi Kale, Fusion Infinity Solutions during session on 'Instagram Marketing'



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Industrial Board of Mentors (Marketing) Interface- Digital Marketing Workshop 2024
Day & Date – Saturday 31/08/2024 (DAY-3)



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Anekant Institute of Management Studies, Baramati

**Industrial Board of Mentors (Marketing) Interface- Digital Marketing Workshop 2024
Day & Date – Wednesday 04/09/2024 (Clip Champ Contest)**

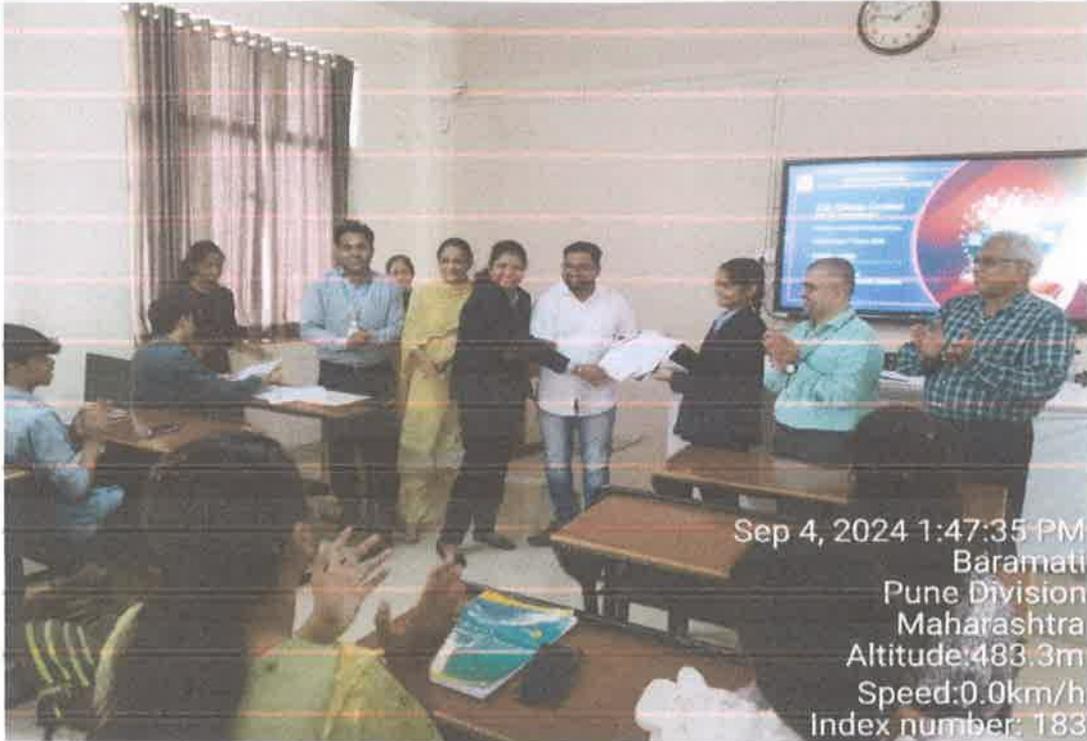


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Industrial Board of Mentors (Marketing) Interface- Digital Marketing Workshop 2024

Day & Date – Wednesday 04/09/2024 (Clip Champ Contest)



Sep 4, 2024 1:47:35 PM
Baramati
Pune Division
Maharashtra
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Index number: 183

2nd Prize- Dynamic Innovators (Kulkarni Netra & Kulkarni Poornima)



Sep 4, 2024 1:44:42 PM
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Industrial Board of Mentors (Marketing) Interface- Digital Marketing Workshop 2024
Day & Date – Wednesday 04/09/2024 (Clip Champ Contest)



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Anekant Institute of Management Studies, Baramati

Industrial Board of Mentors (Marketing) Interface- Digital Marketing Workshop 2024



Group Photo

S.Khatri

**Dr. S.S.Khatri
Workshop Coordinator**



Activity Expenditure

Anekant Education Society
Anekant Institute of Management Studies
Baramati

Payment Voucher

Voucher Number : 155
Voucher Date : 2-Sep-2024

Particulars		DR. Rs.	CR. Rs.
Debit A/c	Student Activity Exps	3,003.00	
Credit A/c	Axis Bank		3,003.00

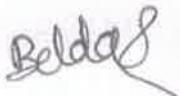
Bank Transaction Details:

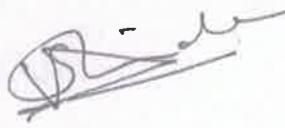
Cheque Inst No: Dtd : 29-Aug-2024 ₹ 3,003.00

Narration : Being paid to Dr. Lahori against Digital Marketing Workshop Competition and give prize to students. 1.1501/- 2.1001/- and 3.501/-.

Total 3,003.00 3,003.00

In Words : INR Three Thousand Three only.

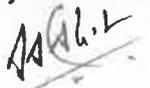

Accountant


O.S.


Director


Secretary

Sanctioned & Pay / Not Sanctioned



Treasurer

Received From the Treasurer Anekant Institute of Management Studies



Signature of Receiver

97



**Anekant Education Society's
Anekant Institute of Management Studies (AIMS)
Religious Minority Institution,**

(Accredited with B++ (CGPA 2.93) by NAAC & Permanently Affiliated to SPPU)
Anekant Education Society Campus, Baramati, Dist-Pune, Maharashtra, PIN-413102

Date: 26/08/2024

To
The Secretary
AIMS, Baramati

Respected Sir,

**Subject: Budget Approval Digital Marketing Workshop- Industrial Board of
Mentors (Marketing) - Interface- Reg.**

We wish to conduct a 3- day "Digital Marketing Workshop" for MBA II Year students (Semester III) this week from (Thurs.) 29/08/2024 to (Sat.) 31/08/2024. The expert for the said workshop is Mr. Kiran Pawar, Founder & Director, Fusion Infinity Solutions, Baramati. The tentative expenses may be Rs. 6,000/-, nevertheless an imprest amount of Rs. 7,000/- may be sanctioned.

This is for your kind perusal and approval.

Regards,

Dr. M.A. Lahori
Director



Approved



**Anekant Education Society's
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Religious Minority Institution,**

(Accredited with B++ (CGPA 2.93) by NAAC & Permanently Affiliated to SPPU)
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This is for your kind perusal and approval.

Regards,

Dr. M.A. Lahori
Director



Approved



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Certificate of Commendation

— This is awarded to —

Kulkarni Netra Sunil

Team - Dynamic Innovators

for securing Second Position in Clip Champ Contest
held on 4th September, 2024.

Skhatri

Dr.S.S.Khatri

Workshop Coordinator

Dr. D. P. More

DR.D.P.More

Program Coordinator

Dr. M. A. Lahori

Dr.M.A.Lahori

Director



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Anekant Education Society's

Anekant Institute of Management Studies, Baramati

Certificate of Commendation

— This is awarded to —

Kulkarni Purnima Sheikrishna

Team - Dynamic Innovators

for securing Second Position in Clip Champ Contest
held on 4th September, 2024.

S.Khatri

Dr.S.S.Khatri

Workshop Coordinator

D.P.More

DR.D.P.More

Program Coordinator

M.A.Lahori

Dr.M.A.Lahori

Director





Anekant Education Society's

Anekant Institute of Management Studies, Baramati

Certificate of Commendation

❁ This is awarded to ❁

Abnave Rutuja

Team - Queens

for securing Third Position in Clip Champ Contest
held on 4th September, 2024.

Skhatri

Dr.S.S.Khatri

Workshop Coordinator

DR.D.P.

DR.D.P.More

Program Coordinator

Dr.M.A.Lahori

Dr.M.A.Lahori

Director





Anekant Education Society's

Anekant Institute of Management Studies, Baramati

Certificate of Commendation

— This is awarded to —

Chavan Pratiksha

Team - Queens

for securing Third Position in Clip Champ Contest
held on 4th September, 2024.

Skhatri

Dr.S.S.Khatri

Workshop Coordinator

Dr. D. P. More

DR.D.P.More

Program Coordinator

Dr. M. A. Lahori

Dr.M.A.Lahori

Director



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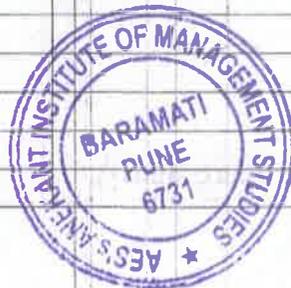


Anekant Education Society's
Anekant Institute of Management Studies (AIMS)
Digital Marketing Workshop- Clip Champ Contest
Evaluation Sheet

Date: 4th Sept. 2024

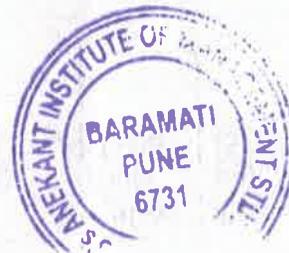
Day: Wednesday

Sr. #	Student Name	Group Name	Topic Relevance (5 Marks)	Video Creativity (5 Marks)	Use of AI Tools (5 Marks)	Presentat-ion Skills (5 Marks)	Number of Likes	Conver-sion of Likes	Total Marks (Out of 30)
1		Dynamic Duo	3	4	3	3	18	2	17
2		Reel master	2	3	0	3	30	3	14
3		Pixel Partners.	2	3	2	3	26	3	16
4		Two star.	3	2	0	2	27	3	13
5		Dynamic Masters	4	4	5	4	25	3	23
6		Oleander	5	5	4	4	28	3	24
7		SP Group	3	3	0	3	24	3	15
8		V & Group.	2	3	0	2	21	3	15
9		MBA Striker	2	2	3	2	23	3	14
10		Power Pulse.	3	3	1	2	19	2	13
11		Queens	4	4	2	3	21	3	19
12									
13									
14									
15									
16									
17									
18									
19									



Sr .#	Student Name	Group Name	Topic Relevance (5 Marks)	Video Creativity (5 Marks)	Use of AI Tools (5 Marks)	Presentat-ion Skills (5 Marks)	Number of Likes	Conver-sion of Likes	Total Marks (Out of 30)
20									
21									
22									
23									
24									
25									
26									
27									
28									
29									
30									

Name & Signature of Judge: Mr. Kiran Pawar
(Fusion Infinity Solutions, Baramati)





Anekant Education Society's
Anekant Institute of Management Studies (AIMS)
Digital Marketing Workshop- Clip Champ Contest
Evaluation Sheet

in short

Date: 4th Sept. 2024

Day: Wednesday

Sr. #	Student Name	Group Name	Topic Relevance (5 Marks)	Video Creativity (5 Marks)	Use of AI Tools (5 Marks)	Presentat-ion Skills (5 Marks)	Number of Likes	Conver-sion of Likes	Total Marks (Out of 30)
1	Nashirah	Dynamic DUD	5	3	3	3	20	2	16
2	Reelmaster's	Reelmaster's	5	4	3	3	30	3	18
3	Snehal	Pixel Partners	5	3	3	3	26	2	16
4		2 stars	5	3	3	3	27	3	17
5		Dynamic Innovate	5	4	3	3	25	2	17
6		oleanders	5	5	3	3	28	3	18
7	Kalbhori	SP Group	5	3	3	3	24	2	16
8		OG Group	5	3	3	3	21	2	16
9		MBA stickers	5	3	3	3	23	2	16
10	Anjali	Team Power Pull	5	3	3	3	19	2	13
11		Queen's	5	3	3	3	21	2	14
12									
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17									
18									
19									

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Sr .#	Student Name	Group Name	Topic Relevance (5 Marks)	Video Creativity (5 Marks)	Use of AI Tools (5 Marks)	Presentat-ion Skills (5 Marks)	Number of Likes	Conver-sion of Likes	Total Marks (Out of 30)
20									
21									
22									
23									
24									
25									
26									
27									
28									
29									
30									

Evaluator: Prof. H.G. Gizi 

Name & Signature of Judge: Mr. Kiran Pawar
(Fusion Infinity Solutions, Baramati)





Anekant Education Society's
Anekant Institute of Management Studies (AIMS)
Digital Marketing Workshop- Clip Champ Contest
Evaluation Sheet

Date: 4th Sept. 2024

Intaslio promo clip

Day: Wednesday

Sr. #	Student Name	Group Name	Topic Relevance (5 Marks)	Video Creativity (5 Marks)	Use of AI Tools (5 Marks)	Presentation Skills (5 Marks)	Number of Likes	Conversion of Likes	Total Marks (Out of 30)
1		Dynamic	2	2	2	2	1 (18)	1	10
2									
3		Reel Master	2	2	2	2	3 (30)	2	13
4									
5		Dixiel	2	2	2	1	3 (26)	2	12
6									
7		Two stars	2	2	2	2	3 (27)	1	12
8									
9		Dynamic							
10		Innovator	3	3	3	3	3 (25)	2	17
11									
12		olenderz	3	3	4	3+1	3 (28)	2	19
13									
14		SP Group	2	2	2	2	2 (24)	2	12
15									
16		VG	2	2	2	2	2 (21)	2	12
17									
18		striker	2	2	2	2	2 (25)	2	12
19									

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Sr .#	Student Name	Group Name	Topic Relevance (5 Marks)	Video Creativity (5 Marks)	Use of AI Tools (5 Marks)	Presentat-ion Skills (5 Marks)	Number of Likes	Conver-sion of Likes	Total Marks (Out of 30)
20		Power	2	2	2	2+	1 (19)		10
21		pulse							
22									
23		Queens	4	4	4	4	2 (21)	4	22
24									
25									
26									
27									
28									
29									
30									

I

Name & Signature of Judge: Mr. Kiran Pawar
(Fusion Infinity Solutions, Baramati)





Anekant Education Society's (AES)

Anekant Institute of Management Studies (AIMS)

Clip Champ Contest (Following Digital Mktg. Workshop)- MBA II Sem III

[A.Y. 2024-2025] [Batch- 2023-2025]

Day & Date: Wednesday, 04/09/2024

Time: 10:00 AM

Theme: Intaglio Series- 2025

Sr. No.	Team	Name of the Student	Team Name	Signature of Student
1	I	Shinde Vaishnavi Anil	Dynamic Duo	<i>Shinde</i>
2		Nazirkar Sanika Dattatray		<i>Nazirkar</i>
3	II	Raisoni Nirmal Vikas	Reel Masters	<i>Nirmal</i>
4		Bhosale Aditya Nanaso		<i>ANB</i>
5	III	Shah Janhavi Milind	Pixel Partners	
6		Revate Snehal Santosh		<i>Snehal</i>
7	IV	Bhosale Shraddha Dadaso	Two Stars	<i>Shraddha</i>
8		Bhagat Nikita Rajaram		
9	V	Kulkarni Netra Sunil ✓	Dynamic Innovators (2)	<i>Netra Kulkarni</i>
10		Kulkarni Poonima Shrikrishna		<i>P. Kulkarni</i>
11	VI	Kshirsagar Sonal Prakash	Oleander Group (1)	<i>Sonal</i>
12		Randive Apeksha Shivaji		<i>A. Randive</i>
13	VII	Kudale Sagar Rajaram	SR Group	<i>Sagar</i>
14		Kalbhor Prathamesh Balaso		<i>Prathamesh</i>
15	VIII	Mane Vishal Tanaji	VG Group	<i>Vishal</i>
16		Bhapkar Gaurav Appaso		<i>Gaurav</i>
17	IX	Jamdar Mauli Dattatray	OM Group X	<i>Mauli</i>
18		Dhapate Om Janardhan		
19	X	Jadhav Atul Baba	MBA Strikers	<i>Atul</i>
20		Ghawale Ganesh Abhimanyu		<i>Ganesh</i>
21	XI	Borate Siddhi Satish	Power Pulse	<i>Siddhi</i>
22		Sonawane Anjali Dattatray		<i>Anjali</i>
23	XII	Abnave Rutuja	Rajhavi Queens (3)	<i>Rutuja</i>
24		Chavan Pratiksha		<i>Pratiksha</i>



Anekant Education Society's (AES)

Anekant Institute of Management Studies (AIMS)

Clip Champ Contest (Following Digital Mktg. Workshop)- MBA II Sem III

[A.Y. 2024-2025] [Batch- 2023-2025]

Day & Date: Wednesday, 04/09/2024

Time: 10:00 AM

Theme: Intaglio Series- 2025

Sr. No.	Team	Name of the Student	Team Name	Signature of Student
1	I	Shinde Vaishnavi Anil	Dynamic Duo	Shinde
2		Nazirkar Sanika Dattatray		Nazirkar
3	II	Raisoni Nirmal Vikas	Reel Masters	Nirmal
4		Bhosale Aditya Nanaso		ANB
5	III	Shah Janhavi Milind	Pixel Partners	
6		Revate Snehal Santosh		Revate
7	IV	Bhosale Shraddha Dadaso	Two Stars	Shres
8		Bhagat Nikita Rajaram		
9	V	Kulkarni Netra Sunil ✓	Dynamic Innovators (2)	Kulkarni
10		Kulkarni Poornima Shrikrishna		Pskullearnu
11	VI	Kshirsagar Sonal Prakash	Oleander Group (1)	Sonal
12		Randive Apeksha Shivaji		A.Randive
13	VII	Kudale Sagar Rajaram	SR Group	Kudale
14		Kalbhor Prathamesh Balaso		Prath
15	VIII	Mane Vishal Tanaji	VG Group	Mane
16		Bhaskar Gaurav Appaso		Bhaskar
17	IX	Jamdar Mauli Dattatray	OM Group X	Jamdar
18		Dhapat Om Janardhan		
19	X	Jadhav Atul Baba	MBA Strikers	Atul
20		Ghawale Ganesh Abhimanyu		Ghawale
21	XI	Borate Siddhi Satish	Power Pulse	Borate
22		Sonawane Anjali Dattatray		Sonawane
23	XII	Abnave Rutuja	Queens (3)	Abnave
24		Chavan Pratiksha		Chavan

Name & Signature of Activity Coordinator: Dr. S.S.Khatri





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Anekant Institute of Management Studies (AIMS)
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Ref: AES/AIMS/MBA/2024-25/8

Date: 02/09/2024

ANNOUNCEMENT- CLIP CHAMP CONTEST

'Digital Marketing Workshop- Clip Champ Contest'

We are excited to announce the Clip Champ Contest following a 3-day Digital Marketing Workshop.

This competition is open to all students *who participated in the Digital Marketing Workshop held in August 2024.*

Details of the Contest:

- **Event Date:** September 4, 2024 (Wednesday)
- **Duration:** 10:00 AM to 12:00 Noon (2 Hours)
- **Eligibility:** Students who attended the Digital Marketing Workshop in August 2024
- **Participation:** Group (Two Students only/Group)
- **Theme:** Intaglio Series- 2025
- **Video Duration:** Less than 90 Seconds (To be created on the contest date itself)
- **Presentation of all Videos:** 12:15 PM to 1:00 PM
- **Evaluation:** 1:00 PM to 1:30 PM
- **Judge:** Mr. Kiran Pawar, Founder & Director, Fusion Infinity Solutions, Baramati
- **Prizes:** **First Prize:** Rs. 1501 + Certificate
Second Prize: Rs. 1001 + Certificate
Third Prize: Rs. 501 + Certificate
- **Prize Distribution Ceremony:** 1:30 PM to 2:00 PM

How to Participate:

1. **Create:** Utilize AI tools learnt to produce a video based on the contest theme.
2. **Deadline:** Ensure your group participation (Student & Group Name) on or before **Tuesday, 11:00 AM.**

Dr. S.S. Khatri
Workshop Coordinator

Copy to: i) For Class Circulation
ii) Notice Board
iii) Office File



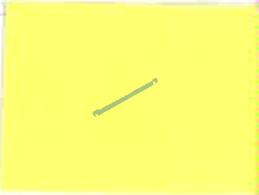
Dr. M.A. Lahori
Director, AIMS

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Feedback Form- Digital Marketing Workshop- Aug. 2024

21 responses

Publish analytics



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1. Name of Student

21 responses

Gaurav bhapkar

Vaishnavi Anil Shinde

Rutuja Abnave

Nirmal Vikas Raisonni

Apeksha Shivaji Randive

Bankar Prerana Pandurang

Kshirsagar Sonal Prakash

Atul baba jadhav

Ingawale Sandhya Tanaji

Aarti Rajendra Awate

Ghawle Ganesh Abhimanyu

Jedage Nikita Abaji

Jadhav Priti Ganesh

Kalbhori Prathamesh balaso

Netra kulkarni

~~Sakshi Maehhindra Rede~~

Chavan Pratiksha Nitin

Nazirkar Sanika Dattatray

Mane Vishal Tanaji

Jaykumar Gadiya

Chavan Priyanka sandesh



(66)

2. Mobile Number

21 responses

9370705208

9921610098

9322016497

7773977825

9561984272

9552605656

9545780858

7558545426

9730624647

7709498038

9307011106

8600491822

9689279675

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9518907041

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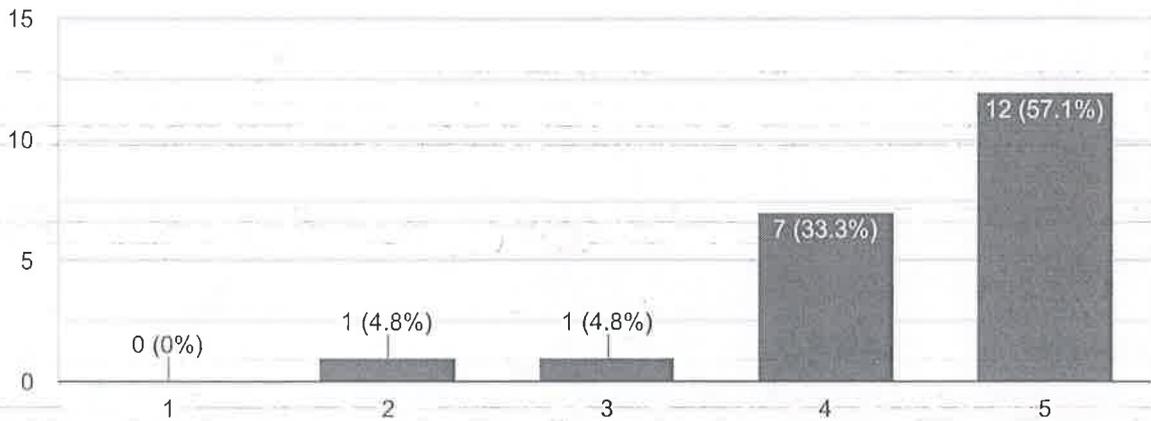
65



3. a. Please rate how well did the expert stimulate interest in class in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor)

Copy

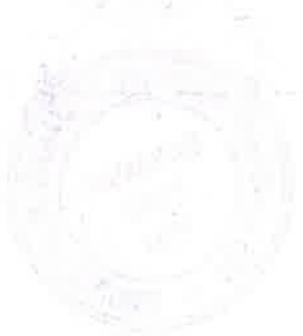
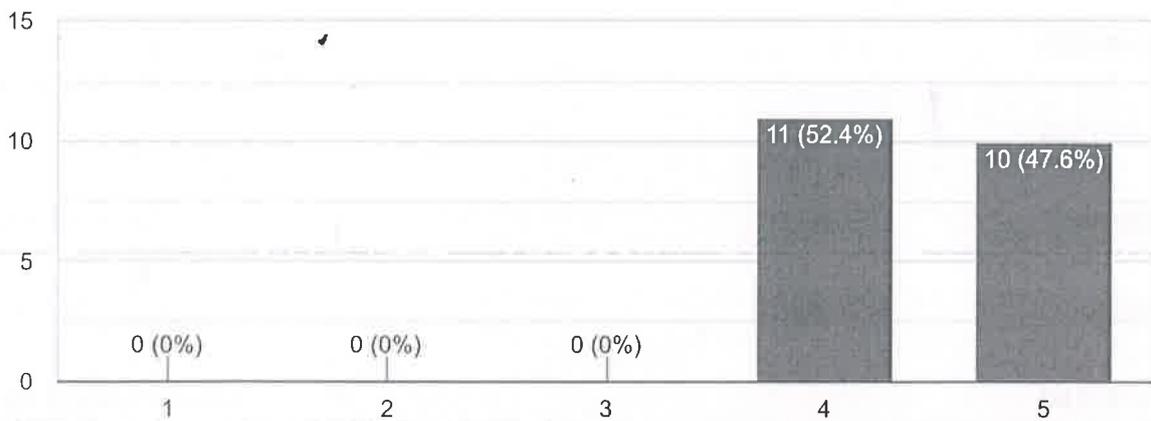
21 responses



3. b. Please rate the expert's ability in aiding your learning of digital marketing in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor)

Copy

21 responses



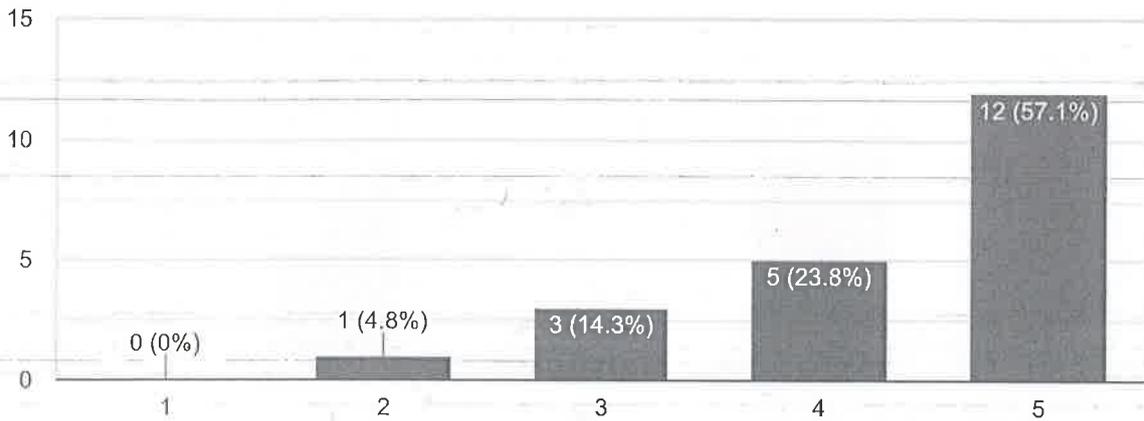
64



4. a. Please rate how well the Session helped you to learn digital marketing in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor)



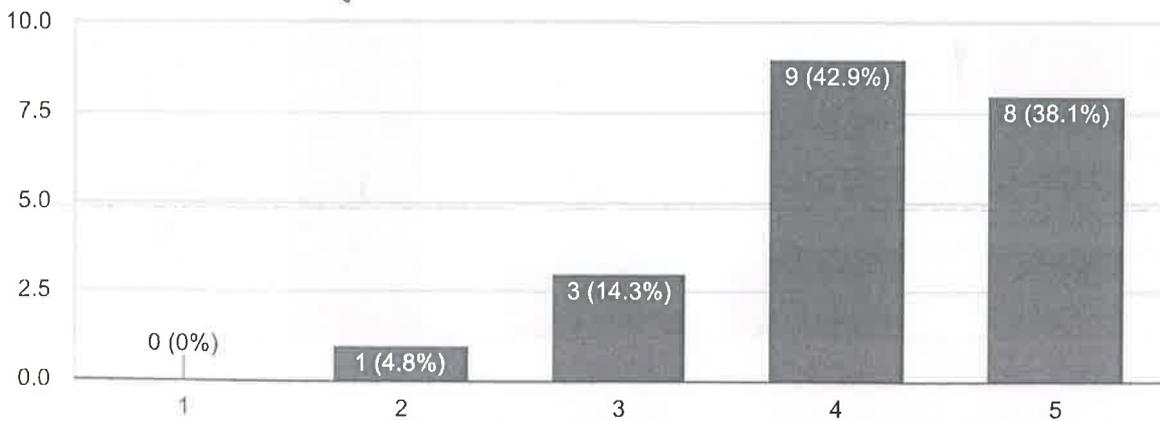
21 responses



4. b. Please rate the practical tasks undertaken during the workshop in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor)



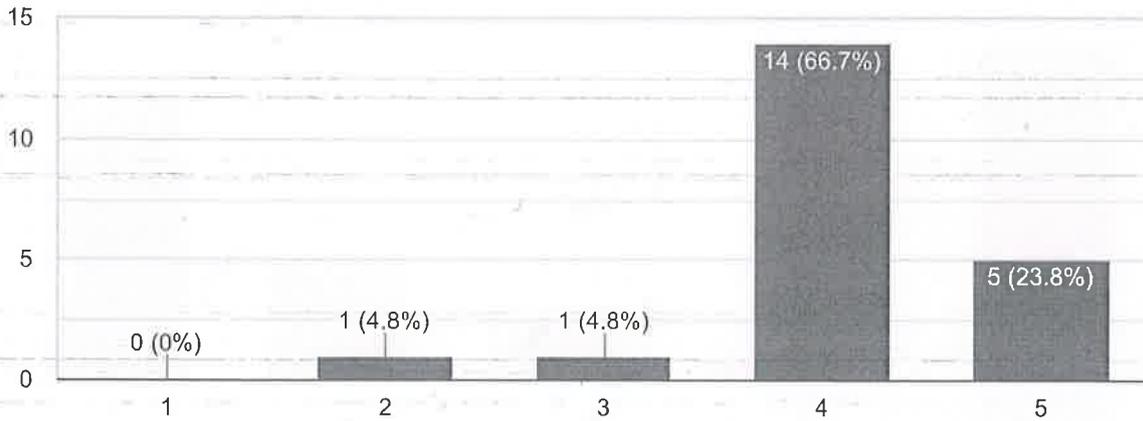
21 responses



4. c. Please rate how well was the session time utilized by the expert in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1- Poor)



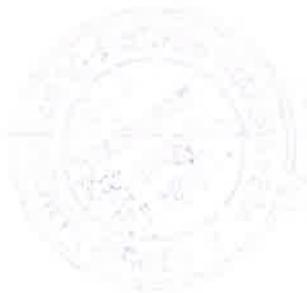
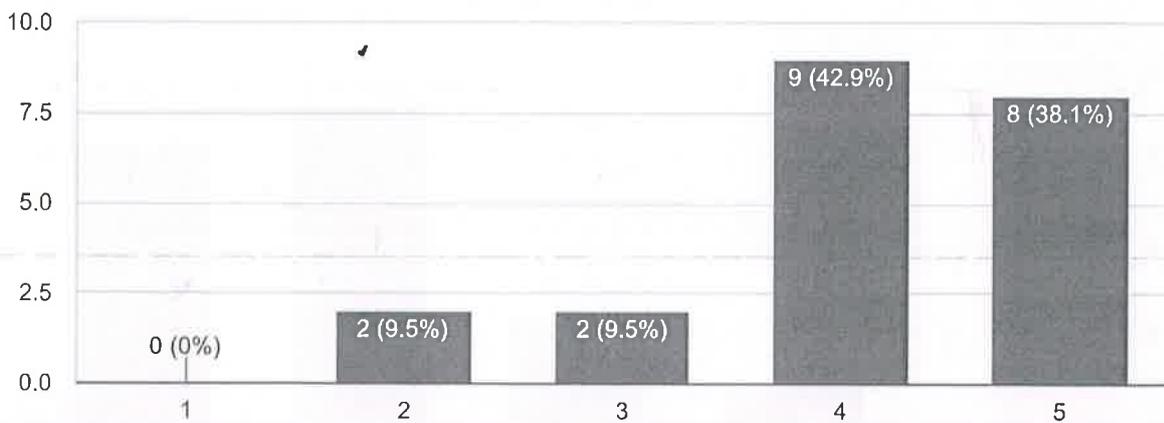
21 responses



5. a. Please rate how well was the workshop informed to you in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor)



21 responses



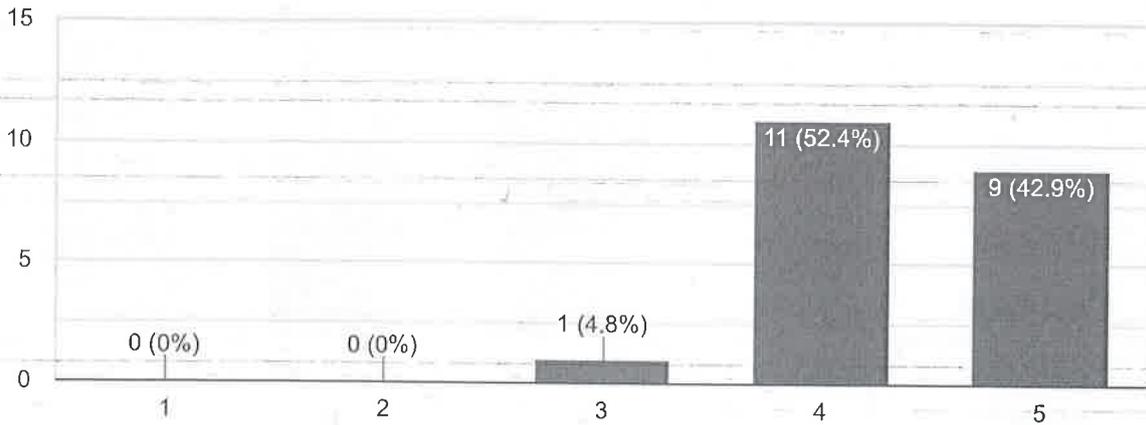
62



5. b. Please rate how well was the time managed by the Institute for the entire workshop in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2-Satisfactory; 1-Poor)



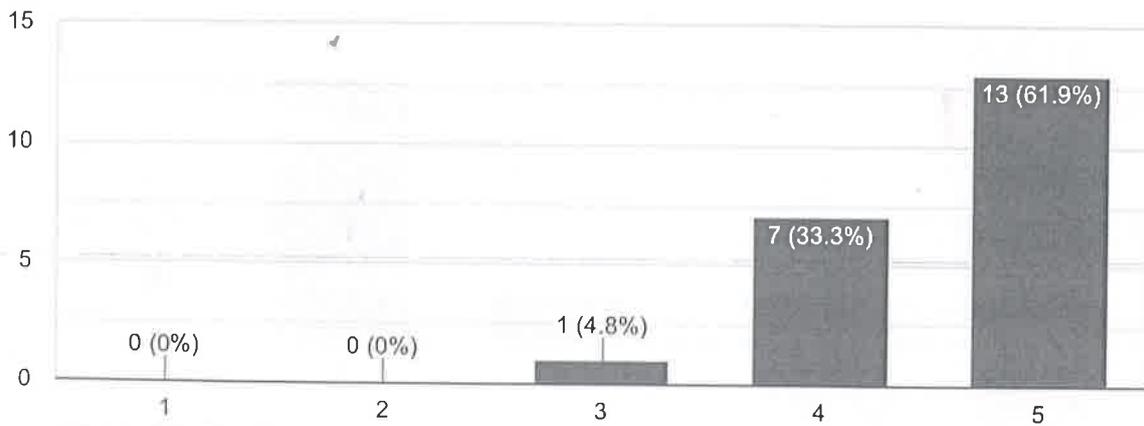
21 responses



5. c. Please rate how well was the workshop coordinated in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor)



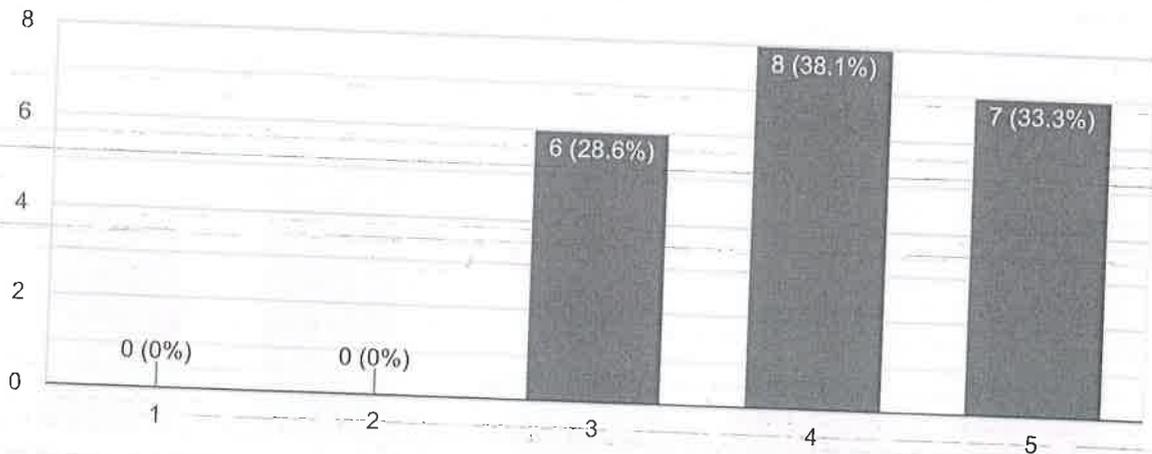
21 responses



6. Please rate how well was the duration of the entire workshop in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor)



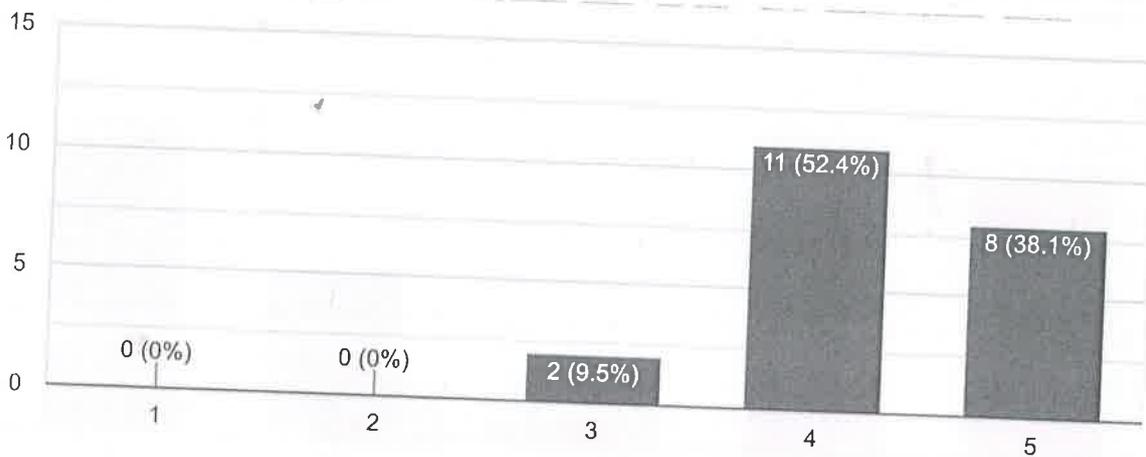
21 responses



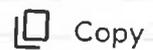
7. Please rate how well was the overall workshop in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor)



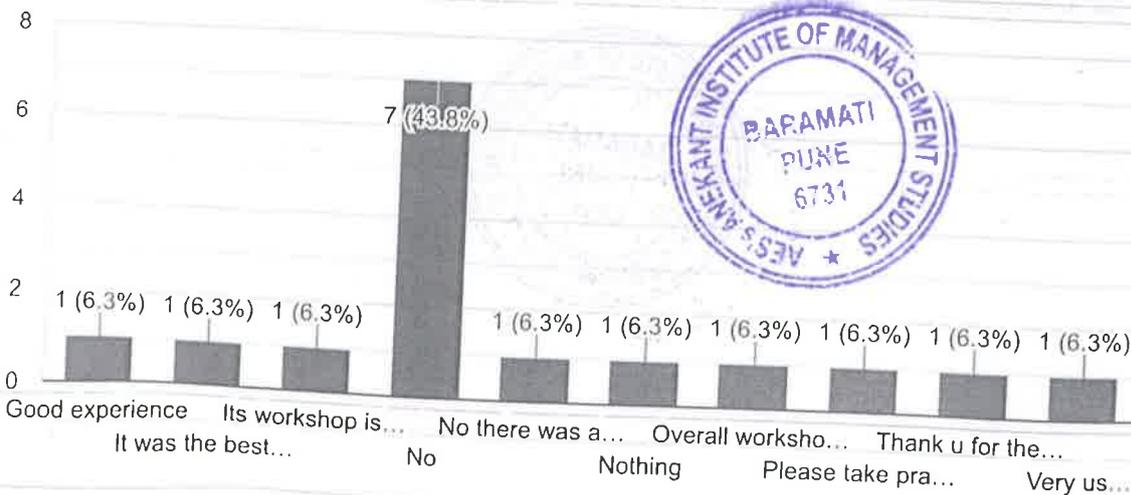
21 responses



8. Any other comment:



16 responses



Google Forms



59





Feedback Form- Digital Marketing Workshop- Aug. 2024

Workshop Title- Digital Marketing Workshop

Workshop Held for: Only MBA Second Year Students (All Specializations)

Duration: 3-Days- (Thurs.) 29/08/2024 to (Sat.) 31/08/2024

Time: 10:00 AM Onwards

Coordinator: Dr. S.S.Khatri

* Indicates required question

1. 1. Name of Student *

2. 2. Mobile Number *

3. 3. a. Please rate how well did the expert stimulate interest in class in the range * of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor)

Mark only one oval.

1 2 3 4 5

4. 3. b. Please rate the expert's ability in aiding your learning of digital marketing in * the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor)

Mark only one oval.

1 2 3 4 5



57

- 5. 4. a. Please rate how well the Session helped you to learn digital marketing in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor) *

Mark only one oval.

1 2 3 4 5

- 6. 4. b. Please rate the practical tasks undertaken during the workshop in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor) *

Mark only one oval.

1 2 3 4 5

- 7. 4. c. Please rate how well was the session time utilized by the expert in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor) *

Mark only one oval.

1 2 3 4 5

- 8. 5. a. Please rate how well was the workshop informed to you in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor)

Mark only one oval.

1 2 3 4 5



56

- 9. 5. b. Please rate how well was the time managed by the Institute for the entire workshop in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2-Satisfactory; 1-Poor) *

Mark only one oval.

1 2 3 4 5

- 10. 5. c. Please rate how well was the workshop coordinated in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2-Satisfactory; 1-Poor) *

Mark only one oval.

1 2 3 4 5

- 11. 6. Please rate how well was the duration of the entire workshop in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor) *

Mark only one oval.

1 2 3 4 5

- 12. 7. Please rate how well was the overall workshop in the range of 1 to 5 (5- Excellent; 4- Good; 3-Neutral; 2- Satisfactory; 1-Poor) *

Mark only one oval.

1 2 3 4 5



55

13. 8. Any other comment:

This content is neither created nor endorsed by Google.

Google Forms



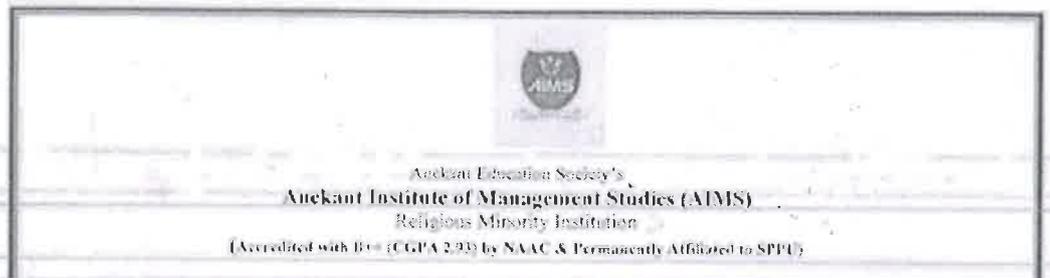


AIMS MBA (2023-25)

only admins can send messages



2 September 2024



Notice- Digital Marketing Workshop Competition on 4th S...

1 page • 100 kB • PDF



Dear Students,
Submit your names with your Group names by tomorrow Tuesday 3rd Sept. 11:00 AM. For queries contact the undersigned.

Regards
Dr.S.S.Khatri
Workshop Coordinator



53

3:35 pm ✓



AIMS MBA (2023-25)



only admins can send messages

Dear Student **31 August 2024**

Reg: Digital Marketing Workshop

Please fill the **Feedback Form** by clicking on the below link.

Feedback Link:

<https://shorturl.at/2uNMk>

Note: For only those students who were present for all 3 days of the workshop.

S.Khatri

Dr.S.S.Khatri

Workshop Coordinator



3:10 pm



AIMS MBA (2023-25)

only admins can send messages



31 August 2024

Dear Students,

Good Morning!

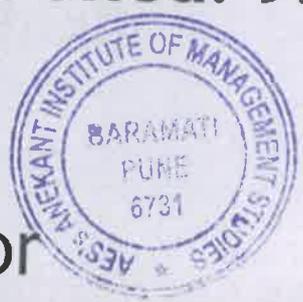
**Reg: Digital Marketing Workshop
Day 3**

Expert: Ms.Samruddhi Kale, Fusion
Infinity Solutions, Baramati

Please be in Institute Complete Forma
Dress Code.
I Card Compulsory.

Reporting Time mentioned: 9:30 AM

S.S.Khatri
Dr.S.S.Khatri
Workshop Coordinator



49

9:38 am

30 August 2024

Dear Students,

Reg: Digital Marketing Workshop

Day 2

Fri. 30th August 2024

FOR ALL SPECIALIZATIONS

***Laptop AND Mobile with good internet connectivity MUST for this workshop.**

Make the best of this opportunity to know & learn about **Digital World.**

Reporting Time: 9:30 AM

***Please Maintain Punctuality**

S.Khatri
Dr.S.S.Khatri
Workshop Coordinator



47

9:24 am



AIMS - Baramati

Edited 4:51 pm

Your security code with Ashlesh Gawali changed. Tap to learn more.

29 August 2024

Dear Students,

Reg: Digital Marketing Workshop

FOR ALL SPECIALIZATIONS

***Laptop AND Mobile with good internet connectivity MUST for this workshop.**

Make the best of this opportunity to know & learn about **Digital World.**

Reporting Time: 9:30 AM

***Please Maintain Punctuality**

SKhatm
Dr.S.S.Khatri
Workshop Coordinator



45

9:36 am





AIMS MBA (2023-25)

only admins can send messages



You

28 August 2024

 Notice & Agenda- Digital Marketing Workshop.pdf (3 pages)

Dear Students,

FOR ALL SPECIALIZATIONS

Read the Notice carefully.

***Laptop AND Mobile with good internet connectivity MUST for this workshop.**

Make the best of this opportunity to know & learn about **Digital World.**

Reporting Time: 9:30 AM

***Please Maintain Punctuality**

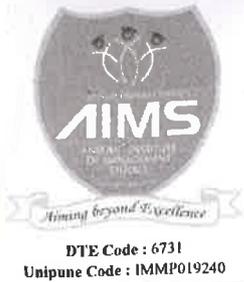
Sykhatri
Dr.S.S.Khatri

Workshop Coordinator



43

4:14 pm ✓



Anekant Institute of Management Studies (AIMS)

Anekant Education Society's Campus, Baramati, Dist. Pune. (MH) India. 413 102.

Phone No.: 02112-227299 E-mail: director@aimsaramati.org Website: www.aimsaramati.org

(Approved by MCTE, DTE, Recognized by Govt. of Maharashtra & Affiliated to University of Pune)

* Religious Minority Institution * NAAC Accreditation B++ (CGPA 2.93) * Green Audit Certification * Permanent Affiliation

Ref: AES/ AIMS/MBA/2024-25/ 82

31st Aug., 2024

To

Ms. Samruddhi Kale

Digital Marketing Manager

Fusion Infinity Solutions

Baramati

Ma'am,

We are grateful to you for being an *Expert* for **Day 3** of '**Digital Marketing Workshop**' that was organized from 29th Aug. to 31st Aug. 2024 at AIMS, Baramati.

Your ability to simplify complex concepts of '**Instagram Marketing**' made the session incredibly beneficial to students.

The feedback from our students has been overwhelmingly positive.

We look forward to the possibility of working with you again in the future.

Wishing you continued success in all your endeavors.

Regards,

Dr. M.A. Lahori

Director

drmalahori@yahoo.com





Anekant Education Society's

Anekant Institute of Management Studies (AIMS)

Anekant Education Society's Campus, Baramati, Dist. Pune, (MH) India. 413-102.
Phone No.: 02112-227299 E-mail: director@aimsaramati.org Website: www.aimsaramati.org

Approved by AICTE, DTE, Recognized by Govt of Maharashtra & Affiliated to University of Pune

Religious Minority Institution * NAAC Accredited B++ (CGPA 1.97) * Green Audit Certification * Paramachin Affiliation

Ref: AES/ AIMS/MBA/2024-25/77 |

28th Aug., 2024

To
Mr. Kiran Pawar
Founder & Director
Fusion Infinity Solutions
Baramati

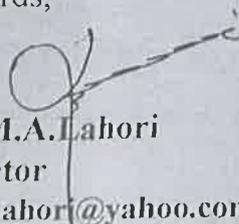
Dear Sir,

We are grateful to you for accepting our invitation as the *Training Expert for 'Digital Marketing Workshop'* that was organized from (Thurs.) 29/08/2024 to (Sat.) 31/08/2024. Your rich and resourceful experience made the workshop a great learning experience for students.

Your energy and practical insights certainly helped our students learn & know about the digital world.

Thank you for volunteering your time to be at AIMS.

Regards,


Dr. M.A. Lahori
Director
drmalahori@yahoo.com





Smita Khatri <smita.khatri@aimsaramati.org>

AIMS- Baramati- Invitation as an Expert for 'Digital Marketing Workshop'– Industrial Board of Mentors (Marketing)- Interface- Reg.

1 message

Smita Khatri <smita.khatri@aimsaramati.org> Wed, Aug 28, 2024 at 10:53 AM
To: Kiran Pawar <kirannevergiveup@gmail.com>
Cc: Salim Lahori <drmalahori@yahoo.com>, "M. A. Lahori" <director@aimsaramati.org>
Bcc: Dattatray More <dr.dpmore@aimsaramati.org>, Dr Sandhya Khatavkar <sandhya.khatavkar@aimsaramati.org>

Hello Kiran,

Greetings of the day!

At the outset, we are grateful for the 3 day module (Digital Marketing Workshop) shared by your goodself.

As discussed, please find the Invitation Letter in the attachment for the Digital Marketing Workshop as a prime activity of the Industrial Board of Mentors (Marketing).

Looking forward to hosting you at AIMS.

Regards,
Dr.S.S.Khatri
Workshop Coordinator &
Convener- Industrial Board of Mentors (Marketing)

Invitation Letter- Digital Marketing Workshop.pdf
106K



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Anekant Education Society's

Anekant Institute of Management Studies (AIMS)

MBA II Year Sem III- A.Y. 2024-2025 [Batch: 2023-2025]

A Workshop on "Digital Marketing"

Attendance Sheet

Day 3: 31st Aug., 2024 (Sat.)

Time: 10:00 AM

Expert: Mr. Kiran Pawar (Founder & Director, Fusion Infinity Solutions, Baramati) & Ms. Samruddhi Kale (Team Member, Fusion Infinity Solutions, Baramati)

Industrial Board of Mentors (Marketing)- Interface

Venue: AIMS, LH-101

Sr. No.	Roll No.	Name of Student	Signature
1	673123001	ABNÁVE RUTUJA SUNIL	Abnave :
2	673123003	ATTAR MUJEMIL ASHFAQ	—
3	673123004	AWATE AARTI RAJENDRA	Awate
4	673123005	BANKAR DHIRAJ RAMDAS	—
5	673123006	BANKAR PRERANA PANDURANG	—
6	673123007	BHAGAT NIKITA RAJARAM	Bhagat
7	673123008	BHAPKAR GAURAV APPASO	Bhupkar
8	673123009	BHOSALE ADITYA NANASO	Bhosale
9	673123010	BHOSALE MAYUR SUNIL	—
10	673123011	BHOSALE SHRADDHA DADADO	—
11	673123012	BHUNJE VAISHNAVI RAJENDRA	—
12	673123013	BORATE SIDDHI SATISH	Borate
13	673123014	BULBULE KARTIKEY RAMAKANT	—





Anekant Education Society's

Anekant Institute of Management Studies (AIMS)

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Industrial Board of Mentors (Marketing)- Interface

Venue: AIMS, LH-101

Sr. No.	Roll No.	Name of Student	Signature
14	673123015	CHAKHALE ASHISH KANTILAL	—
15	673123016	CHAVAN PRATIKSHA NITIN	P. Chavan
16	673123017	CHAVAN PRIYANKA SANDESH	P. Chavan
17	673123019	CHAVAN SHWETA GULAB	—
18	673123020	CHAVAN SIDDHI RAJENDRA	—
19	673123021	CHAVAN SNEHA KISHOR	—
20	673123022	CHORGHE ONKAR RAMESH	—
21	673123023	CHOUDHAR PRATIKSHA AJINATH	—
22	673123024	DAPHAL PRIYANKA PANDURANG	—
23	673123025	DHAMDHARE PRADNYA VITTHAL	—
24	673123026	DHAPATE OM JANARDHAN	—
25	673123027	DHAVALA RAHUL MARUTI	—
26	673123028	DHAWAN SHITAL PRAMOD	—



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Anekant Education Society's

Anekant Institute of Management Studies (AIMS)

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Industrial Board of Mentors (Marketing)- Interface

Venue: AIMS, LH-101

Sr. No.	Roll No.	Name of Student	Signature
27	673123029	DHOTRE ADITYA ASHOK	—
28	673123030	DHUMAL PRATHAMESH SUNIL	—
29	673123031	DOSHI ASHAY RAJKUMAR	<u>ASHAY</u>
30	673123032	DOSHI RUCHITA MILIND	—
31	673123033	DOSHI YASH SHITAL	—
32	673123034	DUDHAL AISHWARYA SANJAY	<u>Aishwarya</u>
33	673123035	GADE AUDUMBAR BABAN	—
34	673123036	GADIYA JAYKUMAR KIRTIKUMAR	<u>Gadiya</u>
35	673123037	GAIKWAD PRAJKTA SUKHADEO	—
36	673123038	GALINDE GANESH ASHOK	—
37	673123039	GALINDE PRADYUM PRAVIN	—
38	673123040	GAWALI ASHLESH NANASAHEB	—
39	673123041	GAWARE UTKARSHA PRAKASH	—





Anekant Education Society's

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Industrial Board of Mentors (Marketing)- Interface

Venue: AIMS, LH-101

Sr. No.	Roll No.	Name of Student	Signature
40	673123042	GHAWALE GANESH ABHIMANYU	
41	673123043	GHODAKE NAMRATA NANDKUMAR	
42	673123044	GHOLAP ANIKET SANJAY	
43	673123045	GIRAME KADAMBARI SHIVAJI	
44	673123046	INGALE VISHAL SANJAY	
45	673123047	INGAWALE SANDHYA TANAJI	
46	673123048	JADHAV ATUL BABA	
47	673123050	JADHAV PRITI GANESH	
48	673123051	JAGTAP DNYANESHWARI SUHAS	
49	673123052	JAMDAR MAULI DATTATRAY	
50	673123053	JATHAR ADITYA BALIRAM	
51	673123055	JEDAGE NIKITA ABAJI	
52	673123056	KALBHOR PRATHAMESH BALASO	





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Industrial Board of Mentors (Marketing)- Interface

Venue: AIMS, LH-101

Sr. No.	Roll No.	Name of Student	Signature
53	673123057	KALE SUSHANT VITTHAL	—
54	673123058	KAMBALE SHANTANU DEEPAK	—
55	673123059	KAMBLE NEHA SIDDHARTH	<i>[Signature]</i>
56	673123061	KAMBLE SANDHYA MURLIDHAR	<i>[Signature]</i>
57	673123062	KATAMBALE SAMRUDDHI MANOJ	<i>[Signature]</i>
58	673123063	KATE RUTUJA DHANAJI	—
59	673123064	KAVALE AJAY KHASHERAO	—
60	673123065	KAWADE PRIYANKA DADASAHEB	—
61	673123066	KHAIRE TANUJA MARUTI	—
62	673123067	KHARAT SAKSHI KALYANDAS	—
63	673123068	KOKARE ADITYA VITTHAL	—
64	673123069	KSHIRSAGAR SONAL PRAKASH	<i>[Signature]</i>
65	673123070	KUDALE SAGAR RAJARAM	—



(31)



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Anekant Institute of Management Studies (AIMS)

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Industrial Board of Mentors (Marketing)- Interface

Venue: AIMS, LH-101

Sr. No.	Roll No.	Name of Student	Signature
66	673123071	KULKARNI NETRA SUNIL	
67	673123072	KULKARNI POORNIMA SHRIKRISHNA	
68	673123073	KUMBHAR ADITYA BALWANT	-
69	673123074	LALAGE GAURI DATTATRAY	-
70	673123076	LUNKAD ROHIT RAJENDRA	-
71	673123077	LUNKAD TUSHAR RAJENDRA	-
72	673123078	MADANE SAKSHI ANANDA	-
73	673123079	MALUSARE PRITI SADASHIV	-
74	673123080	MANE VISHAL TANAJI	
75	673123082	MOHITE YASH SANJAY	-
76	673123083	MORE ABHISHEK RAJENDRA	-
77	673123084	NAZIRKAR SANIKA DATTATRAY	
78	673123085	PANDHARE POOJA SURESH	





Anekant Education Society's

Anekant Institute of Management Studies (AIMS)

MBA II Year Sem III- A.Y. 2024-2025 [Batch: 2023-2025]

A Workshop on "Digital Marketing"

Attendance Sheet

Day 3: 31st Aug., 2024 (Sat.)

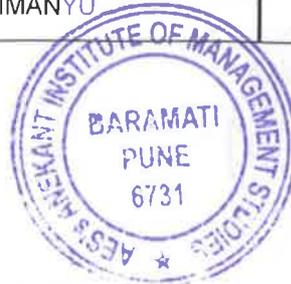
Time: 10:00 AM

Expert: Mr. Kiran Pawar (Founder & Director, Fusion Infinity Solutions, Baramati) & Ms. Samruddhi Kale (Team Member, Fusion Infinity Solutions, Baramati)

Industrial Board of Mentors (Marketing)- Interface

Venue: AIMS, LH-101

Sr. No.	Roll No.	Name of Student	Signature
79	673123086	PANSARE RUSHIKESH TANAJI	—
80	673123087	PATHAK PRACHI PRATAP	—
81	673123088	PATIL PRANAV VINOD	
82	673123089	PATOLE PRATIKSHA ANIL	—
83	673123090	PAWAR PRANALI GORAKHNATH	—
84	673123091	PAWAR SHWETA SHASHIKANT	—
85	673123092	PAWAR VAIBHAVI RANJIT	—
86	673123093	PHADTARE ARYAN PHATTESING	—
87	673123094	PHULE MAHESH LAXMAN	—
88	673123095	POL MAHESH RAJENDRA	—
89	673123096	POTDAR SHRAVANI YASHWANT	
90	673123097	RAISONI NIRMAL VIKAS	
91	673123098	RANANAWARE SAKSHI ABHIMANYU	—





Anekant Education Society's

Anekant Institute of Management Studies (AIMS)

MBA II Year Sem III- A.Y. 2024-2025 [Batch: 2023-2025]

A Workshop on "Digital Marketing"

Attendance Sheet

Day 3: 31st Aug., 2024 (Sat.)

Time: 10:00 AM

Expert: Mr. Kiran Pawar (Founder & Director, Fusion Infinity Solutions, Baramati) & Ms. Samruddhi Kale (Team Member, Fusion Infinity Solutions, Baramati)

Industrial Board of Mentors (Marketing)- Interface

Venue: AIMS, LH-101

Sr. No.	Roll No.	Name of Student	Signature
92	673123099	RANDIVE APEKSHA SHIVAJI	
93	673123100	RANDIVE SHUBHAM RAJARAM	—
94	673123101	REVATE SNEHAL SANTOSH	
95	673123102	RODE SAKSHI MACHINDRA	
96	673123103	SABALE UDAY RITESH	—
97	673123104	SARGAR AKSHAY ROHIDAS	—
98	673123105	SATAV OMKAR SANJAY	—
99	673123106	SHAH JANHAVI MILIND	
100	673123107	SHAH OM RAJENDRA	—
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108	673123117	SONAWANE RUTUJA MAHESH	-
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112	673123122	TAWARE ADITYA RAVINDRA	-
113	673123123	VAYADANDE KSHITIJ SAHADEV	-
114	673123124	WAWARE SAMEER ARVIND	-
115	673123125	YADAV ANJALI ANIL	-
116	673123126	YADAV APURVA VIKAS	-

Total Number of Students Present: 36

Session Coordinated by: Dr.S.S.Khatri

31/08/24





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4	673123005	BANKAR DHIRAJ RAMDAS	-
5	673123006	BANKAR PRERANA PANDURANG	<u>Prerana</u>
6	673123007	BHAGAT NIKITA RAJARAM	<u>Nikita</u>
7	673123008	BHAPKAR GAURAV APPASO	<u>Shapan</u>
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24	673123026	DHAPATE OM JANARDHAN	—
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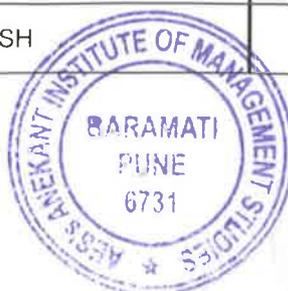
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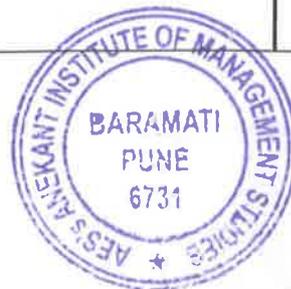
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83	673123090	PAWAR PRANALI GORAKHNATH	
84	673123091	PAWAR SHWETA SHASHIKANT	-
85	673123092	PAWAR VAIBHAVI RANJIT	-
86	673123093	PHADTARE ARYAN PHATTESING	-
87	673123094	PHULE MAHESH LAXMAN	-
88	673123095	POL MAHESH RAJENDRA	-
89	673123096	POTDAR SHRAVANI YASHWANT	
90	673123097	RAISONI NIRMAL VIKAS	
91	673123098	RANANAWARE SAKSHI ABHIMANYU	-





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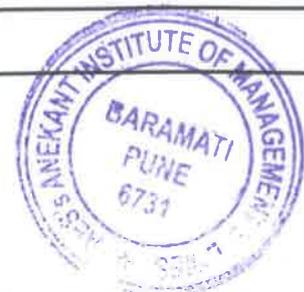
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Total Number of Students Present: 44

Session Coordinated by: Dr.S.S.Khatri

S.S.Khatri
30/08/24





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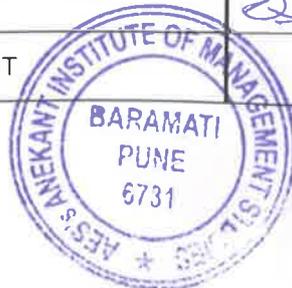
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24	673123026	DHAPATE OM JANARDHAN	D. Om
25	673123027	DHAVALA RAHUL MARUTI	R. Maruti
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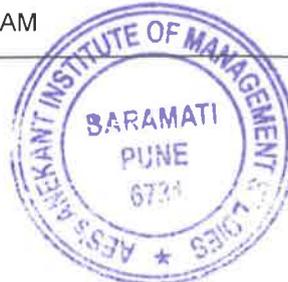
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81	673123088	PATIL PRANAV VINOD	—
82	673123089	PATOLE PRATIKSHA ANIL	—
83	673123090	PAWAR PRANALI GORAKHNATH	
84	673123091	PAWAR SHWETA SHASHIKANT	—
85	673123092	PAWAR VAIBHAVI RANJIT	—
86	673123093	PHADTARE ARYAN PHATTESING	—
87	673123094	PHULE MAHESH LAXMAN	—
88	673123095	POL MAHESH RAJENDRA	—
89	673123096	POTDAR SHRAVANI YASHWANT	
90	673123097	RAISONI NIRMAL VIKAS	
91	673123098	RANANAWARE SAKSHI ABHIMANYU	—



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Anekant Education Society's

Anekant Institute of Management Studies (AIMS)

MBA II Year Sem III- A.Y. 2024-2025 [Batch: 2023-2025]

A Workshop on "Digital Marketing"

Attendance Sheet

Day 1: 29th Aug., 2024 (Thurs.)

Time: 10:00 AM

Expert: Mr. Kiran Pawar (Founder & Director, Fusion Infinity Solutions, Baramati)

Industrial Borad of Mentors (Marketing)- Interface

Venue: AIMS, LH-101

Sr. No.	Roll No.	Name of Student	Signature
92	673123099	RANDIVE APEKSHA SHIVAJI	<i>A. Randive</i>
93	673123100	RANDIVE SHUBHAM RAJARAM	—
94	673123101	REVATE SNEHAL SANTOSH	<i>Revate</i>
95	673123102	RODE SAKSHI MACHINDRA	<i>GmRode</i>
96	673123103	SABALE UDAY RITESH	—
97	673123104	SARGAR AKSHAY ROHIDAS	—
98	673123105	SATAV OMKAR SANJAY	—
99	673123106	SHAH JANHAVI MILIND	<i>ms.</i>
100	673123107	SHAH OM RAJENDRA	—
101	673123108	SHELKE NIVEDITA ADESH	—
102	673123109	SHENDKAR NILESH SHAMRAO	—
103	673123110	SHINDE DHIRAJ SANTOSH	—
104	673123111	SHINDE PRATHAMESH KHANDU	—





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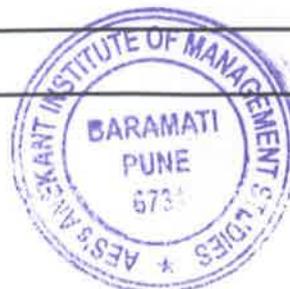
Sr. No.	Roll No.	Name of Student	Signature
105	673123113	SHINDE SHWETA SHASHIKANT	-
106	673123114	SHINDE VAISHNAVI ANIL	
107	673123116	SONAWANE ANJALI DATTATRAY	
108	673123117	SONAWANE RUTUJA MAHESH	-
109	673123118	SUL VIPUL VIJAY	
110	673123120	SUTAR ROHAN HANMANT	-
111	673123121	TAMBOLI MUSKAN MUNIR	-
112	673123122	TAWARE ADITYA RAVINDRA	-
113	673123123	VAYADANDE KSHITIJ SAHADEV	-
114	673123124	WAWARE SAMEER ARVIND	-
115	673123125	YADAV ANJALI ANIL	-
116	673123126	YADAV APURVA VIKAS	-

Total Number of Students Present: 50+1

(51)

Session Coordinated by: Dr.S.S.Khatri

S.S.Khatri
29/08/24



(7)



Anekant Education Society's
Anekant Institute of Management Studies (AIMS)
Religious Minority Institution
(Accredited with B++ (CGPA 2.93) by NAAC & Permanently Affiliated to SPPU)

Ref: AES/AIMS/MBA/2024-25/ 8

Date: 26/08/2024

NOTICE

(ONLY FOR MBA II YEAR STUDENTS)

Industrial Board of Mentors (Marketing)- Interface

'Digital Marketing Workshop'

MBA II Year students are hereby informed that 'Digital Marketing Workshop' is scheduled. Hands on approach by the Industrial Mentor (Mktg. Board) **Mr. Kiran Pawar, Founder & Director, Fusion Infinity Solutions (Digital Marketing Firm), Baramati** will be provided during this workshop.

Day & Date: (Thurs.) 29/08/2024 to (Sat.) 31/08/2024

Time: 10:00 AM to 12:00 Noon (2 Hours- 3 days)

Objective of Workshop: Hands on training in digital marketing.

Outcome of Workshop: Students will learn AI Tools, Use of Gamma, setting up GMB, Use of Canva for Videos, Setting up Instagram ad campaign etc.

Learn New Age Skills through this workshop.

As our Institute's code of conduct, **attendance in Institute Dress Code (For Day 1: Uniform, Tie, Blazer, Shoes; For Day 2: Institute's White T-Shirt, Black Trousers & Shoes; Day 3: Uniform, Tie, Blazer, Shoes) and I- Card for the said workshop is mandatory.**

Note: Workshop Agenda Attached

S.S. Khatri
26/08/24
Dr. S.S. Khatri
Coordinator



M.A. Lahori
Dr. M.A. Lahori
Director, AIMS

Copy to: i) For Class Circulation
ii) Notice Board
iii) Office File

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1/2 (1)

3-Day Digital Marketing Workshop Agenda

Facilitator: Kiran Pawar, Director, Fusion Infinity Solutions

Venue: AIMS College, Baramati

Dates: 29th August 2024 - 31st August 2024

Duration: 2-3 hours per day

Day 1: 29th August 2024

Introduction to Digital Marketing & Practical Tools

1. **Welcome & Workshop Overview**
 - Introduction to the 3-day agenda
 - Setting expectations and learning outcomes
2. **ChatGPT & AI Tools in Digital Marketing**
 - Overview of AI in marketing
 - Live demo of ChatGPT for content generation, ad copywriting, and customer interaction
 - Practical task: Using ChatGPT for various marketing content creation
 - Use of google lens in digital marketing
3. **Gamma – Presentation Websites**
 - Introduction to Gamma for making professional presentations
 - Practical task: Build a digital marketing presentation using Gamma
4. **Google My Business (GMB)**
 - Importance of GMB for businesses
 - Setting up and optimizing GMB listings
 - Practical task: Create and optimize a GMB listing
5. **Google Sites for Business**
 - Overview of Google Sites for building quick websites
 - Practical task: Create a basic website using Google Sites

Day 2: 30th August 2024

Visual Content Creation & Presentation Tools

1. **Introduction to Canva for Design and Video Editing**



(3)

- Overview of Canva role in digital marketing
 - Practical task: Create social media posts using Canva
 - Practical task: Video editing using Canva for marketing videos
- 2. Facebook & Meta Advertisements**
- Setting up Facebook Business Manager
 - Creating and managing ads through Meta
 - Practical task: Launch a simple ad campaign with budget allocation and targeting
-

Day 3: 31st August 2024

Instagram Marketing & Advertisement Strategies

Facilitated by Samruddhi

- 1. Instagram Marketing Essentials**
 - Overview of Instagram as a platform for marketing
 - Building a brand on Instagram (posts, stories, reels)
 - Practical task: Create engaging content for Instagram
- 2. Instagram Advertisement Strategies**
 - Running ad campaigns on Instagram
 - Targeting the right audience
 - Practical task: Setting up an Instagram ad campaign
- 3. Q&A and Workshop Conclusion**
 - Open session for addressing questions
 - Recap of key learnings and takeaways
 - Certificate distribution and closing remarks

