



DR. AMBEDKAR COLLEGE,

DEEKSHABHOOMI, NAGPUR

Entrepreneurship Development Cell

Development Programme for Self-Employment)

Report on

3 days Workshop on Digital Marketing

with startup support (Govt schemes KVIC)

(Under the provision MOU)

date 20th Feb 2023 to 22nd Feb 2023

Time : 08.00 AM. To 06.00PM.

1. The Guest of Honour: Mr Raghvendra Mahindrakar, Director, Divisional office, Nagpur Khadi & VI Commission, Ministry of MSME, Govt of India.
2. The Chief Guest : Dr. Nisha Sonekar ,District Coordinator, Nagpur and Bhandara Khadi and VI Commission, Ministry of MSME, Govt of India
- 3 The guest speaker : Mr Balkrishna Jethe, Expert Faculty, Digital Marketing.

Coordinator : Dr. Durga Puttewar

Students Participants : 87


Param Poojya Dr. Babasaheb Ambedkar Smarak Samiti's
Dr. Ambedkar College, Deekshabhoomi, Nagpur
RE-ACCREDITED WITH 'A' GRADE BY NAAC CGPA: 3.45
RECOGNIZED AS COLLEGE WITH POTENTIAL FOR EXCELLENCE BY UGC
: 0712-2955785:info@daen.in

NOTICE

Dated: 10/02/2023

All the students of BA, B.Com, B.Sc. and BCA are hereby informed that the Entrepreneurship Development Cell of Dr. Ambedkar College, Deekshabhoomi, Nagpur in association with Vaishnavi Bahuuddeshiya Shikshan Sanstha, Nagpur (NGO) Empanelled Implementing Agency of Ministry of Textile (Handicrafts) (Under the provision of MOU) has organized a 3 day workshop on digital marketing with start up support (govt. Schemes) from 20th February To 22nd February 2023 in Dadasaheb Kumbhare Hall from 8:00 am to 6:00 pm. All students should remain present for the workshop.


Dr. D. H. Puttewar
Co-ordinator


Dr. Mrs. B. A. Mehre
Principal
PRINCIPAL
DR. AMBEDKAR COLLEGE
NAGPUR

Scanned by TapScanner



Param Poojya Dr. Babasaheb Ambedkar Smarak Samiti
DR. AMBEDKAR COLLEGE
 Deekshabhoomi, Nagpur
 RE-ACCREDITED WITH 'A' GRADE BY NAAC
 RECOGNISED AS COLLEGE WITH POTENTIAL FOR EXCELLENCE BY UGC



3 DAY WORKSHOP ON DIGITAL MARKETING WITH START UP SUPPORT (GOVT. SCHEMES KVIC) (Under the provision of MOU)

Date:
 20th Feb to 22nd Feb 2023
 Time :
 8:00 am to 6:00 pm

Venue : Dadasaheb
 Kumbhare Hall,
 Dr. Ambedkar College, Nagpur

This workshop is free of cost for students...



CHIEF GUEST

Dr. Nisha Sonekar
 District Coordinator,
 Nagpur & Bhandara,
 Khadi & V. I. Commission,
 Ministry of MSME, Govt of India



GUEST OF HONOUR

Mr. Raghvendra Mahindrakar,
 Director, Divisional office,
 Nagpur, Khadi & V. I. Commission,
 Ministry of MSME, Govt of India.



GUEST SPEAKER

Mr. Balkrishna Jetha
 Expert faculty,
 Digital Marketing

Registration form link:
<https://forms.gle/Gr8FYpBue9bbEvQ87>
 Feedback form link
<https://forms.gle/vc7SRCSvUJdofyDf8>

Organized By
Entrepreneurship Development Cell,
 Dr. Ambedkar College, Deekshabhoomi, Nagpur.
 In Association with
 Vaishnavi Bahuuddeshiya Shikshan Sanstha, Nagpur (NGO)
 Empanelled Implementing Agency of Ministry of Textile (Handicrafts)

Program Schedule

Day 1 : 20/02/2023
Inauguration
Digital Marketing: <ul style="list-style-type: none"> Digital Marketing Vs Traditional Marketing Career Opportunities in Digital Marketing Current Statistics, Future Statistics Brief about SEO, SMO, SEM, SMM, Importance of Eco Systems
Art and craft stall visit for students and staff
Day 2 : 21/02/2023
Live Practical Demo of Digital Marketing step by step: <ul style="list-style-type: none"> Whats-app Marketing Search Engine Marketing/Facebook Ad/ Canva Google Listing & Street View – Sphere Photography
Art and craft stall visit for students and staff
Day 3 : 22/02/2023
Financial Support by Govt. Schemes: <ul style="list-style-type: none"> Loan Scheme for start-up Documentation, Procedure, Technical Support Subsidy, sources for loan,
Art and craft stall visit for students and staff
Validatory Function
Prize distribution
Vote of thanks

Free gift of Digital Marketing course worth 5K for every participant by Digital Aadi.

ASSURED GIFT 5K & CERTIFICATE

Organizing Committee

Chief Patron



Hon. Shantia Aarya Nagarjun Sural Satat, President
 P. P. Dr. Babasaheb Ambedkar Smarak Samiti

Patron



Dr. Sudhir S. Fulzele, Secretary
 P. P. Dr. Babasaheb Ambedkar Smarak Samiti, Deekshabhoomi



Dr D. H. Putekar
 Assistant Professor &
 Workshop Coordinator



Dr. H. B. Peche
 Assistant Professor &
 Workshop Co-coordinator



Dr. B. A. Mehere
 Principal
 Dr. Ambedkar College



Sangeeta Jetha,
 President VBSS (NGO)



Dr. Prabha Chinchkhede,
 Vice President, VBSS (NGO)

Student Representatives

Arya Mahajan, Anamika Kacher, Akshika Motkriwale, Saaniya Satarakar, Archana Chaurwar, Harshal Tonge, Khushi Fale, Chitranika Jainwar, Megha Patle, Ashwika Motkriwale, Aditi Sharma, Dipali Huralkar, Naina Mobod, Bhoomika Tagde, Apetika Moudhe, Aniket Zade, Bhoomika Lambde, Vaishnavi Bisen

Entrepreneurship Development Cell
 In collaboration with
 AMERICAN CHEMICAL SOCIETY
 International Student Chapter
 Dr. Ambedkar College Deekshabhoomi, Nagpur

FOOD FESTIVAL

• DATE: 20th February 2023
 TIME: 9 AM Onwards
 VENUE: DR. AMBEDKAR COLLEGE AUDITORIUM

REPORT

Entrepreneurship Development Cell of Dr Ambedkar College, Nagpur had successfully organized 3 days Workshop on Digital Marketing with startup support (Govt schemes KVIC) (Under the provision MOU) from date 20th Feb 2023 to 22nd Feb 2023. The workshop was started with the inaugural function. The Chief Guest Dr. Nisha Sonekar, District Coordinator, Nagpur and Bhandara Khadi and VI Commission, Ministry of MSME, Govt of India. The Guest of Honour, Mr Raghvendra Mahindrakar, Director, Divisional Office, Nagpur Khadi & VI Commission, Ministry of MSME, Govt of India. The guest speaker was Mr Balkrishna Jethe, Expert Faculty, Digital Marketing. President of the function Dr. B. A. Mehere, Principal, Dr. Ambedkar College, Nagpur and Vice principal and IQAC coordinator Dr. Deepa Panekar and ED Cell co-ordinator Dr. Durga Puttewar were on the dias. The session saw an overwhelming response from students of BA, B. COM, BCA & Bsc.

On 1st day, 20th Feb 2023, the program was hosted by Dr. Harshala Pethe. Inaugural program was started by seeking the blessings of Lord Tathagat Gautam Budsha and Param Pujya Dr. Babasaheb Ambedkar.

The guest of honour Mr. Raghvendra Mahindrakar gave inspirational and motivational speech. All students got inspired and motivated by his words.

Principal Dr. B. A. Mehere addressed the students and thanked Dr. Raghvendra Mahindrakar for his words of wisdom. The students actively and enthusiastically participated in the workshop and Students of American Chemical Society (ACS) and many other students arranged the stalls which showed the Entrepreneurial qualities within them. Stalls like food stalls, resin art stall, home made soap stall made of glycerin were arranged. Alumni of ED Cell Ms. Bhargavi Paliwal also arranged the stall of Organic Handmade products. Later on all the guests, faculties, and students visited the stalls. Guests were amazed by the active participation of students. The day 1 of workshop concluded with a vote of thanks by Chitransha Jaitwar, student of ED cell.

On 2nd day, 21st Feb 2023, the program was hosted by Saniya Satnurkar. Student of ED cell The guest faculty Mr. Balkrishna Jethe, Expert Faculty, Digital Marketing and Mrs. Sangeeta Jethe, President VBSS(NGO) started the session.

Later the Guest Speaker, Balkrishna Jethe addressed the students on the topic Digital Marketing. Digital Marketing Vs Traditional Marketing, Career Opportunities in Digital Marketing, Current Statistics, Future Statistics, Brief about SEO, SMO, SEM, SMM, Importance of Ecosystem, Live Practical Demo of Digital Marketing step by step, WhatsApp Marketing, Canva, Google Listing & Street View – Sphere Photography.

It was really a knowledge and interesting session. On second day also huge participation of student was seen for stalls and session.

We ended second day's workshop by thanking all the guests faculty members and students. The vote of thanks was proposed by Archana Chaurawar.

On 3rd day, 22nd Feb 2023, the program was hosted by Arya Mahajan, student of ED cell.

The guest speaker Dr Nisha Sonekar began the session. She addressed us on the topic Financial Support by Govt. Schemes:

- Loan Scheme for start-up
- Documentation, Procedure, Technical Support
- Subsidy, sources for loan

The information she shared with us was truly helpful. A short Q & A session was done after that many students interacted with her for clearing their doubts about stat-up and loan scheme.

After the session the valedictory function was conducted. The guest for the session was Dr Nisha Sonekar, Mr. Balkrishna Jethe, Mrs Sangeeta Jethe, Principal Dr. B. A. Mehre
Principal Dr. B. A. Mehre addressed the students.

Active participation of students was seen. All staff members, guests, students visited the stalls arranged by students and enjoyed the food. We concluded the program with a vote of thanks proposed by Khushi Fale, student of ED cell.

Hence, it was a really helpful, interesting, knowledgeable, and a successful workshop.

All the students thanked ED Cell for organizing it for free of cost. The students who attended the workshop for 3 days were provided with the certificates.

All the students thanked specially to Coordinator Dr. Durga Puttevar and Co-Coordinator Dr Harshala Pethe of ED Cell for organizing this workshop.

All the students of ED Cell looks forward for conduct more such workshop in future.

3 DAY WORKSHOP FOR STUDENTS ON DIGITAL MARKETING WITH START UP SUPPORT (GOVT. SCHEMS)

BALKRISHNA JETHE
VAKATNA, BHILAI, 200014, RAJASTHAN, RAJASTHAN, INDIA

venue - Collage Name **Cordinator 86682 ******* **Dt: ***** Dec. 2022 Time --- to ---**

DAY 1 **DIGITAL MARKETING**

- Introduction to Digital Marketing
- Digital Marketing Vs Traditional Marketing
- Scope and Cover of Digital Marketing
- Income Source with Types of Digital Marketing
- Career Opportunities in Digital Marketing
- Current Statistics, Future Statistics.
- Brief about SEO, SMO, SEM, SMM, Importance of Eco Systems

DAY 2 **DIGITAL MARKETING -LIVE PRACTICAL DEMO STEP BY STEP**

- Whats-app Marketing
- Search Engine Marketing. / Facebook Ad / Canva
- Google Listing & Street View - Sphere Photography

DAY 3 **FINANCIAL SUPPORT BY GOVT. SCHEMES**

- Loan Scheme for Startup
- Documentation
- Procedure
- Technical Support
- Eligibility
- Subsidy
- Loan Limit

ASSURED GIFT 5k & CERTIFICATE

Click link to Register

Scanned by TapScanner



DR. AMBEDKAR COLLEGE,

DEEKSHABHOOMI, NAGPUR

Entrepreneurship Development Cell (Development Programme for Self-Employment)



3 DAY WORKSHOP ON DIGITAL MARKETING WITH START UP SUPPORT (GOVT. SCHEMES KVIC) (Under the provision of MOU)

FROM 20.02.2023 TO 22.02.2023

PROGRAMMES SCHEDULE

1ST Day on 20.02.2023	
08.00am To 09.00am	: Stall Arrangement
10.00am To 11.00	: Session Start on Digital Marketing: by Mr. Balkrishna Jethe Digital Marketing Vs Traditional Marketing, Career Opportunities in Digital Marketing, Current Statistics, Future Statistics, Brief about SEO, SMO, SEM, SMM, Importance of Eco Systems
11.00 am. To12.00	: Inauguration, Lighting of Lamp : By chief Guest and dignities
	: Inauguration of Stalls
	: Welcome speech by Principal Dr.B.A Mehere, Principal.
	: Introductory speech by Dr. D. H. Puttewar, Asst Prof
	: Objective of Program by Mr. Balkrishna Jethe
	: Speech by Chief Gust Mr. Raghvendra Mahindrakar, Director, Divisional office, Nagpur, Khadi & V. I. Commission, Ministry of MSME
	: Vote of Thanks by Chitransha
12.00 to 14.00	: Session Continue....
14.00 to 18.00	: Art, craft and Food stall visit and Various games for students and staff
2nd Day on 21.02.2023	
08.00am To 09.00am	: Stall Arrangement
10.00am To 12.00	: Session Start on Live Practical Demo of Digital Marketing step by step: WhatsApp Marketing, Search Engine Marketing/Facebook Ad/ Canva, Google Listing & Street View – Sphere Photography by Mr. Balkrishna Jethe
12.00 To 18.00	: Art, craft and Food stall visit and Various games for students and staff
3rd Day on 22.02.2023	
08.00am To 10.00am	: Stall Arrangement
10.00am To 12.00	: Welcome Dr. Nisha Sonekar, District Coordinator Nagpur & Bhandara, Khadi & V. I. Commission, Ministry of MSME, Govt of India Art and craft stall visit for students and staff
	: Session Start by Dr. Nisha Sonekar Financial Support by Govt. Schemes: Loan Scheme for start-up, Documentation, Procedure, Technical Support, Subsidy, sources for loan,
12.00 To 14.00	: Say Few Words by Students Ashwini Sonekar, Anshushree Karwade
	: Speech by Chairperson
	: Valedictory Function
	: Vote of Thanks

20/2/23 → Monday

**DR. AMBEDKAR COLLEGE,**

DEEKSHABHOOMI, NAGPUR

Entrepreneurship Development Cell

(Development Programme for Self-Employment)



Date - 20/02/2023 Monday

Sr. No	Name of Students	Contact No.	Signature
1.	Saniya Satnurkar	9561552460	Saniya Satnurkar
2.	Ashwini Chaurawat	9359515079	Ashwini Chaurawat
3.	Manasi R. Manmode	7263890722	Manasi R. Manmode
4.	Narendra R. Pal	8485887274	Narendra R. Pal
5.	Krishna R. Wanjari	7447758771	Krishna R. Wanjari
6.	Kumudini Nimje	7066027730	Kumudini Nimje
7.	Astha A. Shivhare	7385331145	Astha A. Shivhare
8.	Nirupam Tulambikar	7058404729	Nirupam Tulambikar
9.	TANMAY BANSOD	7020612912	TANMAY BANSOD
10.	Swayam Atram	8805888092	Swayam Atram
11.	Shagun Gyata	7058888181	Shagun Gyata
12.	Harsh Shendekar	8390027125	Harsh Shendekar
13.	PRASAD FULKONDWAR	7751038927	PRASAD FULKONDWAR
14.	Shruti Deotare	7038016650	Shruti Deotare
15.	Divya Khapurede	7827319490	Divya Khapurede
16.	Pooja M. Dayakar	7030987727	Pooja M. Dayakar
17.	Sakshi R. Sabare	7020869262	Sakshi R. Sabare
18.	Ruchika P. Sontakke	8161290911	R. Sontakke
19.	Vaishnavi P. Kokarde	8263376117	Vaishnavi P. Kokarde
20.	Sakshi A. Tembhare	9834242462	Sakshi A. Tembhare
21.	Radhimi D. Kale	9890216647	Radhimi D. Kale
22.	Nainet S. Mohad	950739714	Nainet S. Mohad
23.	Rutuja Hatwar	9529766983	Rutuja Hatwar
24.	Kojal Dallemal	9561170820	Kojal Dallemal
25.	Sojal. Titimare	9356457771	Sojal. Titimare
26.	Aachal. Bawankar	7499180540	Aachal. Bawankar
27.	Aanya Anand Chavre	7498530262	Aanya Anand Chavre
28.	Janhavi D. Bhoyar	7517261163	Janhavi D. Bhoyar
29.	Khushabu C. Faye	8767779452	Khushabu C. Faye
30.	Shriya Thakur	721001646	Shriya Thakur
31.	Amulika Gunjalmalatpure	9175471159	Amulika Gunjalmalatpure
32.	Alka Dubey	8530418608	Alka Dubey
33.	Dnyaneshwari Hanwate	7058926328	Dnyaneshwari Hanwate

Scanned by TapScanner

Sr. No	Name of Students	Contact No.	Signature
34]	Vanshika D. Donade	9356161024	V. Donade
35]	Saniya P. Vaidya	7083424717	Saniya
36]	Sweeti N. Katre	9623384420	Sweeti
37]	Chitransha Jaitwar	8208357612	Chitransha
38]	Aakanksha A. Mokheiwale	9673838556	Aakanksha
39]	Ankushi N. Ghade	9884980321	A. Ghade
40]	Rakhi Gupta	9322616889	Rakhi
41]	Anagha Khamulkar	9666799112	Anagha
42]	Ruchika Sonwane	8157836508	Ruchika
43]	Rohan K Patil	9571884174	Rohan
44]	Sanket S. Waghmare	7821365272	Sanket
45]	Rohit B. Panchbhai	8081694339	Rohit
46]	Beshal D. Tonge	8007681337	Beshal
47]	Aniket S. Zade	8167855676	Aniket
48]	Rohit Wastkar	9021062742	Rohit
49]	Aditya Chavhan	9359660796	Aditya
50]	Yashraj Gajbhaye	9807878790	Yashraj
51]	Simran Kholte	7620139177	Simran
52]	Bushra Kham Pethkar	7720897398	Bushra
53]	Karina Jichkar	9525327376	Karina
54]	Sumit Kesar		Sumit
55]	Shruti Gajbhaye	7972152570	Shruti
56]	Sumit Kesar	8208442019	Sumit
	Ashitosh Wapnashayan		Ashitosh
	Gurvan Jalne		Gurvan
	Radhiksha Bimre	9834032469	Radhiksha
	Prathmesh Raut	7558645747	Prathmesh
	Aakanksha Madavi	83327715544	Aakanksha
	Anushka Patil	7178990900	Anushka
	Sakshi Patkar	9665670144	Sakshi
	Mousi Ingole	7447724076	Mousi
	Aditya Zade	8999191827	Aditya
	Pragyaashree G. Naravare	7147290612	Pragyaashree

Scanned by TapScanner

Sr. No	Name of Students	Contact No.	Signature
	Bhambhani P. Kumbhar	7666966092	Bhambhani
	Apeksha K. Mondhe	9219565035	Apeksha
	Aarti S. Patel	9307203694	Aarti
	Kanchan Degare	7028180347	Kanchan
	Prashansa Kori	8839007794	Prashansa
	Janisha Kakde	932239036	Janisha
	Sayana Sathu	7020546423	Sayana
	Nandini Purohit	7350105849	Nandini
	Khushi Fale	9112639067	Khushi
	Anamika V. Kachen	9373204771	Anamika
	Amya R. Mahajan	8205245847	Amya
	Nikhi Bhagchandani	7972028491	Nikhi
	Yimit V. Ramteke	9552995395	Yimit
	Shivani V. Zade	7775878847	Shivani
	Shruti Khande	9350166069	Shruti
	Annati Dongre	9923964670	Annati
	Himani Bodhwarde	801073065	Himani
	Sumedh Ramteke	840890810	Sumedh
	Shradha Pandey	9637323484	Shradha
	Sakshi Gedam	9545840667	Sakshi
Total Students = 87			

Scanned by TapScanner



DR. AMBEDKAR COLLEGE,

DEEKSHABHOOMI, NAGPUR

Entrepreneurship Development Cell
(Development Programme for Self-Employment)



22/12/2023

Sr. No	Name of Students	Contact No.	Signature
1	Kajal Dellemal	9561140920	Kajal
2	Sajal Titimare	9356457771	Sajal
3	Khushi - fale	9112639067	Khushi
4	Karuna Dewadhari	9021588697	Karuna
5	Sakshi Gedam	9545840567	Gedam
6	Zamyak Bhagat	9112627783	Bhagat
7	Abhay B. Khadekar	9096500335	Abhay
8	Sahil D. Choudhary	8530985655	Sahil
9	Kumudini N. Nimje	7066027730	Nimje
10	Asha Shikhare	7335331145	Asha
11	Nazendra Pal	8485887274	Pal
12	Swayam Atnam	8805888092	Swayam
13	Kunal Wikey	9359622682	Kunal
14	Manasi Kolte	9970412162	Kolte
15	Hemant P. Sevrasane	7350386076	Hemant
16	Waloni K. Madam	9518461656	Waloni
17	Riya N. Shrivastav	9579220011	Riya
18	Dilveer S. Jhanna	9579220011	Dilveer
19	Isaniya S. Sheikh	8234152788	Isaniya
20	Shrushti S. Patil	8721698930	Shrushti
21	Viplove Pawase	8830028435	Viplove
22	Hiranshu Garbhya	9850133341	Hiranshu
23	Anshushilee Karwade	9607898302	Anshushilee
24	Ashwini Sonekar	8149187020	Ashwini
25	Shrut N. Chinchalkar	8080429609	Chinchalkar
26	Shruti S. Waghmare	8010195739	Shruti
27	Dhanashree D. Naik	8208982494	Dhanashree
28	Nirupam Jadhav	7058404729	Nirupam
29	Rakhi Gupta	9322676889	Rakhi
30	Ruchika Sonwane	8857836508	Ruchika
31	Ankushi Gharde	7887980321	Ankushi
32	Anagha Khawalkar	7666749148	Anagha
33	Sumedh P. Ramteke	8408908110	Sumedh
34	Aryan Gadekar	759262078	Aryan
35	Nirupam Fulambarkar	7058404729	Nirupam
36	Aecchona Choudhary	9359515079	Aecchona
37	Saniya Satnusekar	95615	Saniya

Scanned by TapScanner

38]	Haresh D. Tonge	8007681337
39]	Aniket S. Zade	8767855676
40]	Bhumika P. Lambade	766966092
41]	Amit Shastri	9923964670
42)	Urnati Dongre	78350166069
43)	Srushti Charde	
44)	Dnyaneshwari Hanwate	7058926328
45)	Aakanksha - A. Mokshiwale	9673838556
46)	Rashmi D. Kale	9890216647
47)	Ruchi Tembhekar	9689816783
48]	Vijeta V. Dongre	9623651873
49]	Suhani Singh	9067568709
50]	Arya Mahajan	8805245247

Total 50 students

Scanned by TapScanner



ParamPoojya Dr. Babasaheb Ambedkar Smarak Samiti's
Dr. Ambedkar College, Deekshabhoomi, Nagpur
(Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)
Nagpur-440010, MS, India (www.dacn.in)

Ref. No.:-

Date:- 22/02/2023

प्रति.

मा. संपादक

द्वै.

नागपूर.

डॉ. आंबेडकर कॉलेज, दीक्षाभूमी, नागपूर येथे उद्योजकता विकास विभागाद्वारे ३ दिवसीय कार्यशाळेचे आयोजन प्रसंगी मा राघवेंद्र महेंद्रकर, डॉ निशा सोनेकर यांचे मार्गदर्शन

डॉ. आंबेडकर कॉलेज, दीक्षाभूमी, नागपूर येथे उद्योजकता विकास विभागा द्वारे हस्तकला प्रोत्साहन, कौशल्य विकासाचे उपक्रम आयोजित करण्यासाठी तसेच उद्योजक तयार करण्यासाठी प्राचार्य डॉ. बी. ए. मेहरे, विभागाच्या संयोजिका डॉ. डी. एच. पुट्टेवार आणि वैष्णवी बहुउद्देशीय शिक्षण संस्था (एनजीओ) (वस्त्र हस्तकला मंत्रालयाची अंमलबजावणी करणारी संस्था -भारत) चे अध्यक्ष श्रीमती संगीता जेठे यांनी सामंजस्य करार (MOU) करून दि. 20.02.2023 ते 22.02.2023 या ३ दिवसीय कार्यशाळेचे आयोजन केले.

याप्रसंगी विभागाच्या विद्यार्थ्यांनी विविध प्रकारचे स्टॉल्स लावून उद्योजकतेचे कौशल्य दाखवून दिले. उपस्थित मान्यवर मा. राघवेंद्र महेंद्रकर, डायरेक्टर डिव्हिजन ऑफिस, नागपूर, तसेच डॉ. निशा सोनेकर, नागपूर यांनी या तीन दिवसीय कार्यशाळेत विद्यार्थ्यांना शासनाच्या विविध योजनांबद्दल, अनुदानांबद्दल आणि दस्तऐवजांच्या प्रक्रियेबद्दल मार्गदर्शन करून उद्योजक बनण्याकरिता संपूर्ण पाठिंबा देऊ अशी ग्वाही दिली. अतिथी वक्ते श्री. बाळकृष्ण जेठे यांनी विद्यार्थ्यांना डिजिटल मार्केटिंगचे सविस्तर ज्ञान दिले, तर महाविद्यालयाच्या प्राचार्य डॉ. बी. ए. मेहरे यांनी विद्यार्थ्यांना मार्गदर्शन करून. मनोबल वाढवून उद्योजक तयार होण्याकरिता प्रोत्साहन दिले. कार्यशाळेच्या आयोजिका डॉ. डी एच पुट्टेवार यांनी उद्योजक विकास विभागा अंतर्गत राबविण्यात येणाऱ्या विविध ऍक्टिव्हिटीज, या स्पर्धात्मक जगात उद्योजक तयार होण्याकरिता उद्योजकीय आणि व्यवस्थापकीय क्षमता विकसित करून नवीन ज्ञानावर आधारित नाविन्यपूर्ण हाय-टेक उपक्रम, उद्योग आणि टेक्नो-प्रिन्युअर्स चे नवीन प्रकार आणि रोजगाराच्या अधिक संधी, आत्मनिर्भरता आणि या प्रक्रियेत देशाला औद्योगिक उत्कृष्टतेकडे नेण्याकरिता "स्वयं-रोजगारासाठी विकास कार्यक्रम" पदवीपूर्व स्तरापासूनच विद्यार्थ्यांमध्ये स्वयंरोजगाराला प्रोत्साहन देणे हा उद्योजकता विकास सेलचा उद्देश असल्याचे सांगितले. कार्यशाळेचे सूत्रसंचालन डॉ. हर्षला पेठे यांनी केले तर उपप्राचार्य डॉ. दीपा पान्हेकर, एनजीओ चे अध्यक्ष श्रीमती संगीता जेठे, सचिव मा. चिंचखेडे यांनी प्रमुख उपस्थिती दर्शवून कार्यशाळेचे आणि विद्यार्थ्यांचे कौतुक केले. विभागाचे सदस्य विद्यार्थी आर्या महाजन, सानिया सातनूरकर, अर्चना चौरावार, खुशी फाले, चित्रांच्या जैतवार, भूमिका लांबाडे, हर्षल टोंगे, रश्मी काले यांनी या कार्यशाळेत महत्त्वाची भूमिका बजावली.

डॉ. बी. ए. मेहरे,

प्राचार्य

Scanned by TapScanner



DR. AMBEDKAR COLLEGE,

DEEKSHABHOOMI, NAGPUR

Entrepreneurship Development Cell

(Development Programme for Self



3 DAY WORKSHOP ON DIGITAL MARKETING WITH START UP SUPPORT

(GOVT. SCHEMES KVIC)

(Under the provision of MOU)

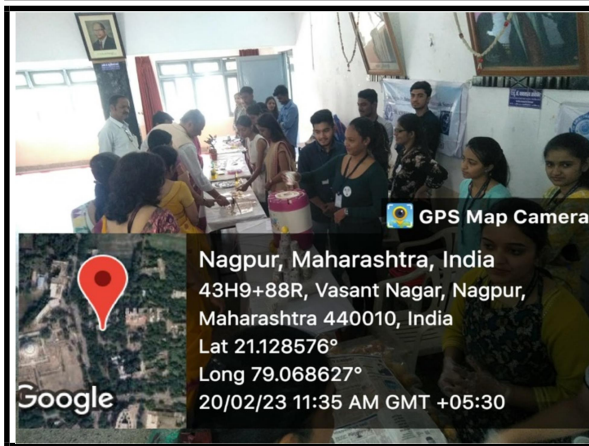
FROM 20.02.2023 TO 22.02.2023

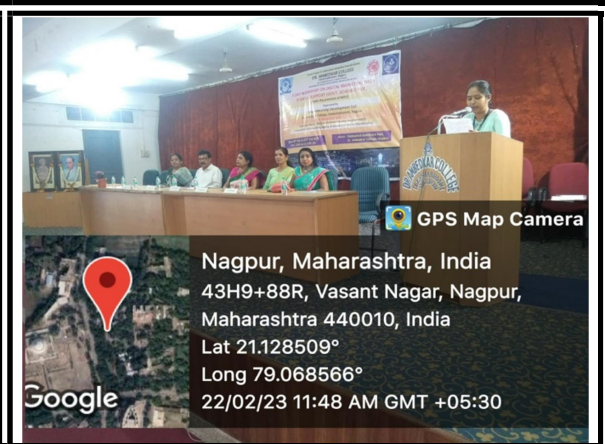
PROGRAMMES SCHEDULE

1ST Day on 20.02.2023

<u>1ST Day on 20.02.2023</u>	
08.00am To 09.00am	: Stall Arrangement
10.00am To 11.00	: Session Start on Digital Marketing: by Mr. Balkrishna Jethe Digital Marketing Vs Traditional Marketing, Career Opportunities in Digital Marketing, Current Statistics, Future Statistics, Brief about SEO, SMO, SEM, SMM, Importance of Eco Systems
11.00 am. To12.00	: Inauguration, Lighting of Lamp : By chief Guest and dignities
	: Inauguration of Stalls By Guest Of Honour Mr. Raghvendra Mahindrakar, Principal Dr. B.A.Mehere, Vice Principal & IQAC Coordinator Dr. Deepa Panhekar, Mr. Balkrishna Jethe, Mrs. Sangeeta Jethe, Dr. Prabha Chinchkhede, Dr. D. H. Puttewar
	: Welcome speech by Principal Dr. B.A.Mehere, Principal.
	: Introductory speech by Dr. D. H. Puttewar, Asst Proff. & ED Cell Cordinator
	: Objective of Program by Mr. Balkrishna Jethe
	: Speech by Guest Of Honour Mr. Raghvendra Mahindrakar, Director, Divisional office, Nagpur, Khadi & V. I. Commission, Ministry of MSME
: Vote of Thanks by Chitransha	
12.00 to 14.00	: Session Continue....
14.00 to 18.00	: Art, craft and Food stall visit and Various games for students and staff

GLIMPSES OF THE WORKSHOP







Param Poojya Dr. Babasaheb Ambedkar Smarak Samiti'

DR. AMBEDKAR COLLEGE, DEEKSHABHOOMI, NAGPUR

Re-accredited With 'A' Grade By NAAC
Recognized As College With Potential For Excellence By UGC



Certificate

This Certificate is awarded to _____ of _____
on successful completion of "3 Day Workshop On Digital Marketing With Start Up Support (Govt. Schemes KVIC)" organized by Entrepreneurship Development Cell, Dr. Ambedkar College, Deekshabhoomi, Nagpur. In Association with Vaishnavi Bahuuddeshiya Shikshan Sanstha, Nagpur (NGO) Empanelled Implementing Agency of Ministry of Textile (Handicrafts) held between 20th Feb.2023 to 22nd Feb 2023

Dr. D. H. Puttewar
Assistant Professor
Department of Commerce
(E.D. Cell Coordinator)

Mrs. Sangeeta Jethe,
President VBSS (NGO)

Dr. B. A. Mehre
Principal



उद्योजकता विकास अभ्यासक्रम प्रमाणपत्रांचे वाटप

नागपूर : दीक्षाभूमी येथील डॉ. आंबेडकर कॉलेजच्या उद्योजकता विकास विभागातर्फे अलीकडेच उद्योजकता विकास अभ्यासक्रम प्रमाणपत्रांचे वाटप करण्यात आले. शैक्षणिक सत्र २०२२-२३ या कालावधीत या विभागातर्फे विविध उपक्रम राबविण्यात आले.

या उपक्रमात सहभागी विद्यार्थ्यांनी हस्तकला आणि उद्योजकता विकास याविषयीचे प्रशिक्षण घेतले तर काही विद्यार्थी उद्योजकतेकडे वळले. वर्षभर राबविण्यात आलेल्या या कार्यक्रमाचे समारोप प्रमाणपत्रांच्या वाटपाने करण्यात आला. समारोपीय कार्यक्रमाला

प्रमुख अतिथी म्हणून श्रद्धा भामकर, तर अध्यक्षस्थानी प्राचार्या डॉ. बी. ए. मेहेरे होत्या. उद्योजकता विकास विभागाच्या आयोजक डॉ. डी. एच. पुट्टेवार यांनी यावेळी उपक्रमामागील भूमिका मांडली. उपप्राचार्य डॉ. दीपा पान्हेकर यांनी इन्व्जुबेशन सेंटर विषयी माहिती दिली. कार्यक्रमाचे आयोजन डॉ. हर्षला पेठे यांनी केले. सूत्रसंचालन आर्या महाजन यांनी केले, तर अंजली रेला यांनी आभार मानले. आयोजनासाठी विभागाचे विद्यार्थी साक्षी गेडाम, वैष्णवी बिसेन, खुशी फाले, वंदना ढोके, वैष्णवी कोकडे, साक्षी ठेंभरे, चित्रांशा जैतवार, रश्मी काळे यांनी परिश्रम घेतले.

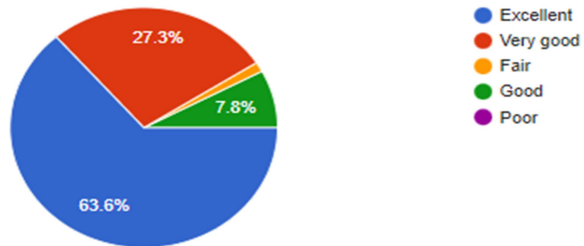
Feedback Responses

Feedback

1. How did you find the content delivered during the workshop.

 Copy

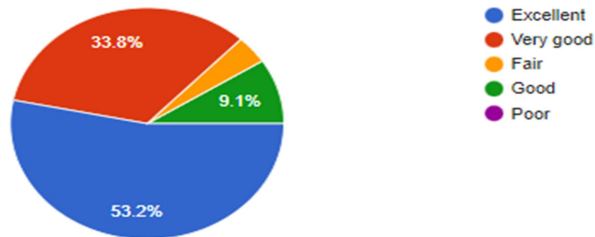
77 responses



2. How did you find the Organisation and Management of the workshop.

 Copy

77 responses



3. A few words about the Resource person Mr. Balkrishna Jethe.(Day 1 and Day 2)

 Copy



4. A few words about the Resource person Mrs. Nisha Sonekar.(Day 3)

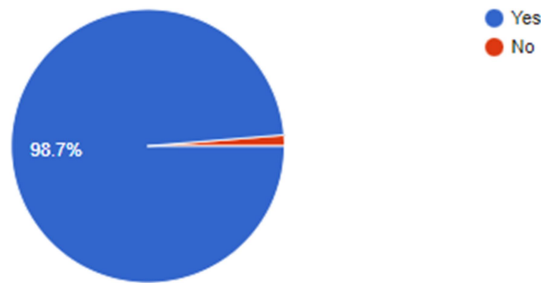
[Copy](#)



5. Did the workshop help you with new learnings or knowledge?

[Copy](#)

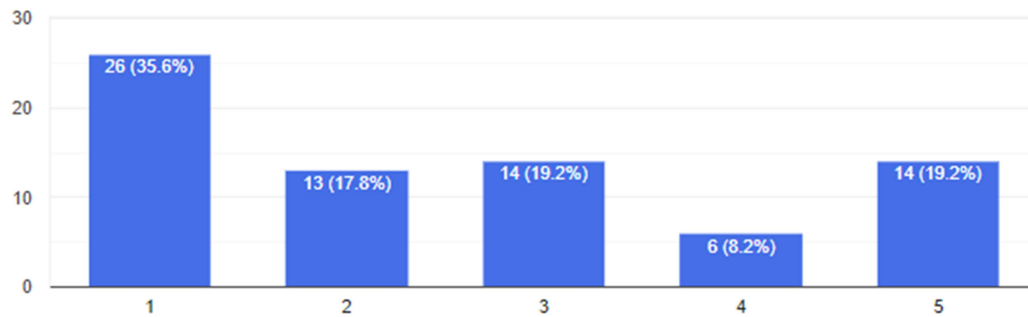
77 responses



. How was the arrangement of stalls during the workshop?

[Copy](#)

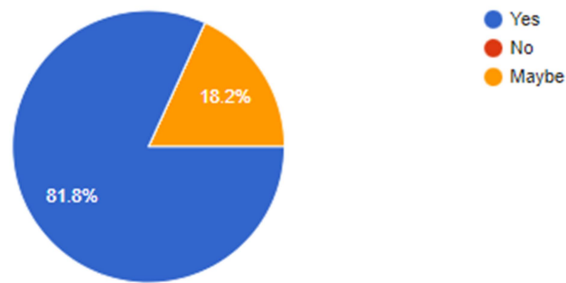
73 responses



7. Would you be interested in attending such workshops in future?

 Copy

77 responses



8. Valuable remarks about this workshop.

- Excellent
- It was valuable
- Good
- Nice
- Very good
- Intresting
- Good
- It was amazing
- Very nice 🖱
- The workshop is very excellent and helpful for our future . The workshop is very knowledgeable for us
- I really enjoyed and gained a fruitful knowledge.overall the workshop was awesome.
- 8
- Very informative had so much got to learn something new exciting will be looking forward to attend such workshops again
- The workshop was good
- Workshop was informative
- The program was very informative Got to experience new things Excited to attend more programs like these
- Good program for students
- It is very helpful for future
- It was very helpful
- Good program for students inspiration
- Very good
- Best workshop in my life thanku Ed cell providing helpful workshop
- Please tell more students to attend the sessions
- Good program
- Nice
- It was very knowledgeable and filled with lots of future learning topics.
- Knowledgeable
- It was a nice workshop

- This workshop was to much beneficial for us. It told us about start ups and various scheme of governments which would lead to employment opportunities. Thank you so much teachers for organising such a Workshop. We learnt so many things. Thank you once again mam.
- it was Excellent and informative .
- Workshop was really knowledgeable
- Thankful to the ED Cell. The sessions were really helpful in many ways. Hoping for more sessions in future.
- most sincere thanks for the workshop today. It was everything I was hoping for and more. Just loved it!
- The workshop is really really good it's helpful for our future.
- Excellent program
- Workshop was extremely good and I learned something new .
- It is a Excellent workshop
- Workshop gives us to much information about digital marketing
- It's very good activity
- It's very nice to meet up with the team. They teach us very nicely. Thankyou.
- It was better
- this workshop was fantastic Thank you very much
- Best experience
- Improving knowledge Management
- Important for job
- We have such a good faculty that is ED Cell with the help of this organisation we learn lot's of skills about Digital marketing, how to start up your business, what are the different government schemes this three days workshop helps a lot 🙏🙏
- I loved the workshop. The insights I got from this workshop are vey helpful.
- It was amazing
- It was very interesting , very helpful for new business ideas
- It was totally helpful and excellent
- Workshop helps us in gaining learning knowledge
- It was very helpful
- It was so helpful for Me for future. Due to this I had came lot of ideas about the business skills.
- Knowledgeable
- Very valuable workshop
- It was nice
- Excellent experience



Dr. D. H. Puttewar
(Coordinator, ED Cell)