



The Poona Gujarathi Kelwani Mandal's
Haribhai V. Desai College, Pune-02
BBA(CA)Department
Academic Year 2023 -2024

Date: 22/08/2023

NOTICE

GUEST LECTURE ON DIGITAL MARKETING

(CAMPAIGN AND TOOLS)

Guest Lecture on Digital Marketing (Campaign and Tools) for S.Y and T.Y B.B.A (C.A) is organized on **Saturday, 26th August 2023.**

Objective: Students will learn the marketing techniques that give businesses, dynamic tools to build brand recognition, draw in new audiences, etc., which boosts revenue and profits.


Details:

Guest Speaker: Mr .Niraj D Bagwe

Date: 26/08/2023

Time: 2.00 pm

Venue: Commerce Lab

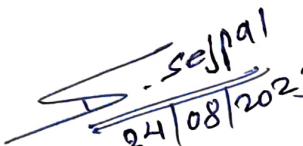

24/08/2023
Asst.Prof.Lekhana Sawkar

Activity Co- ordinator


24/8/23
Dr.Shriprakash Soni

Vice Principal




24/08/2023
Dr.Shveti Chandan

HoD, BBA(CA)


Dr.Rajendra Gurao

Principal



The Poona Gujarathi Kelwani Mandal's

Haribhai V. Desai College
of Arts, Commerce and Science, Pune-02
Academic Year 2022 -2023

Department of B.B.A.(CA)
GUEST LECTURE ON DIGITAL MARKETING
(CAMPAIGN AND TOOLS)
Report

Event Name: Guest Lecture on Digital Marketing (Campaign and Tools)

Guest Speaker: Shri.Niraj D Bagwe

Event Date: 26/08/2023

Event Time: 2.00 pm to 4.00 pm

Venue: Commerce Lab

Activity Co-ordinate Name: Ms.Lekhana Sawkar

Department Name: B.B.A (Computer Application)

Participants: S.Y B.B.A (C.A) & T.Y B.B.A (C.A)

Platform: College Level

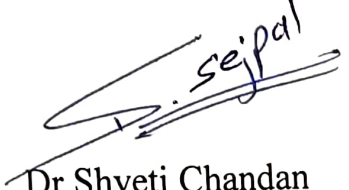
Description: B.B.A. (C.A) Department conducted a Guest lecture on Digital Marketing (Campaign and Tools) for the Second and Third Year Students on **Saturday 26/09/2023**. Dr. Shveti Chandan H.O.D of B.B.A (C.A) department did Felicitation of Guest. Guest speaker Shri.Niraj D Bagwe delivered Digital Marketing lecture. The main objective of enabling the student to Digital marketing's goal was, to use numerous social media platforms to spread the company's plan, product, and business information. In addition, to make aware impact that has a direct bearing on expanding business. Popularity rises, increasing sales and making money.

Total five staffs were present in this lecture – Ms.Gunjan Choudhari, Ms.Lekhana Sawkar, Ms.Sonali Bhapkar, and Ms. Prachi Kulkarni.

Number of Attendees: 40


Ms.Lekhana Sawkar

Activity Co-Ordinate


Dr.Shveti Chandan
H.o.D, B.B.A (CA)



The Poona Gujarathi Kelwani Mandal's

Haribhai V. Desai College, Pune-02

BBA(CA)Department

Academic Year 2023 -2024

ACTIVITY: Guest Lecture on Digital Marketing (Campaigns and Tools).

Guest Speaker: Shri. Niraj D Bagwe

Conducted by: Ms.Lekhana Sawkar

Date: 26/8/2023 Time: 2.00pm Class: S.Y B.B.A. (C.A) Venue: Commerce Lab

Sr No	Roll No	Student Name	Class	Signature
1.	4153	Pawal Chandrakant Laxman	SYBBA-CA	<u>Crawal</u>
2.	4049	Prem Bhau Pawar	SYBBA-CA	<u>Prem</u>
3.	4176	Neil Nitin Zingode	SYBBACA	<u>NZ</u>
4.	4178	Korom Sathor	SYBBA-CA	<u>Bclthar</u>
5.		Om Kolhe	SYBBA-CA	<u>omkolhe</u>
6.	4151	Lalit Rajpurohit	SYBBA-CA	<u>Lalit</u>
7.	4145	Harsh Pale	SYBBACA	<u>Harsh</u>
8.	4114	Omkar Chavan	SYBBACA	<u>Omkar</u>
9.	4179	Shraddha Rathod	SYBBACA	<u>Rathod</u>
10.	4171	Akansha Hisanwale	SYBBACA	<u>Akh</u>
11.	4143	Shruti Omandkar	SYBBACA	<u>Shruti</u>
12.	4103	Sakshi Alkunte	SYBBACA	<u>Sakshi</u>
13.	4104	Shruti Alkunte	SYBBACA	<u>Shruti</u>
14.	4139	Kirti Nagpure	SYBBACA	<u>Kirti</u>
15.	4165	Vedika Tondlekar	SYBBACA	<u>Tondlekar</u>
16.	4172	Kalyani Ramkar	SYBBACA	<u>Kalyani</u>
17.	4141	Chinmayi Nestekar	SYBBA-CA	<u>Chinmayi</u>
18.	4147	Samruddhi Patil	SYBBA-CA	<u>Patil</u>
19.	4142	Tamanna Oswal	SYBBA-CA	<u>TAMANNA</u>

20.	4174	Wadekar Tanishka	S.Y. BBA(CA)	Tanishka
21.	4173	Wadekar Sanika	S.Y. BBA(CA)	Sanika
22.	4152	Tiya Rathi	S.Y. BBA(CA)	Tiya
23.	4163	Aastha Talekar	S.Y. BBA(CA)	Aastha
24.	4134	Tejas Kadam	S.Y. BBA(CA)	Tejas
25.	4144	Netra Oza	S.Y. BBA(CA)	Netra
26.	4123	Varsha Jangid	S.Y. BBA(CA)	Varsha
27.	4116	Vaishnavi Chavan	S.Y. BBA(CA)	Vaishnavi
28.	4130	Harsh Kumar Thakur	S.Y. BBA(CA)	Harsh
29.	4146	Darshan Ashok Patel	S.Y. BBA(CA)	Darshan
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The Poona Gujarathi Kelwani Mandal's

Haribhai V. Desai College, Pune-02

BBA(CA)Department

Academic Year 2023 -2024

ACTIVITY: Guest Lecture on Digital Marketing (Campaigns and Tools).

Guest Speaker: Shri.Niraj D Bagwe

Conducted by: Ms.Lekhana Sawkar

Date: 26/8/2023 Time: 2.00pm Class: T.Y B.B.A. (C.A) Venue: Commerce Lab

Sr No	Roll No	Student Name	Class	Signature
1.	4245	Varun Sagle	TYBBACCA	Varun-S
2.	4211	Manav Dave	TYBBACCA	(M)
3.	4207	Gautam. Chauhan	TYBBACCA	Chauhan
4.	4242	vissediyu Vaibhav	TYBBACCA	Varibhav
5.	4233	Kushal Makwana	TYBBACCA	Kushal
6.	4229	Yash Khot	TYBBACCA	Yash Khot
7.	4210	Umesh Chaudhary	TYBBACCA	Umesh
8.	4227	Akash Kamble	TYBBACCA	Akash
9.		Om Zore	TYBBACCA	Om Zore
10.		Yash Shelar	TYBBACCA	Yash
11.	4224	Ganesh Kadam	TYBBACCA	GAK
12.				
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14.				
15.				
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18.				
19.				

Digital Marketing Guest Lecture Session										
Timestamp	Email Address	Email Address	Full Name	Mobile No	Class	Feedback				
						1.The instructor explained the topic clearly and used relevant examples	2. The lecture was interactive and felt engaged	3.Speaker positively influenced my view towards the topic	4.In future, I would like to attend the lectures from the speaker	5. Overall feedback
8-26-2023 15:38:19	oswaltamanna@gmail.	oswaltamanna@gmail.	Tamanna Oswal	9156944994	S.Y BBA-CA	Good	Good	Very Good	Excellent	Very Good
8-26-2023 15:38:23	itstejaskadam@gmail.	itstejaskadam@gmail.	Tejas Ramesh Kadam	9172653374	S.Y BBA-CA	Excellent	Excellent	Very Good	Good	Excellent
8-26-2023 15:38:55	ozanetra65@gmail.com	ozanetra65@gmail.com	Netra Bharat Oza	8766011038	S.Y BBA-CA	Excellent	Excellent	Excellent	Excellent	Excellent
8-26-2023 15:38:58	deepalihiranwale416@gmail	deepalihiranwale416@gmail	Akansa.sanjay. hiranw	9527009198	S.Y BBA-CA	Good	Good	Good	Good	Good
8-26-2023 15:39:01	tanishkawadekar09@gmail	Bhekraingar	Wadekar Tanishka Sh	7020604267	S.Y BBA-CA	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory
8-26-2023 15:39:04	varshajangid4737@gmail	varshajangid4737@gmail	Varsha Champal Jan	8279211313	S.Y BBA-CA	Excellent	Very Good	Excellent	Excellent	Excellent
8-26-2023 15:39:06	rajpouhritalit900@gmail	rajpouhritalit900@gmail	Lalit Rajpurohit	7420074104	S.Y BBA-CA	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory
8-26-2023 15:39:08	crawl763@gmail.com	crawl763@gmail.com	Chandrakant rawal	9602569717	S.Y BBA-CA	Good	Good	Good	Good	Good
8-26-2023 15:39:12	harshkumar14359@gmail	harshkumar14359@gmail	Harsh kumar thakur	7305474506	S.Y BBA-CA	Very Good	Very Good	Very Good	Very Good	Excellent
8-26-2023 15:39:14	darshan6583@gmail.c	darshan6583@gmail.c	Darshan	Patel	S.Y BBA-CA	Very Good	Very Good	Very Good	Very Good	Very Good
8-26-2023 15:39:25	vaishnavichavan2211@gmail	vaishnavichavan2211@gmail	Vaishnavi Raju chavan	9322211459	S.Y BBA-CA	Excellent	Excellent	Excellent	Excellent	Excellent
8-26-2023 15:39:28	yashshelar2304@gmail	yashshelar2304@gmail	Yash shelar	7378664544	T.Y BBA-CA	Excellent	Excellent	Excellent	Excellent	Excellent
8-26-2023 15:39:28	tgost575@gmail.com	varunsagle@gmail.com	Varun Sagle	7276390892	T.Y BBA-CA	Excellent	Very Good	Excellent	Excellent	Excellent
8-26-2023 15:39:31	karan.suthar.lakha@gmail	karan.suthar.lakha@gmail	Suthar karan madan	9699073517	S.Y BBA-CA	Excellent	Excellent	Excellent	Very Good	Very Good
8-26-2023 15:39:35	nagpurekirti2022@gmail	nagpurekirti2022@gmail	Kirti chandrashekar n	9823224372	S.Y BBA-CA	Good	Good	Good	Good	Good
8-26-2023 15:39:36	shrutialkunte03@gmail	shrutialkunte03@gmail	ALKUNTE SHRUTI BA	8378885406	S.Y BBA-CA	Good	Good	Good	Good	Good
8-26-2023 15:39:36	shrutibovandkar@gmail	shrutibovandkar@gmail	Shruti Balasaheb Ovar	9028704084	S.Y BBA-CA	Good	Satisfactory	Good	Good	Good
8-26-2023 15:39:42	zingodeneil@gmail.com	Zingodeneil@gmail.com	Neil Nitin zingode	81777892873	S.Y BBA-CA	Good	Good	Very Good	Very Good	Good
8-26-2023 15:39:48	gautamc0112@gmail.c	gautamc0112@gmail.c	Gautam Chauhan	9890501172	T.Y BBA-CA	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory
8-26-2023 15:39:48	ramkarkalyani29@gmail	ramkarkalyani29@gmail	Kalyani Ramesh Ramk	9890273647	S.Y BBA-CA	Excellent	Very Good	Satisfactory	Very Good	Excellent
8-26-2023 15:39:49	samruddhip106@gmail	Samruddhip106@gmail	Samruddhi patil	9689507557	S.Y BBA-CA	Excellent	Very Good	Very Good	Very Good	Very Good
8-26-2023 15:40:00	kushalmakwana786@gmail	Kushalmakwana786@gmail	Kushal Jaysukhbhai Ma	7499247063	T.Y BBA-CA	Good	Satisfactory	Good	Good	Satisfactory
8-26-2023 15:40:02	mayurtupe558@gmail.	Shaniwar peth	Om zore	9975819753	T.Y BBA-CA	Good	Good	Good	Good	Good
8-26-2023 15:40:02	vedikatondlekar274@gmail	vedikatondlekar274@gmail	Tondlekar Vedika Vish	8551083370	S.Y BBA-CA	Very Good	Very Good	Satisfactory	Satisfactory	Excellent
8-26-2023 15:40:04	omkolhe47@gmail.com	omkolhe47@gmail.com	Om Pravin Kolhe	8421986101	S.Y BBA-CA	Very Good	Excellent	Very Good	Very Good	Very Good
8-26-2023 15:40:11	chinmayi3174@gmail.	Chinmayi3174@gmail.	Chinmayi Nerlekar	7972823992	S.Y BBA-CA	Satisfactory	Satisfactory	Excellent	Satisfactory	Satisfactory
8-26-2023 15:40:21	prempawar9900@gmail	prempawar9900@gmail	Prem Bhai Pawar	9028933328	S.Y BBA-CA	Very Good	Very Good	Very Good	Very Good	Very Good
8-26-2023 15:41:23	chavan.omkar2504@gmail	chavan.omkar2504@gmail	Omkar chavan	9699742984	S.Y BBA-CA	Excellent	Excellent	Excellent	Excellent	Excellent
8-26-2023 15:51:03	harshpalle2004@gmail	harshpalle2004@gmail	HARSH BHARAT PAL	9209380295	S.Y BBA-CA	Very Good	Very Good	Very Good	Good	Very Good
8-26-2023 15:54:25	akashkamble237rk@gmail	akashkamble237rk@gmail	Akash Avinash Kamble	9359577340	T.Y BBA-CA	Very Good	Very Good	Excellent	Very Good	Excellent
8-26-2023 15:58:55	shaileshrathod370@gmail	Shraddharathod373@gmail	Shraddha shailendra ra	9404631483	S.Y BBA-CA	Very Good	Excellent	Very Good	Very Good	Very Good
8-26-2023 17:34:50	rutu200414@gmail.com	rutu200414@gmail.com	Rutu Shambhu Gaikwa	9422315456	S.Y BBA-CA	Very Good	Very Good	Very Good	Excellent	Excellent
8-26-2023 18:09:02	shwetahadge1003@gmail	shwetahadge1003@gmail	Shweta Hadge	9699069046	T.Y BBA-CA	Good	Very Good	Very Good	Excellent	Excellent
8-26-2023 18:44:34	choudharyumesh045@gmail	Choudharyumesh045@gmail	Umesh kaluram choudh	9881755751	T.Y BBA-CA	Excellent	Excellent	Excellent	Excellent	Excellent



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Guest Speaker: Shri.Niraj D Bagwe

Conducted by: Ms.Lekhana Sawkar

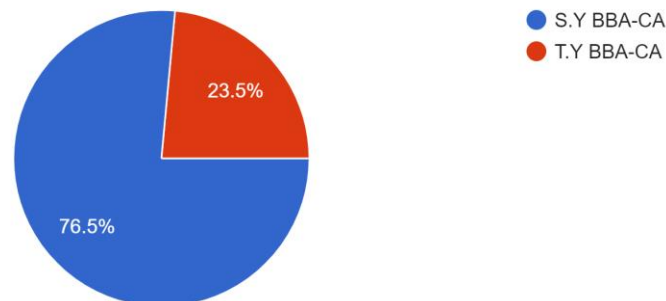
Date: 26/8/2023 **Time:** 2.00pm **Class:** S.Y & T.Y B.B.A. (C.A) **Venue:** Commerce Lab

Insights

Feedback Form Link - <https://forms.gle/UWdgoQqocwaWenhm6>

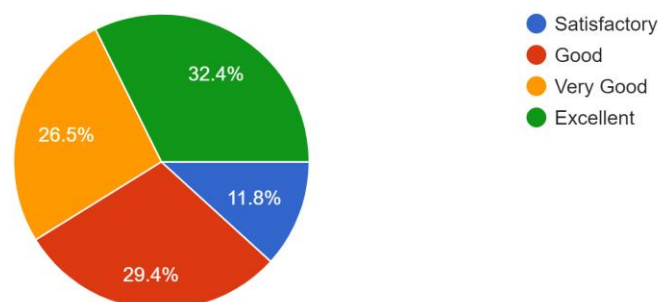
Class

34 responses



1.The instructor explained the topic clearly and used relevant examples

34 responses

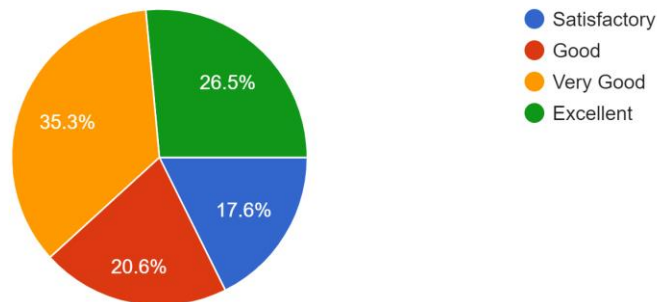




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Academic Year 2023 -2024

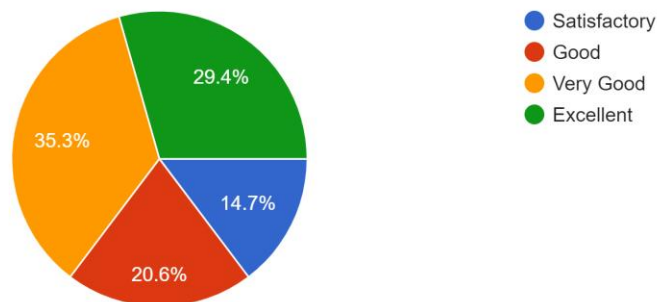
2. The lecture was interactive and felt engaged

34 responses



3. Speaker positively influenced my view towards the topic

34 responses

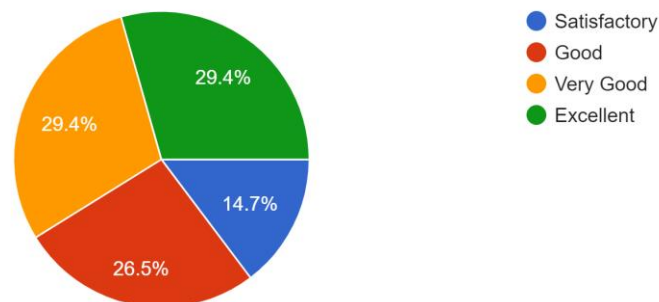




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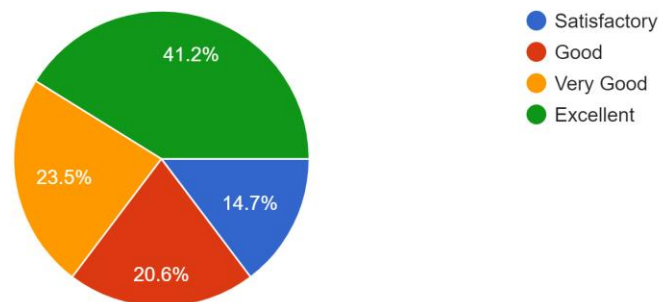
4. In future, I would like to attend the lectures from the speaker

34 responses



5. Overall feedback

34 responses





The Poona Gujarati Kelavani Mandal's

HARIBHAI V. DESAI COLLEGE

of Arts, Science & Commerce

Affiliated to Savitribai Phule Pune University

(Linguistic Minority Institution)

ID No.: PU / PN / ASC / 057 / (1984)

NAAC Grade B+ (2.75 CGPA) ■ AISHE CODE : C-41829

Principal:

Dr. Rajendra G. Gurao

M.Sc., Ph.D.

Email: principal@hvdesaicollege.edu.in

Ref. No.: HVD / BBA / 122 / 2023
(CA)

Date: 23/08/2023

To,
Shri Niraj Dattaram Bagwe,
AISC, Savitribai Phule Pune University,
Pune

Subject: - Invitation as guest speaker for Digital Marketing (Campaigns and tools)

Respected sir,

We are pleased to inform you that our college has organized a Guest lecture on Digital Marketing (Campaigns and Tools) 26th Aug 2023 by B.B.A. (C.A.) Department.

In view of this, we take this opportunity to invite you as "Guest Speaker" for the same. We appreciate your willingness to give time and expertise to help students.

We request to kindly make it convenient to be with us as per the below mentioned schedule:

- ❖ Topic : Digital Marketing(Campaigns and tools)
- ❖ Date and Day : Saturday ,Aug 26th 2023
- ❖ Time : 2.00 pm
- ❖ Venue : Commerce lab

Thanks & Regards,

Dr. Shveti Chandan
23/08/2023
Dr. Shveti Chandan
HoD, BBA (CA)

Accepted.
Niraj Bagwe
26/08/23

Dr. Rajendra Gurao
Principal



The Poona Gujarati Kelavani Mandal's

HARIBHAI V. DESAI COLLEGE

of Arts, Science & Commerce

Affiliated to Savitribai Phule Pune University

(Linguistic Minority Institution)

ID No.: PU / PN / ASC / 057 / (1984)

NAAC Grade B+-(2.75 CGPA) ■ AISHE CODE : C-41829

Principal:

Dr. Rajendra G. Gurao

M.Sc., Ph.D.

Email: principal@hvdesaicollege.edu.in

Ref. No.: HVD / **BBA / 130** / 20 23 - 24
(CA)

Date: 26 - 08 - 2023

To,
Shri Niraj Dattaram Bagwe,
AISC Savitribai Phule Pune University,
Pune

Dear Sir,

It gives me immense pleasure to express my sincere thanks to you for sparing your valuable time in sharing your knowledge with our students of the **B.B.A (Computer Application)** on Digital Marketing (Campaign and Tools).

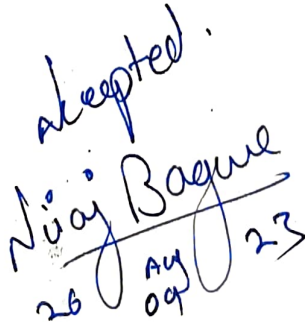
Additionally, they learned that marketing techniques give businesses, dynamic tools to build brand recognition, draw in new audiences, etc., which boosts revenue and profits.

I look forward to more such interactions in future.

Thanking you.

Thanks & Regards


Dr. Shveti Chandan
HoD, BBA (CA)


Niraj Bagwe
26 Aug 2023



Dr. Rajendra Gurao
Principal



The Poona Gujarati Kelwani Mandal's

Haribhai V. Desai College
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Academic Year 2022 -2023

Department of B.B.A. (CA)
GUEST LECTURE ON DIGITAL MARKETING
(CAMPAIGN AND TOOLS)

Date: 26/08/2023

Photos

