



**ZEAL EDUCATION SOCIETY'S
ZEAL COLLEGE OF ENGINEERING AND RESEARCH
NARHE | PUNE -41 | INDIA**



INDEX

3.2.2 Number of workshops/seminars/conference including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during a year 2019-20			
Sr. No.	Name of the workshop/ seminar/ conference	Number of Participants	Date From – To
1	Introduction to Digital Marketing, Why should everyone possess this skill'	140	23-06-2020 to 23-06-2020

Dr. Amol Ubale

Professor and EDC –Coordinator



**Dr. Ajit Kate
Principal**

**Principal Zeal College of
Engineering & Research
Narhe, Pune - 411 041.**



**ZEAL EDUCATION SOCIETY'S
ZEAL COLLEGE OF ENGINEERING & RESEARCH**
Sr.No. 39, Narhe, Pune-41. phone no. 020-67206127
Website:www.zcoer.org

Ref. No. : ZCOER/ACD/EC/

Date: 18th June 2020

PERMISSION LETTER

To,
The Principal,
ZCOER, Narhe,
Pune-41

Sub: Request to organise guest lecture on Introduction to digital marketing

Respected Sir,

As a part of the Entrepreneur Development cell activity, to motivate the students for starting their career in business I wish to organise a guest lecture by the **Mr. Sujay Khadge** (Digital Marketing Consultant) on 23/06/2020 from 10:00 am onwards. This will help our students to gain more knowledge in the field of digital marketing.

Hence I request you consider application and sanction Rs. 1500 towards the remuneration of the expert.

Thanking You,

Yours Faithfully

Dr. Yogesh Gurav
EDC Coordinator

*Allowed
Arkat
18/03/2020*





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A
REPORT
ON
Guest Lecture
'Introduction to Digital Marketing, Why should everyone possess this skill'

By
Mr. Sujay Khandge -Digital Marketing Consultant, Pune

Date: 23/06/2020

Time: 10:00am - 12:00pm

Report Prepared By:

Prof. Ojas Chaudhari, ZIBACAR & Prof. Kailas Tambe ZCOER

Report Verified By

Dr. Yogesh Gurav

EDC Coordinator





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1. EVENT DETAILS

Event Category:	College Level
Event Name	Guest Lecture
Event Type & Mode	Co-Curricular ONLINE-MS Teams,
Description	Online Guest Lecture on – ‘Introduction to Digital Marketing, Why should everyone possess this skill’
Speakers/ Guest Speakers	Mr. Sujay Khandge -Digital Marketing Consultant, Pune
Venue	ZIBACAR/ ZIMCA/ ZCOER MS Teams: http://meet.google.com/kce-iyai-fbb
Date &Duration	23/06/2020 10:00pm - 12:00pm (2 hour)
Management Team	Prof. Ojas Chaudhari, Prof. Kailas Tambe





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5. PREPARATION OF THE EVENT

Guest Lecture is planned well in advance considering the availability of guest speaker and students from their academic planned sessions. The approval for this activity is sought almost a week before. The poster and email communication is circulated to all faculty and students of Engineering, MBA & MCA program. As the session is to be conducted online MS Teams meeting is scheduled and link circulated to all intended participants

SR.NO	AGENDA	START TIME
1	Logging in to the Session, Admitting Guest Speaker to the Session	09:55 AM
2	Introduction of ZES, & Guest Speaker to Attendees	10:00 AM
3	Handing over Session to Guest Speaker to share their views on the topic	10:10 AM
4	Opening the forum for QnA	11:30 AM
5	Vote of thanks – Prof. Ojas Chaudhari	11:50 AM
6	Formally End the Session	12:00 AM

6. NUMBER OF BENEFICIARIES:

As this was a college level activity, 140 students from all Engineering and management institutes belong to Zeal education society had attended the guest lecture.

7. EXECUTIVE SUMMARY

Guest started sharp at scheduled time 10:00 AM, I (Prof. Kailas Tambe) initiated the session by introducing Zeal Education Society to Guest & then introduced the Guest Speaker to our students. After the introduction session was handed over to guest speaker to share his views on promising career opportunities in field of Digital Marketing so that our students will be motivated to pursue career in it. Towards the end of session students were encourage to ask questions on QnA session & session ended with deliver of vote of thanks by Prof. Ojas Chaudhari





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2. CONCEPTION OF THE PROGRAMME

To bridge the gap between what graduates know and what employers want is one reason for the high unemployment rate among graduates. Thus Zeal Education Society's Management Institutions encourage students to acquire skills that will be useful in the workplace. To narrow it down what is really required/will require in near future to succeed in corporate we provide our students an opportunity to directly interact with the industry leader in respective field. This is the platform where industry leader enlighten and inspire students to pursue/initiate career in the field of their interest and also addresses student query if any.

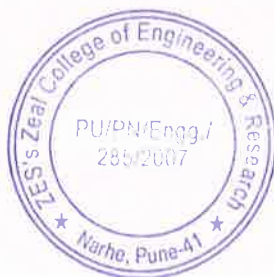
3. OUTCOME

- a) To enhance learning experience for our students
- b) To provide them opportunity to interact with Global leaders from respective field
- c) To impart knowledge of international business etiquette – customs & culture

4. RESOURCE PERSONS

Management was very supportive during the planning and overall Program Dr. Sachin Chavan, Dr. Ajit Kate were the key person in motivating & supporting throughout the activity

Guest Speaker Name: Mr. Sujay Khandge - Digital Marketing Consultant, Pune





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8. OUT COME OF THE PROGRAM.



Students got opportunity to understand the fundamentals of Digital Marketing, what are the skill sets required to be professional digital marketer. Students got highly motivated after attending the session as it was truly insightful & interesting

(Annexure Feedback Form)

9. PHOTOGRAPHS :

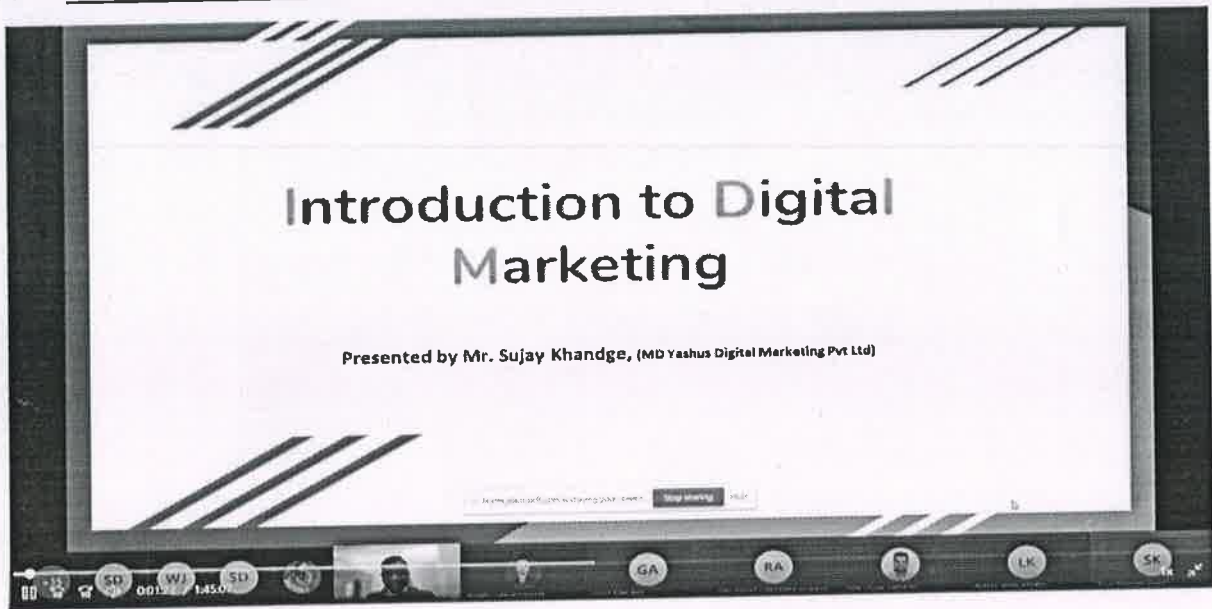


Image-1: Guest Lecture on Digital Marketing

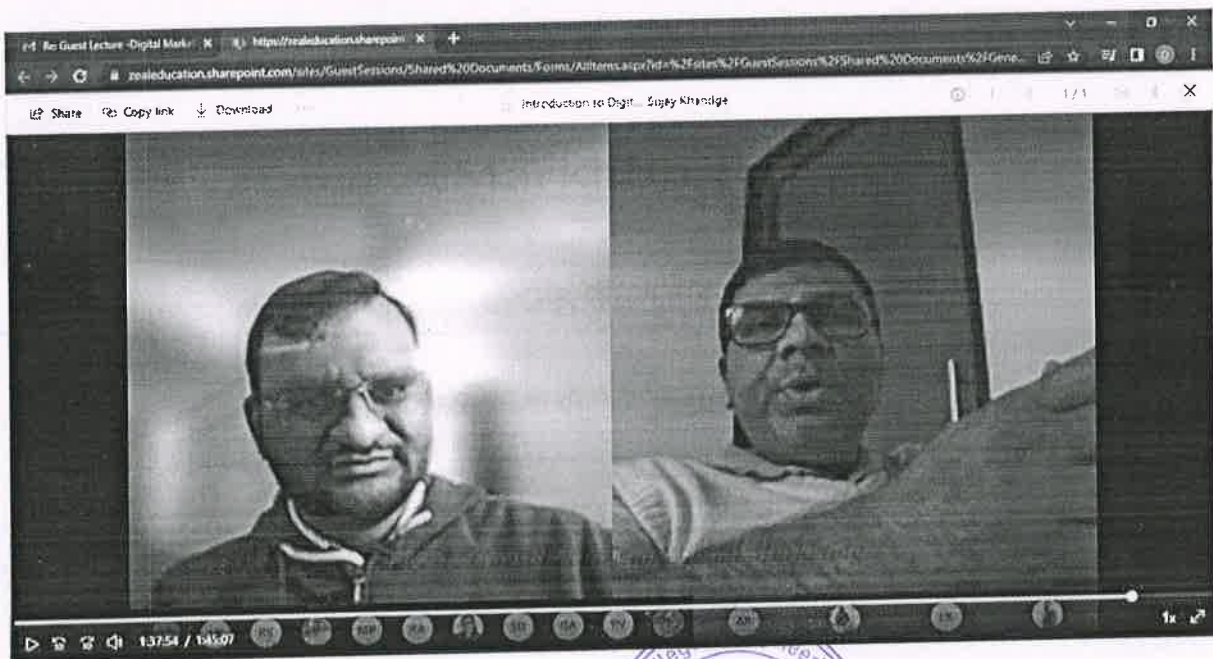


Image-2: Guest Lecture on Digital Marketing Q&A Session





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AY: 2019-2220

Expert Lecture Attendance

Date: 23.06.2020

Expert Name: Mr. Sujay Khandge

Digital Markeing Consultant Pune

Topic: "Introduction to Digital Markeing, Why should everyone possess this skill"

Full Name	User Action	Timestamp
Dr Amol Ubale	Joined	06/23/2020, 9:57:20 AM
SUJAY (GUEST)	Joined before	06/23/2020, 9:57:20 AM
SUJAY (GUEST)	Left	06/23/2020, 10:01:21 AM
SAPRE ATHARVA MORESHWAR	Joined before	06/23/2020, 9:57:20 AM
ROHIT RAM DHOKTE	Joined before	06/23/2020, 9:57:20 AM
PAWAR GAURAV SANJAY	Left	06/23/2020, 10:28:31 AM
BHUJBAL SHUBHAM VISHNU	Joined	06/23/2020, 10:31:14 AM
GAIKWAD AKASH ARVIND	Left	06/23/2020, 10:44:31 AM
BARALIYA PALAK LOKESH	Joined before	06/23/2020, 9:57:20 AM
MANE KARAN SHAHAJI	Joined before	06/23/2020, 9:57:20 AM
TAWARE ATHARV RAHUL	Joined before	06/23/2020, 9:57:20 AM
ADAMANE ABHAY NARAYAN	Joined before	06/23/2020, 9:57:20 AM
Neha Bora	Joined before	06/23/2020, 9:57:20 AM
NACHAN GOKUL NIVRUTTI	Joined before	06/23/2020, 9:57:20 AM
KUMBAR PRAKASH MAHADEV	Joined before	06/23/2020, 9:57:20 AM
YEHALEGAONKAR SANCHI MILINDKUMAR	Joined before	06/23/2020, 9:57:20 AM
RANGREJ MUZAFFAR YUNUSALI	Joined	06/23/2020, 9:58:09 AM
MANOJ VILAS GUJARE	Left	06/23/2020, 10:03:56 AM





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CHAUHAN YASH NARENDRASINGH	Joined	06/23/2020, 9:59:22 AM
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BAVISKAR AMIT ANIL	Joined	06/23/2020, 10:00:24 AM
GONDHALI SURAJ DEORAM	Joined	06/23/2020, 10:00:28 AM
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PAREKH SMIT MILIND	Joined	06/23/2020, 10:04:09 AM
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RUSHIKESH NAMDEV PUDALE	Joined	06/23/2020, 10:07:03 AM
PRAJAPATI NILESH KAMLESH	Left	06/23/2020, 10:11:18 AM
Vrushab Vishnu Pawar	Joined	06/23/2020, 10:13:51 AM
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SURYAWANSHI SURAJ MALHARI	Joined	06/23/2020, 11:09:33 AM


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EDC Coordinator


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