



# Two Days Workshop on Soft Skill Development & Digital Marketing

6th & 7th February 2024  
Time: 09.00 am - 5.00 pm

Organizer  
Department of B.B.A. & B.B.A.(C.A.)  
RJSPM's Arts, Commerce &  
Science College,  
Landowadi, Dhosari Pune-30

Venue  
Seminar Hall

## Resource Speakers

Day 1: 6th Feb.2024

**Mr. Anand Joshi**

Management Trainer at BVO Group

Day 2: 7th Feb.2024

**Mrs. Rutuja Satho**

CEO-Infocart

Digital Marketing and Web Media

Convener:  
**Dr. K. G. Kanade**  
Principal



Coordinators:  
**Prof. Sarika Jagtap**  
(HOD BBA Dept.)

**Prof. Rupali Mane**  
(HOD BBA(CA) Dept.)

## ABOUT THE WORKSHOP

Department of BBA and BBACA jointly aim through this Workshop to explore Student's knowledge in Soft skill development and Digital marketing which are topics of current interest in the market

This workshop will help

- To develop effective communication skills (spoken and written), time management and overall personality management
- To understand Digital Marketing and identify opportunities in digital marketing

## SCHEDULE OF THE WORKSHOP

Day 1 6th Feb 24 09.00 a.m. to 5.00p.m.	Soft skill development	Level 1: Profiling Level 2: Team Building Level 3: Time Management Level 4: Customer Level 5: Experience Centre
Day 2 7th Feb 24 09.00 a.m. To 1.00p.m.	Digital Marketing	Introduction, Concept, examples of Digital Marketing, Channels, Use of Various Media in Digital Marketing, future scope and job opportunities in Digital Marketing

## Patrons

**Hon. Mr. Vilas V. Londe**  
(President, RJSPM)

**Hon. Mr. Budhir Mungase**  
(Secretary, RJSPM)

**Hon. Mr. Ajit Gavhane**  
(Treasurer, RJSPM)

**Hon. Mr. Vikrant Londe**  
(Trustee, RJSPM)



## Report on Two Days Workshop

Date: 08/02/2024

### OBJECTIVE:

We invite eminent personalities who delivered the knowlwdge about how to developed students soft skill and hoe to explore these skill in the workplace,and offer tips to demonstrate your skill at work.also delivered the knowlwdge about Digital Marketing The goal of your marketing strategy might be to attract and convert the highest quality leads to your sales people via your website and to support digital channels.

Workshop is a way of enriching our students with the latest technolgy of Digital Marketing and Soft Skill techniques.

SUBJECT OF WORKSHOP : “Softskill Development”and “Digital marketing”

NAME OF EXPERTS : Mr.Anand Joshi and Mrs.Rutuja sathe

ORGNIZED BY : BBA(CA)/BBA.

A workshop was organized on 6<sup>th</sup> February 2024 and 7<sup>th</sup> February 2024 here at RJSPM’s ACS College, Landewadi, Bhosari, Pune. The purpose of the workshop is to provide knowledge about Sof Skill and Digital Marketing.

The workshop was largely attended and highly appreciated. The experts Mr.Anand Joshi has been expalined the importance of various soft skills and given the guidelines about the Resume writing,Interview techniques and also taking some activites like a group discussion.On 7<sup>th</sup> of february Mrs.Rutuja sathe has been taken interactive session on “Digital Marketing”also encouraged to students how to identify apportunities in Digital Marketing.

The program started with the welcome note delivered by Prof. Rupali Mane and she introduced the experts. Principal Dr.K.G.Kanade felicitated to the guest. The session came to an end by vote of thanks given by Prof Marodkar Pranita.



  
HOD



RAJMATA JIJAU SHIKSHAN PRASARAK MANDAL'S

ARTS, COMMERCE AND SCIENCE COLLEGE, LANDEWADI, BHOSARI, PUNE- 39

Activity Form

Name of the Committee/Name of Departmental Activity

Two days Workshop on Softskill Development and Digital Marketing

Name of Chairperson/Coordinator

Rupali Mane and Sarika jagtap

Name of the Activity/Program/Function/Event

Two days Workshop Start Date of the Activity

06/02/2024

End Date of Activity

07/02/2024

From Time

10.00am

To Time

05.00pm

Venue of the Activity

RJSPM's ACS College, Landewadi, Bhosari

No. Of Participant Attended Activity

97

Amount/Fund/Advance Required

20000

Amount/Fund/Advance Utilized

22000





RAJmata JIJAU SHIKSHAN PRASARAK MANDAL'S ACS COLLEGE

LANDEWADI, BHOSARI, PUNE 39.

DEPARTMENT OF

B.B.A.(COMPUTER APPLICATION)

ACADEMIC YEAR 2023-24

Two days Workshop on "Softskill Development" & "Digital Marketing"

Student Attendance Sheet

Sr. No	Name of the Student	Day1 (6/02/24)	Day 2 (7/02/24)
		Sign	Sign
1	Manju Sukhai Jaiswar	<u>Manju</u>	<u>Manju</u>
2	Pratiksha Balu Narale	<u>Pratu</u>	<u>Pratu</u>
3	Aparna Shivaji Gaikwad	<u>Aparna</u>	<u>Aparna</u>
4	Gopi Kisanlal Choudhary	<u>Gopi</u>	<u>Gopi</u>
5	Priyanka Prabhunath Patil	<u>Priyanka</u>	<u>Priyanka</u>
6	Anamika Avdhesh Singh	<u>Anamika</u>	<u>Anamika</u>
7	Sharadh Santosh Jayale	<u>Sh</u>	<u>Sh</u>
8	Lalit Santosh Mankar	<u>Lalit</u>	<u>Lalit</u>
9	Payal Nalcul Sarcione	<u>Payal</u>	<u>Payal</u>
10	Pranil Rajkumar Vhatkar	<u>Pranil</u>	<u>Pranil</u>
11	Prathamesh Dhanaojay Phalke	<u>Prath</u>	<u>Prath</u>
12	Tanmay Naregan Bhagwat	<u>Tanmay</u>	<u>Tanmay</u>
13	Chetan Dhondiba Khetkar	<u>Chetan</u>	<u>Chetan</u>
14	Vishal Mohan Kumbhar	<u>V.F</u>	<u>V.K</u>
15	Shradha Sukhdev Udayal	<u>Narhe</u>	<u>Narhe</u>
16	Yogesh Subhash Waghmare	<u>Yogesh</u>	<u>Yogesh</u>
17	Eka Dilip Shrivastav	<u>Eka</u>	<u>Eka</u>
18	Gauri Pravin Boid	<u>Gauri</u>	<u>Gauri</u>
19	Akshita Santosh Waikar	<u>Akshita</u>	<u>Akshita</u>
20	Pranav Rajendra Kamble	<u>Pranav</u>	<u>Pranav</u>
21	Sahel Salim Tamboli	<u>Sahel</u>	<u>Sahel</u>
22	Sanit Mangesh Tadkar	<u>Sanit</u>	<u>Sanit</u>
23	Deepak Waghmare	<u>Deepak</u>	<u>Deepak</u>
24	Sudharshan Boyane	<u>Sudharshan</u>	<u>Sudharshan</u>
25	Amit Vilas Pawar	<u>Amit</u>	<u>Amit</u>
26	Akash Tukaram Auti	<u>Auti</u>	<u>Auti</u>
27	Naresh Dharamraj Tigadkar	<u>Naresh</u>	<u>Naresh</u>





Sr. No	Name of the Student	Day1 (6/02/24)	Day 2 (7/02/24)
		Sign	Sign
28	Shekhar Santosh Shelke	<u>Shelke</u>	<u>Shelke</u>
29	Ayush dattatray Hande	<u>ADH</u>	<u>ADH</u>
30	Deepak Krishna Kamble	<u>DK</u>	<u>DK</u>
31	Amol Ashok Jadhav	<u>Amol</u>	<u>Amol</u>
32	Akash manikrao Rathod	<u>Akash</u>	<u>Akash</u>
33	Ratnadeep deepak sali	<u>Ratadeep</u>	<u>Ratadeep</u>
34	Vaibhav Bhagwan mule	<u>Vm</u>	<u>Vm</u>
35	Sakshi Shankar Bholekar	<u>Sakshi</u>	<u>Sakshi</u>
36	Sakshi Santosh Kalje	<u>Kalje</u>	<u>Kalje</u>
37	madhuri satish Nagvekar	<u>MSN</u>	<u>MSN</u>
38	Dipali Laxman Pawate	<u>Pawate</u>	<u>Pawate</u>
39	Shivani Pizappa Hugar	<u>Shivani</u>	<u>Shivani</u>
40	Poornima Santosh Boralle	<u>B. Poornima</u>	<u>B. Poornima</u>
41	Alisha Kamlesh Gupta	<u>Apta</u>	<u>Apta</u>
42	Rutuja umesh kale	<u>Rutuja</u>	<u>Rutuja</u>
43	shoravni mahesh Pandit	<u>Spandit</u>	<u>Spandit</u>
44	Pranavi Ganesh Sonawane	<u>P. Sonawane</u>	<u>P. Sonawane</u>
45	Bhakti Somnath Phalke	<u>Bphalke</u>	<u>Bphalke</u>
46	Kanchan Satish Ambdekar	<u>Kanchan</u>	<u>Kanchan</u>
47	Shroddha Nilkanteshwar Potdar	<u>Shroddha</u>	<u>Shroddha</u>
48	Anjali Jitendra Gawade	<u>Anjali</u>	<u>Anjali</u>
49	Shweta Rajkumar Kashyap	<u>Shweta</u>	<u>Shweta</u>
50	Apeksha Prasad Taras	<u>Apeksha</u>	<u>Apeksha</u>
51	Sanjana vijay Bhadkumbe	<u>Sanjana</u>	<u>Sanjana</u>
52	Dhanshree sainath bankar	<u>Dhanshree</u>	<u>Dhanshree</u>
53	siddhi Suresh Badhe	<u>Siddhi</u>	<u>Siddhi</u>
54	Mamta Anil narkhede	<u>Mamta</u>	<u>Mamta</u>
55	Rukya Rajendra Kshirsagar	<u>Rukya</u>	<u>Rukya</u>
56	Chaitrali Shrikant Mane	<u>Gmane</u>	<u>Gmane</u>
57	Revati Dattatray Walekar	<u>Revati</u>	<u>Revati</u>
58	Khushi Ganesh Kalokhe	<u>Khushi</u>	<u>Khushi</u>
59	Shivraj Pragnath Shetkar	<u>Shivraj</u>	<u>Shivraj</u>
60	Pushikesh madhukar Sawase	<u>Pratik</u>	<u>Pratik</u>
61	Ganesh Baliram Torane	<u>Pratik</u>	<u>Pratik</u>
62	Naravath Balu Narale	<u>Narale</u>	<u>Narale</u>
63	Ganesh patil	<u>Pratik</u>	<u>Pratik</u>
64	Rushabh Maske	<u>Pratik</u>	<u>Pratik</u>
65	Triveni Kute	<u>Triveni</u>	<u>Triveni</u>
66	Narale Pratiksha Patil	<u>Pratik</u>	<u>Pratik</u>

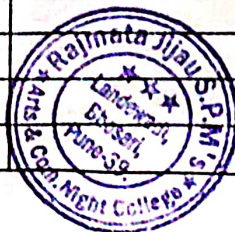
66 Ashutosh Ramesh Patil

67 Omkar Ganpat Pise





Sr. No	Name of the Student	Day1 (6/02/24)	Day 2 (7/02/24)
		Sign	Sign
67	Pratik Balasaheb Jyotap	<u>Bel</u>	<u>Bel</u>
68	Chaitanya Dattatray Sutar	<u>Sutar</u>	<u>Sutar</u>
69	Audhant Ganesh Thorat	<u>Thorat</u>	<u>Thorat</u>
70	Prem Vijay Kamble	<u>Kamble</u>	<u>Kamble</u>
71	Shubham Shashibhushan Upadhyay	<u>Shub</u>	<u>Shubham</u>
72	Nikita Gautam Chumbare	<u>Chumbare</u>	<u>Chumbare</u>
73	Sneha Sandeep Landage	<u>Landage</u>	<u>Landage</u>
74	Ashwini Subhash Waghmare	<u>Waghmare</u>	<u>Waghmare</u>
75	Maishnavi Sainath Warkase	<u>Warkase</u>	<u>Warkase</u>
76	Rajshri Kishanrao Jadhav	<u>Jadhav</u>	<u>Jadhav</u>
77	Pooja Mahite-Dada Jagdhare	<u>Jadhare</u>	<u>Jadhare</u>
78	Vaishnavi Ramdas Karke	<u>Karke</u>	<u>Karke</u>
79	Maya Ram Archite	<u>Archite</u>	<u>Archite</u>
80	Vaishnavi Tanaji Karle	<u>Karle</u>	<u>Karle</u>
81	Punam Parulheerinaath Karkar	<u>Karkar</u>	<u>Karkar</u>
82	Darshan Satish Nagvekar	<u>Nagvekar</u>	<u>Nagvekar</u>
83	Aditya Namdev Tachade	<u>Tachade</u>	<u>Tachade</u>
84	Prathmesh Ganpat Bhadale	<u>Bhadale</u>	<u>Bhadale</u>
85	Abhishek Mahendra Deshmukh	<u>Abhi</u>	<u>Abhi</u>
86	Abhishek Vasant Sancarip	<u>Sancarip</u>	<u>Sancarip</u>
87	Omkar Balasaheb Puri	<u>Puri</u>	<u>Puri</u>
88	Prathmesh Dnyaneshwar Makashe	<u>Prathmesh</u>	<u>Prathmesh</u>
89	Harsh Meekindra Chikhale	<u>Harsh</u>	<u>Harsh</u>
90	Sahil Vijayanath Mhetre	<u>Mhetre</u>	<u>Mhetre</u>
91	Shubham Chandrakant Gorde	<u>S.C. Gorde</u>	<u>S.C. Gorde</u>
92	Sudip Ashok Panchal	<u>Panchal</u>	<u>Panchal</u>
93	Ritesh M Seervi	<u>Seervi</u>	<u>Seervi</u>
94	Abhijeet Kolhe	<u>Kolhe</u>	<u>Kolhe</u>
95	Rushabh Mhaske	<u>Mhaske</u>	<u>Mhaske</u>
96	Omkar Jadhav	<u>Jadhav</u>	<u>Jadhav</u>
97	Ganesh Patil	<u>Patil</u>	<u>Patil</u>
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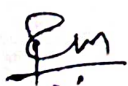




Proof Record to be Ticked and Scanned copy to be attached.

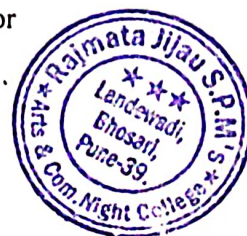
- A) Photo Proof
- B) Attendance Record
- C) Press Release
- D) Other



  
Activity In charge

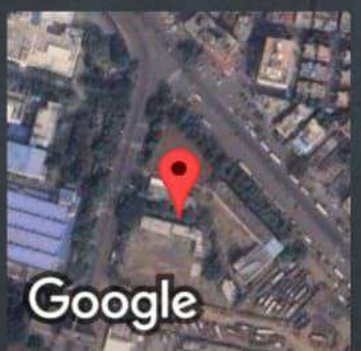
  
IQAC Coordinator

  
Principal



**Principal**  
Rajmata Jijau Shikshan Prasarak Mandal  
Arts, Commerce and Science College  
Landewadi, Bhosari, Pune-39.





**Pimpri-Chinchwad, Maharashtra, India**  
15, Telco Rd, Adinath Nagar, Telco Rd, Adinath Nagar, Bhosari, Pimpri-Chinchwad, Maharashtra 411039, India

Lat 18.617922°  
Long 73.842572°  
06/02/24 09:48 AM GMT +05:30

 **GPS Map Camera**







**Pimpri-Chinchwad, Maharashtra, India**

15, Telco Rd, Adinath Nagar, Telco Rd, Adinath Nagar, Bhosari, Pimpri-Chinchwad, Maharashtra 411039, India

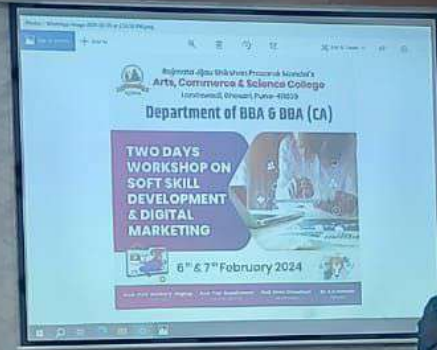
Lat 18.61799°

Long 73.8426°

07/02/24 11:49 AM GMT +05:30









### What Makes A Team ...

- Common purpose or goals or objectives
- Awareness of membership and commitment
- Common operating norms

