



Shirdi Sai Rural Institute's

ARTS, SCIENCE AND COMMERCE COLLEGE, RAHATA

"NAAC REACCREDITED "B++" GRADE COLLEGE"

A/P/Tal-Rahata, Dist.-Ahmednagar.(M.S.)423107

Affiliated to Savitribai Phule Pune University, Pune

www.ascrahata.org



SELF STUDY REPORT-CYCLE 3rd 2018-2023

Criterion: III
Research, Innovations and Extension

Key Indicator: 3.2
Innovation Ecosystem

Metric: 3.2.2 (Q_nM)

Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the last five years

Submitted to

**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC)
BENGALURU**



Name of the workshop/ seminar

**National Seminar on Digital Marketing:
Opportunities and Challenges**

Report

28- 29 March 2023

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Shirdi Sai Rural Institute's
ARTS, SCIENCE AND COMMERCE COLLEGE, RAHATA

Tal. Rahata, Dist. Ahmednagar (Maharashtra)

Two days National Level Seminar

On

“DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES”

Organized by

Dept. of Commerce and IQAC

Sponsored by

**Indian Council of Social Science Research, WRO,
Mumbai.**

Date: 28 - 29 March 2023

श्री. साईक भवन, विद्यानगर,
ई-४०० ०९८.
द्वनी : २६५३ ०२०९ (कार्यालय)
२६५४ १५६७ (वसतीगृह)



Tel. : 2653 0209 Fax : 2653 0210
ICSSR Hostel : 2654 1567 / 2654 34
E-mail : icssrwrcc@yahoo.co.in
wrcmumbai@gmail.com
icssrguesthouse@gmail.com
(for guest house booking)

ssor Smita Shukla
Hon. Director

P-51/37./2023

24th February, 2023

Dr S. V. Lahare
I/C Principal
Shirdi Sai Rural Institute's Arts,
Science and Commerce College
Rahata 423 107

Dear Dr Lahare,

This has with reference to your letter dated 30th Sept, 2022.

I am happy to inform you that the Local Consultative Committee of the Centre in its meeting held on 15th February, 2023 considered favorably your proposal for financial assistance to organize a national seminar on "Marketing - Opportunities and Challenges" to held on 21st-22nd September, 2022 and sanctioned a grant of Rs 50,000/- **with condition that (a) the college will provide the proof of conference being organized on said dates (b) Conference report (c) Utilization Certificate certified by Auditor (Chartered Accountant) for claiming the grant.**

Kindly note the enclosed terms & conditions for the sanctioned grant & confirm your acceptance of the same.

With best regards,

Yours sincerely,

D/c Hon. Director

Encl: Terms & Conditions
Item 3

Dr. S.K. P. Nite Sm
8/3/2023



Arts Science & Commerce
College, Rahata



PATRONS

Hon'ble Namdar Shri. Radhakrishna Vikhe Patil

(Minister for Revenue, Animal Husbandry & Dairy Development, Govt. of Maharashtra)
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(Member of Parliament, Ahmednagar, Chief Executive Officer, SSRI, Pravaranagar)

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(President, Sindhutai E. Vikhe Patil Ranaragini Mahila Mandal, Loni)

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(Principal, PVP College Loni, Senate Member, SPPU, Pune)

Hon'ble Shri. Sachin Gorde

(Senate Member, SPPU, Pune)

Hon'ble Dr. Yuvraj Narawade

(Senate Member, SPPU, Pune)

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(Dean, Faculty of Commerce and Management, SPPU, Pune)

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(Campus Director, ACS & CS College, Ashvi)

Hon'ble Dr. Mahesh N. Kharde

(Director, SSRI, Pravaranagar)

Hon'ble Prof. (Dr.) S. S. Gholap

(Convener and Principal, Arts, Science and Commerce College, Rahata)

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Asst. Co-ordinator
Mob. 9604315347

Prof. (Dr.) R. N. Wakchaure
Co-ordinator
Mob. 9922278435

Dr. V. P. Bhalekar
IQAC Co-ordinator

Dr. D. N. Dange
Vice Principal

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Vice Principal, Member of BoS, SPPU, Pune

Prof. S. V. Lahare
Vice Principal

Dr. J. R. Dighe

Dr. M. B. Dighe

Miss. P. R. Tambe

Dr. A. G. Antre

TREASURERS

Shri S. P. Kharat,

Shri S. R. Wani

To,



NATIONAL LEVEL SEMINAR

on

**"DIGITAL MARKETING :
OPPORTUNITIES AND CHALLENGES"**



Indian Council of
Social Science Research

Sponsored by
**Indian Council of Social Science and Research
(ICSSR) WRO, Mumbai**

28 - 29 March, 2023

SILVER JUBILEE YEAR 2022-23



Organized by,

IQAC AND DEPARTMENT OF COMMERCE

Shirdi Sai Rural Institute's

ARTS, SCIENCE AND COMMERCE COLLEGE, RAHATA

"NAAC RE-ACCREDITED "B++ GRADE COLLEGE"

Recipient of Best Rural College Award" from Savitribai Phule Pune University (2012-13)
Recipient of Best Rural College Award" from S.W. O., Savitribai Phule Pune University (2011-12)

A/P/Tal - Rahata, Dist. - Ahmednagar (Maharashtra) Phone No. 02423-295488

Email - rahatacollege@rediffmail.com, rahatacollege@pravara.in

Website-www.ascrahata.org

We are happy to inform you that a Two Days National Level Seminar on **“Digital Marketing : Opportunities and Challenges”** is being organized on **March, 28-29, 2023** by the Department of Commerce, Arts, Science and Commerce College, Rahata. (Near Sai Baba’s Shirdi), District-Ahmednagar (Maharashtra), sponsored by ICSSR, WRO, Mumbai.

Shirdi Sai Rural Institute (SSRI) was established in 1997 as a public trust by the vision of Late Dr. Balasaheb Vikhe Patil (Padma Bhushan awardee, Ex-Minister, Govt. of India, Founder Trustee, SSRI) with the moral support of Late Dr. Y. K. Alagh (Former Union Minister of State, Science and Technology, Govt. of India). The institute is doing progress under the able guidance of Namdar Shri. Radhakrishna Vikhe Patil, (Minister for Revenue, Animal Husbandry & Dairy Development, Govt. of Maharashtra) and Dr. Sujay Vikhe Patil, (Member of Parliament and Chief Executive Officer, SSRI, Pravaranagar).

Arts, Science and Commerce College, Rahata was established in June 1997. Late. Dr. Balasaheb Vikhe Patil, (Padma Bhushan awardee) Late Dr. Y. K. Alagh and Namdar Shri. Radhakrishna Vikhe Patil had a vision in their mind while starting this College. The strength of students was 141 when it was established, now strength is 1800+. Since then the college has been progressing. The college is located very close to holy place of Lord Sai Baba Shirdi. In the area of 21 Acres, 43 teaching and 28 non-teaching staff are taking effort to add the feathers in its cap. College is permanently affiliated to Savitribai Phule Pune University, and included in section 12 (b) and 2(f) of UGC

Flourishing as a higher learning Centre in the region,, for the upliftment of the poor and talented students 'Earn and Learn Scheme, skilled and entrepreneurship programme' are run by the College. For the excellent academic results, teachers are improving themselves through orientation, refresher, FDP course and research work. To inculcate the research culture among the student institute has started Shrimati Sindhutai Vikhe Patil Research Fellowship for PG students and also Late Dr. Balasaheb Vikhe Patil (Padma Bhushan Awardee) special achievement scholarship is given to students achievement for special proficiency in education , social, sports , NCC, NSS etc.

In recognition of the excellent educational facilities provided and services rendered to the rural masses, the college has received '**Best Rural College**' Award from Savitribai Phule Pune University in the 2013. In academic year 2011-12 Student Welfare Board, Savitribai Phule Pune University has honored the college with '**Best College Award**'. Also NAAC has reaccredited the college at "**B++**" **Grade in 2018-19.**

The college is just 5 kms away from Lord Sai Baba's Shirdi and 60 kms away from Lord Shani Shingnapur.

The Department of Commerce was established since inception. The faculty of the department is highly qualified with two Ph. D. guide and has published around 150 research papers in reputed national and international journals. Marketing, Banking and Cost Accounting are special subject at UG level where as Business Administration is a special subject offered at PG.

Full Research papers are invited in the areas related to the focal theme and sub theme for presentation. Research paper about 2500 words using Times New Roman font size 12 points and line spacing of 1.5 on A-4 size paper in micro-soft word format be sent to Email Id given below. Research paper should include the title of the paper (14pt., Bold centre) Authors name (12pts., Italic centre), Mailing address, Email id, to whom the correspondence should be done.

Research paper through Email attachment or soft copy in MS word in ready to print form only should be submitted to commercerahata@gmail.com Research papers will be accepted up to 24, March 2023

The Research papers will be reviewed by the technical committee and the acceptance will be communicated to the corresponding author through Email only.

Accommodation will be provided on demand to the participants at Lord Saibabas Bhakta Nivas, Shirdi.

SUB THEMES -

1. Marketing in India : past, present and future
2. Rural consumer behaviour in digital India
3. Social networking sites for marketing
4. E-mail marketing
5. Indian Youth : best powerhouse to target
6. Video on Demand (VoD) platforms for marketing
7. Rural Marketing
8. Digital innovation in business management
9. E-commerce fraud and risk management
10. Taxes and e-commerce
11. Digital currency.



All the participants are requested to registered their names by filling in Google form. The registration fee should be paid in favour of the Principal, Arts, Science and Commerce College, Rahata

The Registration link - <https://forms.gle/N2v9RBVobEKDYLtZ9>

Whatapp link - <https://chat.whatsapp.com/GkPBO0eXoguC7aeHZMvE9q>

Delegates with research papers Rs. 1000/-
Delegates without research papers Rs. 500/-
Students (UG, PG, M.Phil, Ph. D.) with research papers Rs. 800/-
Students registration without research papers Rs. 300/-
The Registration fee includes seminar kit, breakfast and lunch.

Bank Details for online payments :

A/C name : Principal Arts, Science and Commerce College, Rahata

Bank Name : Bank of Maharashtra, Branch Shirdi,

Account No. : 60132997846



Shirdi Sai Rural Institute's,
Art's, Science and Commerce College, Rahata

A/p:-Pimplas,Tal:-RahataDist.Ahmednagar,423107Phone-(02423)295488

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NAACRE-ACCREDITED"B"++"GradeCollege



ASCCR/Seminar/2022-23/466

Date: 09/03/2023

To.

Dr.Kiran kumar Pant,

Assot.Prof. Dept. of Commerce,

PNGPG College, Ramnagar, Nanital,Uttarkhand

Subject: Regarding invitation as a Resource Person in inaugural function....

Respected Sir,

As per the above mentioned subject the Commerce Dept. of Arts, Science and Commerce College, Rahata is going to organize two day's **National Seminar on "Digital Marketing: Opportunities and Challenges"** from 28th -29th March 2023. Professors and students will be participant for this seminar.

We would like to request you to be present in this conference and guide us. We will look forward for your positive response.

Subject: **Challenges and Opportunities of Digital Marketing in 21st Century**

Date : Tuesday, 28th March 2023, Time 11 :00 am(Online)

ThankingYou

Yours Faithfully,

Prof. (Dr.) R. N. Wakchaure

PRINCIPAL

Art's, Science & Commerce College
Rahata, Dist. Ahmednagar.

Prof.(Dr.)SomnathGholap



Shirdi Sai Rural Institute's,
Art's, Science and Commerce College, Rahata

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ASCCR/Seminar/2022-23/466

Date:09/03/2023

To.

Dr. Sanjay Argade,

Prof.,K.J.S. College of Arts, Commerce and Science

Kopargaon,Tal :Kopargaon, Dist : Ahmednagar

Maharashtra

Subject: Regarding invitation as a Resource Person in inaugural function....

Respected Sir,

As per the above mentioned subject the Commerce Dept. of Arts, Science and Commerce College,

Rahata is going to organize two day's **National Seminar on “Digital Marketing: Opportunities and Challenges”** from 28th -29th March 2023. Professors and students will be participant forthis seminar.

We would like to request you to be present in this conference and guide us. We will look forward for your positive response.

Subject : **New Field in Digital Marketing**

Date: Tuesday,28th March 2023,Time10:00am.

Thanking You

Yours Faithfully,

Prof. (Dr.) R. N. Wakchaure

PRINCIPAL
Art's, Science & Commerce College
Rahata, Dist Ahmednagar.

Prof.(Dr.) Somnath Gholap

Recipientof“BestRuralCollegeAward”fromStudentWelfareBoard(2011-12and2013-14)

BySavitribaiPhulePuneUniversity,Pune



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ASCCR/Seminar/2022-23/466

Date:09/03/2023

To.

Dr. Ravi Jadhav,

Asst.Prof.,KJSCollege,

Kopargaon, Dist-Ahmednagar Maharashtra

Subject: Regarding invitation as a Resource Person

Respected Sir,

As per the above mentioned subject the Dept. of Commerce, Arts, Science and Commerce College, Rahata is going to organize two day's **National Seminar on "Digital Marketing: Opportunities and Challenges"** from 28th -29th March 2023. Professors and students will be participant for this seminar.

We would like to request you to be present in this conference and guide us. We will look forward for your positive response.

Subject: **Application of Robotic Process Automation in Digital Marketing**

Date : Wednesday, 29th March 2023, Time 10 :00 am.

ThankingYou

Yours Faithfully,

Prof. (Dr.) R. N. Wakchaure

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Art's, Science & Commerce College
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ASCCR/Seminar/2022-23/466

Date:09/03/2023

To.

Dr.B.D.Ranpise,

Assit.Prof.,and Vice Prin. ,PVP College, Pravaranagar,

Tal;Rahata, Dist:Ahmednagar Maharashtra

Subject: Regarding invitation as a Resource Person

Respected Sir,

As per the above mentioned subject the Commerce Dept. of Arts, Science and Commerce College, Rahata is going to organize two day's **National Seminar on “Digital Marketing: Opportunities and Challenges”** from 28th -29th March 2023. Professors and students will be participant for this seminar.

We would like to request you to be present in this conference and guide us. We will look forward for your positive response.

Subject: **Rural Marketing**

Date: **Wednesday, 29th March 2023,Time10 :00am.**

ThankingYou

Yours Faithfully,

Prof. (Dr.) R. N. Wakchaure

PRINCIPAL
Art's, Science & Commerce College
Rahata, Dist. Ahmednagar.

Prof.(Dr.) Somnath Gholap

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BySavitribaiPhulePuneUniversity,Pune



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ASCCR/Seminar/2022-23/466

Date:09/03/2023

To.

Mr. Yashodip Balasaheb Shete, Entrepreneur,

The Bappa Company Paregaon, Shirdi, Tal;

Rahata ,Dist : Ahmednagar Maharashtra

Subject: Regarding invitation as a Resource Person....

Respected Sir,

As per the above mentioned subject the Commerce Dept. of Arts, Science and Commerce College, Rahata is going to organize two day's **National Seminar on “Digital Marketing: Opportunities and Challenges”** from 28th -29th March 2023. Professors and students will be participant for this seminar.

We would like to request you to be present in this conference and guide us. We will look forward for your positive response.

Subject: **Digital Marketing**

Date: Wednesday, 29th March 2023,Time 10:00am.

ThankingYou

Yours Faithfully,

Prof. (Dr.) R. N. Wakchaure

PRINCIPAL
Art's, Science & Commerce College
Rahata, Dist. Ahmednagar.



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ASCCR/Seminar/2022-23/466

Date:09/03/2023

To.

Mr.V. V. Ugale,

Chartered Accountant, Dighi, Pune

Subject: Regarding invitation as a Resource Person...

Respected Sir,

As per the above mentioned subject the Dept. of Commerce of Arts, Science and Commerce College, Rahata is going to organize two day's **National Level Seminar on "Digital Marketing: Opportunities and Challenges"** from 28– 29 March 2023. Professors and students will be participant for this seminar.

We would like to request you to be present in this conference and guide us. We will look forward for your positive response.

Subject: **E-Commerce Fraud and Risk Management**

Date : **Wednesday, 29thMarch 2023, Time 12: 00 pm.**

ThankingYou

Yours Faithfully,

Prof. (Dr.) R. N. Wakchaure

PRINCIPAL
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Rahata, Dist Ahmednagar.

Prof.(Dr.)SomnathGholap

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ASCCR/Seminar/2022-23/503

Date:27/03/2023

To.

Hon'ble Shri Sandip Khating ,
Senior Officer, State Bank of India,
Rahata

Subject: Regarding invitation as a Guest of Honour...

Respected Sir,

As per the above mentioned subject the Dept. of Commerce of Arts, Science and Commerce College, Rahata is going to organize two day's **National Level Seminar on "Digital Marketing: Opportunities and Challenges"** from 28-29 March2023. Professors and students will be participant for this seminar.

We would like to request you to be present in this conference and guide us. We will look forward for your positive response.

Date:Wednesday,29thMarch2023,Time-4:00pm.

Thanking You

Yours Faithfully,

Prof. (Dr.) R. N. Wakchaure

PRINCIPAL
Art's, Science & Commerce College
Rahata, Dist. Ahmednagar.

Prof.(Dr.) Somnath Gholap

Shirdi Sai Rural Institute's
ARTS, SCIENCE AND COMMERCE COLLEGE, RAHATA
National Seminar on
“DIGITAL MARKETING:CHALLENGES AND OPPURTUNITIES”
Organized by
Department of Commerce and IQAC
Sponsored by
Indian Council of Social Science Research,WRO,Mumbai.
Inaugural Function -Date: 28th March2023

Time	Programme Details
10:00 am.	Arrival of Guests
10:05 am.	Garlanding the Portrait of Padmashri, Dr.Vitthalrao Vikhe Patil and Padmbhushan Dr. BalasahebVikhePatil
10.10 am.	Welcome Speech and Introduction by Dr. S.K. Pulate
10:15 am.	Theme explanation : Dr.R.N. Wakchaure
10.20 am.	Felicitation of Guests Hon’ble Prof. (Dr.) Praveen Saptarshi , Professor, environment Science, SPPU, Pune Emeritues Professor, Salisbury University,USA. Hon’ble Sau Shalinitai Vikhe Patil Former President, Zilha Parishad,Ahmednagr, Trustee SSRI. , Pravaranagar Hon’ble Prof. (Dr.) Arjun Musmade (Member of BoS,SPPU,Pune & HoD, Geography, T.J.College,Khadki, Pune) Hon’ble Dr. Yogesh Thorat Scientist, ICAR-IISR, Biological Control Centre, Pravaranagar Hon’ble Prof. (Dr.) S. L. Argade KJS College,Kopargaon Hon’ble Dr. Mahesh N. Kharde Director, SSRI,Pravaranagar Hon’ble Prof.(Dr.)SomnathS.Gholap Principal, Arts,Science and Commerce College, Rahata
10.30 am.	Keynote Address of Chief Guest– Dr. Praveen Saptarshi
10:40 am.	Presidential Address by Hon’ble Sau.ShalinitaiVikhePatil
10.50 am.	Vote of Thanks by Dr.R. N.Wakchaure
	Anchoring of Function by Dr. R. D. Kasar


Prof. (Dr.) R. N. Wakchaure


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Organized by Department of Commerce and IQAC

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Indian Council of Social Science Research,(ICSSR)WRO,Mumbai.

Date: 28 March2023 **Programme Schedule**

Sr. No.	Time	SessionI	ResourcePerson
1	10:30 To 11:10 am	Session I Inaugural Functionand Key note address	Chief Guest- Hon’ble Prof. Praveen Saptarshi President-Hon’ble Sau. Shalinitai Vikhe Patil Guest of Honor Hon’ble Prin. Dr. P. M. Dighe, Hon’ble Dr. R. P. Kalamkar, Hon’ble Prof.(Dr.)S.L.Argade Hon’ble Dr.Mahesh N. Kharde, Director S. S. R. I. Hon’ble Prin. Prof.(Dr.)Somnath Gholap Arts,ScienceandCommerceCollege, Rahata
2	11:10 To 11:55 am	SessionII	Dr.R.P. Kalamkar, Assot.Prof.,CDJainCollege,Shrirampur Subject:ImpactofDigitalMarketingonRuralConsumer Behavior
3	12:00 To 12: 10 pm		Discussion
4	12: 10 To 1: 00 pm	SessionIII	Prof.(Dr.)S.L.Argade, KJS College, Kopargaon Subject:New Field in Digital Marketing
5	1:00 To 1: 10 pm		Discussion
7	1:10 To 2: 30 pm	LunchBreak	
8	2: 30 To 3:20pm	SessionIV	Prof.(Dr.)Kiran Kumar Pant(Online) Assot. Prof.& Head Dept. of Commerce, PNGPG College, Ramnagar, Nanital,Uttarkhand, India Subject:Challenges and Opportunities of Digital Marketing in 21stcentury
	3:20 To 3: 40pm	TeaBreak	
	3:40 To 5:00 pm		Paper presentation and Oral

DayII,29 th March 2023			
	10:10 To11:00 am	SessionI	Dr.B.D. Ranpise, Assit. Prof. and Vice Prin., PVP College, Pravaranagar,Tal;Rahata,Dist:Ahmednagar,(MS) Subject : Rural Marketing
	11:00 To 11:15		Discussion
	11:15 To12:05 pm	SessionII	Mr. Yashodip Balasaheb Shete, Entrepreneur,The Bappa Company, Paregaon, Shirdi,(Maharashtra) Subject:DigitalMarketing
	12:05 to 12: 20 pm		Discussion
	12:20 To 1:10 pm.	SessionIII	Mr.V.V.Ugale CharteredAccountant,Pune Subject:E –CommerceFraudandRiskManagement
	1:10 To 1:25 pm		Discussion
	1:25 To 2:30 pm		LunchBreak
	2:30 To 3:20 pm	SessionIV	Dr.RaviJadhav Assit..Prof.,KJSCollege,KopargaonDistA,Nagar(MS) Subject : Application of Robotic Process Automation in Digital Marketing
	3:20 To 4:00 pm.	SessionV	Paper Presentation and Oral
	4:00 To 5:00 pm	SessionVI	Valedictory Function Hon'ble Shri Yashodeep Shete Guest of Honor Hon'ble Shri Sandip Khating Mr. V. V.Ugale Hon'ble Dr. Mahesh N. Kharde, DirectorS.S.R.I. President: Hon'blePrin.Prof.(Dr.) Somnath Gholap Arts, Science and Commerce College, Rahata


Prof. (Dr.) R. N. Wakchaure


PRINCIPAL
 Art's, Science & Commerce College
 Rahata, Dist. Ahmednagar.

Shirdi Sai Rural Institute's
ARTS, SCIENCE AND COMMERCE COLLEGE, RAHATA
National Level Seminar
Organized by IQAC and Dept of Commerce on,
"DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES"

Sponsored By,
Indian Council of Social Science Research, ICSSR)WRO. Mumbai

Date: 28-29 March 2023 Registration

Student participants within the state						
Sr. No.	Name of the Participant	Dept.	Address with phone No. & Email	Name of the University	28/03/2023 Signature	29/03/2023 Signature
1.	Bagul Shreaddha Nitin	com.	Shreaddhabagul.121@gmail.com Rahata - 9370522652	pune		
2.	Jaytop Akanksha Bhaginath	com	akankshajaytop100@gmail.com Rahata 9609403231	pune		
3.	Lute Prajakta Bhagwat	com	PrajaktaLute01@gmail.com Rahata - 8847995230	pune		
4.	Game Snehal Balasaheb	Com	Snehalgame3@gmail.com Kelwad - 7666298287	pune		
5.	Londhe Pratam Sanjay	Com.	Pratamlondhe2001@gmail.com Astagon.9921648885	pune		
6.	mate Dhunshree Ashok	com	dhunshrimate1909@gmail.com Nighej - 9405017267	pune		
7.	masal Swati Rakhmajji	Com	masalswati129@gmail.com VijayaNagar. 7709253852	pune		
8.	Bansode Prajakta Sahebrao	com	bpriajakta75@gmail.com Gakuri, 8010052167	pune		
9.	Solanki Sejal Ashok	com	sejalSolanki554@gmail.com Rahata, 7756000950	pune		
10.	Gavande Nikita Balasaheb	com.	nikitagavande99@gmail.com, Rahata. 9359310358	pune		
11.	Waghmare Pratiima Nam	com	waghmarePratiima2@gmail.com Rahata 8061983281	pune		
12.	Tejwarkar Nikita Balasaheb	com.	nikitajtejwarkar100@gmail.com, Rahata. 9689196951	pune		
13.	Dhatrik Rutushri Ashok	Com.	rutushridhatrik01@gmail.com com Rahata. 9156917523	pune		
14.	Gadekar Pratiksha Bhausaheb	com	Pratikshagadekar245@gmail.com Rahata. 7499974778	pune		

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16)	Gadge Ganesh Ananda	com	gadgeganeesh095@gmail.com Rahata - 9605183906	pune	<u>Ganesh</u>	<u>Ganesh</u>
17)	Gulkarad Shamrao Ashok	com	gulkarad.shamrao74@gmail.com Rahata - 9625816584	pune	<u>Gulkarad</u>	<u>Gulkarad</u>
18)	Game Shankar Somnath	com	shankargame01@gmail.com Rahata - 7218669340	pune	<u>Game</u>	<u>Game</u>
19)	Bansode Pankaj Saherabao	com	bansodepankaj21@gmail.com Sakur - 9130577417	pune	<u>Pankaj</u>	<u>Pankaj</u>
20)	Mase Vaishali Madhav	com	vaishalimore120@gmail.com Astagon - 8975611700	pune	<u>Vaishali</u>	<u>Vaishali</u>
21)	Jewkar Harshada Sandip	com.	harshadajewkar@gmail.com Astagon - 8605575933	pune	<u>Hjewkar</u>	<u>Hjewkar</u>
22)	Gadaghe Swapnil Anand	com	swapnilgadaghe@gmail.com	pune	<u>Swapnil</u>	<u>Swapnil</u>
23)	Kalekhe Shubham Ramesh	com	shubhamkalekhe794@gmail.com	pune	<u>Shubham</u>	<u>Shubham</u>
24)	Dergale Snehal Satish	com.	snehaldergale@2009mail.com	pune	<u>Snehal</u>	<u>Snehal</u>
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28)	Divate Shelkar Sanjay	com	divateshelkar475@gmail.com	pune	<u>Divate</u>	<u>Divate</u>
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30)	Sonawane Mangesh Babasaheb	com.	sonawaneMangesh102@gmail.com 9623582615	pune	<u>Mangesh</u>	<u>Mangesh</u>

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34.	Bhingarde Abhishek Vijay	M.Com	abhibhingarde07@gmail.com	PUNE	Abhishek	Abhishek
35.	Nirmal Akash Rajendra	IT.com	Takashnirmal1611@gmail.com	Pune	Nil	Nil
36)	Paekhe Siddhaesh Dilip	M.Com II	paekhesiddhaeshb12@gmail.com	Pune	Paekhe	Paekhe
37)	Dange Sandip Anil	M.Com.I	Dangesandip977@gmail.com	Pune	Sandip	Sandip
38	Mokal Poornam Suresh	M.Com.I	poonammokal5@gmail.com	pune	Mokal P-3	Mokal P-3
39	Sabale Pundm Rambhaji	M.Com II	Pundm sabales3@gmail.com	Pune	Sabale	Sabale
40	Mozal Shradddha. Sudam	M.Com	shradddhamozal02@gmail.com	pune	Mozal	Mozal
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43	Laware Aishwarya Manohar	M.com	aishwaryalaware2001@gmail.com	Pune	Laware	Laware
44	Komal Subhash Kumar	M.Com	Komal Kumarat7420@gmail.com	Pune	Komal	Komal
45.	Cewiwat Shubham Ramesh	M.com. II	99848321@gmail.com	Pune	Cewiwat	Cewiwat
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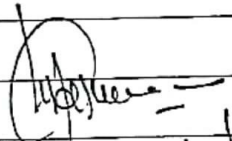
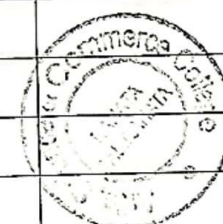
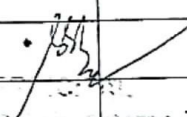
Sponsored By,
Indian Council of Social Science Research, ICSSR)WRO. Mumbai

Date: 28-29 March 2023

Student Participant List: Within the State

Sr. No.	Name of the Participant	Dept.	Address with phone No. & Email	Name of the University	28/03/2023 Signature	29/03/2023 Signature
1)	Sapna Balkrushna Shahane	Commerce	Indiranagar Sangamner P.V.P. clg.	Pune		
2)	Sinarc Abhay Kondiram	Commerce	RCS college Buntamba Shirdi	SPPU		
3)	Gholap Sagar Balasaheb	Commerce	ASC College Kolhar	SPPU		
4)	Ratne Ravindra Kailas	Commerce	Sangamner college (Autonomous) Sangamner	SPPU		
5)	Nagare Ramresh B.	Commerce	P.V.P. College Pravara	SPPU		
6)	Shaik L.M.	Commerce	Art, Science & Commerce & computer Sci. college (Ashok)	SPPU		
7)	Dr. Thorat S.S.	Commerce	Arts, Commerce and science college Alandi	Pune		
8)	Mr. Vaema Parvan Ashok	Commerce	Sharda College BBA B.Com Shirdi	SPPU		
9)	Mr. Udawat Jitendra S.	Commerce	Sharda college Shirdi	SPPU		
10)	Mr. Pawar Rajendra R.	Commerce	Sharda college Shirdi	SPPU		
11)	Mr. Sonawane Guro udatta	P. Comm	Sharda college Shirdi	SPPU		

12)	Mrs. Kurkute Smita V	Commerce	Sharda College BBA BCA	Sinnar SPPU	Farukhe	Shankar
13)	Mrs. Deshmukh Chaitali S	Commerce	Sharda College BBA B.Com	Sinnar SPPU	Deshmukh	Deshmukh
14)	Mrs. Lotkhande Kalpana Y	Commerce	Sharda College BBA	Sinnar SPPU	Yotkhande	Yotkhande
15)	Mrs. Dighe Nilima Narayan	Commerce	Sharda College BBA	Sinnar SPPU	Dighe	Dighe
16)	Bhujbal Yash Duttu	Com	G.M.D. College Sinnar	SPPU	Bhujbal	Bhujbal
17)	Malani Rishikesh	Commerce	Global IMBA	SPPU	Malani	Malani
18)	Dr. Khare Vijay Abasaheb	Commerce	P.V.P. College Lonik	SPPU	Khare	Khare
19)	Mr. Dinkar Hardev Ghore	Commerce	A & C College, Satna	SPPU	Ghore	Ghore
	Khurral Sanam	Com.	A & C College Rahar	SPPU	Sanam	Sanam
20)	Jondhale Apetsha	Com				
			At Kolhar BK Tal. Rahar	SPPU	Jondhale	Jondhale
			Dis-A-Nager			
21)	Milind Gaikwad	Commerce	Rajiv Gandhi Nager	SPPU	Milind	Milind
			SN Arts RS Malpuri			
			Commerce. BN Sardar			
			Science College, Sangamner			
22)	Dr. Bhakuni Kamla	Commerce	Suryamal University	SPPU	Bhakuni	Bhakuni
			Kichha, Uttaranchal			

23)	More Adinath Jalindar	SPPU Commerce	NVP. mandals Aas college Lasalgaon.	SPPU	<u>More Adinath</u>	<u>More Adinath</u>
24)	Dighe Saurav. Gorakshanath	SPPU Commerce	DVVPFS. Institute of BM & Rural development ANagar	SPPU	<u>Dighe S</u>	<u>Dighe S</u>
25)	Kadam Saptaraj Sambhaji		JBMRD A. Nagar.			
26)	Shinde Vijay Kumar Gulabrao	SPPU. Commerce	Arts Commerce & Sci college. Sadral	SPPU	<u>Shinde V</u>	<u>Shinde V</u>
 (Dr. P. S. Walekhe) Coordinator				 Arts Science & Commerce College Rahata, Tal. Rahata, Dist. Anagar		(52)

Shirdi Sai Rural Institute's
ARTS, SCIENCE AND COMMERCE COLLEGE, RAHATA
National Level Conference
Organized by IQAC and Dept of Commerce on,
"DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES"

Sponsored By,
WRO, Indian Council of Social Science Research, ICSSR)

Date: 28-29 March 2023

Participant List: Out of State

Sr. No.	Name of the Participant	Dept.	Address with phone No. & Email	Name of the University	28/03/2023 Signature	29/03/2023 Signature
1.	Dr. Kirankumar Punt	Commerce	Assit. prof. & Head Dept. of commerce PNGPG college, Romnager, Naital Uttarakhand, India.	Uttarakhand University	online	online
2.	Prin. Dr. Dewasis mukharjee	Commerce	Prin. Mahantlakshmiday Narayanday college, Raipur Chattisgarh.	Chattisgarh	online	Online
3.	Dr. R. K. Tailor	Commerce	Asso. prof. School of Business Administration Manipal University Jaipur Rajasthan.	Manipal University	online	online

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Sr. No.	Name of the Participant	Dept.	Address with phone No. & Email	Name of University	28/03/2023 Signature	29/03/2023 Signature
4.	Dr. Manoj S. Kamat	Commerce	Shreemalkarjun college of Arts, Science & Commerce Delem - Canacona, Goa.	Goa.	online	online
5.	Dr. Rajesh Naik	Commerce	ASSO. prof. Dept of Commerce Nagpur university Nagpur.	Nagpur.	online	online
6.	Dr. Bashir Ahmedkhan	Commerce & Reserch. center.	prof. Dept. of commerce & Reserch center. Haidyabad. (Haidrayabad)	Hyderabad	online	online
			Tamilnadu.			

Shirdi Sai Rural Institute's
ARTS, SCIENCE AND COMMERCE COLLEGE, RAHATA
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Date: 28-29 March 2023
Participant List: Out of State

Sr. No.	Name of the Participant	Dept.	Address with phone No. & Email	Name of University	28/03/2023 Signature	29/03/2023 Signature
7.	Dr. A. S. Chandramouli	Commerce.	St Xavier's P.G. College, Gopanpally Hydrabad, Tamilnadu.		online	online
			Tamilnadu.			
8.	Dr. Himachal Dasraju.	Commerce	Prof School of Commerce & Management Former Dean Reva University Bengaluru.	Bengaluru	online	online.


 (Dr. P. A. Lakshman)
 Coordinator




 PRINCIPAL
 Art's Science & Commerce
 College, Rahata

Shirdi Sai Rural Institute's
ARTS, SCIENCE AND COMMERCE COLLEGE, RAHATA

Two days National Level Seminar

on

**“DIGITAL MARKETING: OPPORTUNITIES AND
CHALLENGES”**

Organized by Dept. of Commerce and IQAC

Sponsored by

Indian Council of Social Science Research, WRO, Mumbai.

Date: 28 - 29 March 2023

Department of Commerce of Arts, Science and Commerce College, Rahata, organized two days National Level Seminar on **“DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES”** ON 28-29 March 2023. The seminar focused on Digital Marketing, New field of digital marketing, Impact of digital marketing on rural consumer behavior etc. The inaugural programme started at 10:30 am with the welcome address by Dr. S. K. Pulate. The dignitaries on the dais were Hon'ble Sau. Shalinitai Vikhe Patil, Former President, Zillah Parishad, Ahmednagar, Dr. R. P. Kalamkar, Head, Dept. of Commerce, C. D. Jain College of Commerce, Shrirampur, Hon'ble Dr. Mahesh N. Kharde, Director, Shirdi Sai Rural Institute, Pravaranagar and Hon'ble Prof. (Dr). Somnath Suryabhan. Gholap, Principal, Arts, Science and Commerce College, Rahata.

Four session were conducted on the first day. Inaugural function was conducted in the first session. Dr. R. P. Kalamkar was invited as the Chief Guest to inaugurate the seminar. Welcome speech and Introduction of the programme was given by Vice Prin. Dr. S. K. Pulate, Prof.(Dr). R. N. Wakchaure, Coordinator of the seminar introduced the main theme of the conference. All the dignitaries were felicitated by Hon'ble Dr. Mahesh Kharde and Hon'ble Prof. (Dr) Somnath Suryabhan Gholap, principal of the college.



Seminar proceeding with ISBN was published by dignitaries in Inaugural function



Keynote address by Chief Guest Dr. R. P. Kalamkar

Keynote address was given by Dr. R. P. Kalamkar. Head, Dept. of Commerce, C. D. Jain College of Commerce, Shrirampur. Dr. Kalmakar gave his best wishes to the seminar. He shared research work on Digital Marketing and talked about its various benefit. He gave several examples of Digital Marketing and various digital technologies. He explained digital marketing as a general term for any steps a company takes to connect with customers through

electronic technology. He said,” digital marketing promotes and sells products or services to prospective customers through online platforms such as email, social media, mobile marketing, online communities, webinars and other video-based content”. He also explained that the digital marketing process involved similar tactics as traditional marketing and the strategy was that organization could combine both traditional and digital marketing techniques.



Hon'ble Sau. Shalinitai Vikhe Patil giving Presidential Address at the seminar.

Hon'ble Sau. Shalinitai Vikhe Patil highlighted the importance of digital marketing in detail. She said that the digital marketing helped an organization to appeal to a much larger audience than it could through traditional marketing methods because the reach of the internet was worldwide. She told that this marketing method also enabled organizations to target prospective customers who were most likely to buy their product or services. She gave some example that a company can advertise holiday sales by emailing past customers or by sharing news of the deals on social media and social media provides a common way for individuals to interact and communicate with organizations. Likewise, marketers can collect insights from their target audience on these platforms and increase customer engagement by communicating with them.

Digital marketing strategies can be quickly shifted as needed. The platform and format of communication can be changed if the target audience moves platforms.



Prof. (Dr.) Sanjay Argade giving valuable guidance on New field in Digital Marketing

Second session was conducted by Prof. (Dr.) Sanjay Argade. He explained New field in Digital Marketing. He said, "Digital Marketing is a form of marketing where business promotes their product and services through digital platforms like social media. Email, blogs and digital advertising. The process includes building a digital presence and setting up campaigns to target the right audience. He said that choosing a career path was a daunting process, one of the reasons was that digital marketing career was so exciting was that because the field was constantly evolving as different platforms were introduced. He explained the new field in digital marketing such as email marketing, Search Engine Optimization (SEO), Copywriting, Content Writing, Social Media Marketing, Advertising, Search Engine Marketing, etc.

He explained about the job opportunities in marketing is that in India, the digital marketing industry has graced with numerous powerful revolutionary changes, and it has been in the mind of many young aspirants who are constantly searching for challenges and opportunities in new filed in digital marketing.

He also told that many businesses that are sick of traditional marketing are actively hunting for business opportunities in digital marketing. The Chairperson for this session was Dr. Vijay Kharde, Dept. of Commerce, PVP College, Loni.



Dr. Kirankumar Pant giving his presentation on Challenges and Opportunities of Digital Marketing in 21st Century by online mode

Third session was conducted by Dr. Kiran Kumar Pant, Associate Professor, Dept. of Commerce, PNGPG College, Ramagar, Nanital. He delivered his speech on the topic “Challenges and Opportunities of Digital marketing in 21st century.” He gave many examples in detail of digital marketing. He said, “Digital Marketing is a constant change as it evolves every fast, changes could happen because of technological advancement in 21st century. It is important for companies to be updated with the latest trends and techniques for the survival of their business in the digital platform.”.

Finally, the paper presentation was held in seminar hall 3:40 to onwards. In this paper presentation session total 35 research papers were presented. The Chairperson for this session was Dr. B. D. Ranpise, head & Vice-Principal, Dept. of Commerce, PVP College, Loni.

On the second day (Wednesday, 29 March 2023) , there were three sessions. Session first was carried out by Dr. B. D. Ranpise, Asst. Prof. and Vice Prin. PVP College, Loni, He talked on Rural Marketing. He said, “Rural Marketing is the process of developing, pricing, promoting and distributing rural specific product and services leading to consumer satisfaction and achievement of organizational objectives, also explained the aims to improve standard of living of rural consumers by providing them greater varieties and accessibility to new product and services etc. The Chairperson for this session was Dr. Ravi Jadhav, Dept. of Commerce, KJS College, Kopargaon.



Dr. B. D. Ranpise giving his presentation on Rural marketing



Participants of the seminar.

Second session was conducted by Mr. Vinit Ugale, Chartered Accountant, Pune. He delivered valuable lecture on “E- commerce fraud and Risk Management”. He said, “Corporate fraud has always been a big menace to the business world. Since these corporate frauds can come in a variety of shapes and flavor, it’s never easy for an organization to prevent them, resulting in big losses across operations and departments. Financial frauds by employees to vendor employee collusion, dealer, misdeeds to supply chain management theft etc. were explained by him. The Chairperson for this session was Prof. Sinare, Dept. of Commerce, Puntamba College, Puntamba.



Mr. Vinit Ugale guiding on E- Commerce fraud and Risk Management

Third session was carried out by Mr. Yashodeep Shete, Entrepreneur, AVP The Baap Company, Paregaon, Sangamner (Shirdi). He gives valuable lecture on “Rural Marketing”. He said, “Digital marketing is the component of marketing that uses the internet and online based digital technology such as desktop computers, mobile phone and other digital media and platforms to promote product and services”. He also explained that online marketing was the promotion of brands to connect with potential customers using the internet and other forms of digital communications. etc. The Chairperson for this session was Dr. Vinit Ugale, Chartered Accountant, Pune.



Mr. Yashodeep Shete giving his presentation on Digital marketing.



Dr. Ravi Jadhav giving his presentation on Digital marketing.

Fourth session was carried out by Dr. Ravi Jadhav (Assit. Prof. KJS College, Kopergaon, Maharashtra). He talked on “Opportunities in Digital Marketing”.

He said, “In India digital marketing jobs are flourishing and there are ample amount of major job roles. These roles might be digital marketing management manager, Sales executive officer, Content marketer, and social media marketer. He also explained, the people who dream of a bite laid back lifestyle are taking a sharp turn towards freelancing. It is something where they want to be self employed by offering services on an hourly or daily bases.



Participants of the seminar

Finally, the paper presentation was held in seminar hall 3:40 to onwards. In this paper presentation session total 35 research papers were presented. The Chairperson for this session was Dr. B. D. Ranpise, head & Vice-Principal, Dept. of Commerce, PVP College, Loni.

Valedictory function Chief guest Yashodeep Shete, Mr. Sandip Khating, hon, ble Dr. Mahesh. N. Kharde, Prof. (Dr.) S. S. Gholap, Principal of the college.



Prin. Dr. S. S. Gholap felicitating the Chief Guest Mr. Yashodeep Shete.



Mr. Sandip Khating guiding as Guest in valedictory function.



Participants of the seminar

The Seminar ended with valedictory remarks by Mr. Sandip Khating, Senior Officer, State Bank of India, Mr. Yashodip Balasaheb Shete, Entrepreneur, The Baap Company Ltd., Paregaon, Sangamner, (Maharashtra). Participants gave their feedback of the seminar. Dr. S. K. Pulate proposed vote of thanks. Volunteers from the various universities, department of Commerce helped the organizers in conducting the seminar smoothly over the two days. The seminar ended with tea for all the participants and audience present at the venue. The seminar was attended by the audience from Maharashtra and outside states in India. Total 86 participants were present for this seminar. Certificate were distributed to the participants.

Outcome of the seminar:

- Digital marketing is the need of the time. Through the two days' seminar on this seminar topic certainly enlightened the students and fellow participants. It not only gave them theoretical knowledge, but many speakers focused on the practical aspects of digital marketing.
- The seminar would have encouraged many participants certainly to be a part of digital marketing either in the form of customer, employee or business owner.
- It has made the doubts clear about various misunderstanding and rumors of digital marketing.

- Finally, it encouraged many scholars and students to do research and write papers on it.

Department of Commerce successfully organized this conference. I would like to thank to our Director Hon'ble Dr. Mahesh Kharde, Hon'ble Prof.(Dr.) Somnath Gholap, principal of the college, all heads of the department and colleague for their support.



Prof. (Dr.) R. N. Wakchaure

Coordinator



PRINCIPAL
Art's, Science & Commerce College
Rahata, Dist. Ahmednagar.

Prof. (Dr.) S. S. Gholap

Shirdi Sai Rural Institute's
ARTS, SCIENCE AND COMMERCE COLLEGE, RAHATA
National Level Seminar on
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Organized By the Department of Commerce
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Indian Council of Social Science Research (ICSSR), WRO, Mumbai.

Date: 28 -29th March 2023

Feedback Form: Date: 29/03/2023

1. Academic session:

☒ a) Excellent

☐ b) Good

☐ c) Satisfactory

☐ d) Poor

2. Local hospitality:

☒ a) Excellent

☒ b) Good

☐ c) Satisfactory

☐ d) Poor

3. Organization of the conference:

☒ a) Excellent

☐ b) Good

☐ c) Satisfactory

☐ d) Poor

4. The materials distributed were helpful:

☒ a) Excellent

☐ b) Good

☐ c) Satisfactory

☐ d) Poor

5. Outcomes of seminar:

6. Suggestions if any: Digital marketing is the best one for
business marketing and website development.

Name of the participant: Geetkumar Shubham Ramesh

Mobile No. 9049668868

Email: 9848321@gmail.com

Geetkumar
Signature



Shirdi Sai Rural Institute's
ARTS, SCIENCE AND COMMERCE COLLEGE, RAHATA
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Date: 28 -29th March 2023

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1. Academic session:

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b) Good

c) Satisfactory

d) Poor

2. Local hospitality:

a) ☒ Excellent

b) Good

c) Satisfactory

d) Poor

3. Organization of the conference:

a) ☒ Excellent

b) Good

c) Satisfactory

d) Poor

4. The materials distributed were helpful:

a) ☒ Excellent

b) Good

c) Satisfactory

d) Poor

5. Outcomes of seminar:

6. Suggestions if any:

Digital marketing skill

Name of the participant:

Sonwane Mangesh Babasaheb

Mobile No. - 9623582615

Email: sonwane.mangesh104@gmail.com.


Signature





"Shirdi Sai Rural Institute's"

ARTS, SCIENCE AND COMMERCE COLLEGE, RAHATA

Tal-Rahata, Dist.-Ahmednagar

National Level Seminar organized by the Dept. of Commerce and IQAC on

"DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES"

Sponsored by

Indian Council of Social Science Research (ICSSR) WRO, Mumbai

Date 28 - 29 March, 2023



Indian Council of
Social Science Research

Certificate

This is to Certify that ~~Prof. /Dr./Mr./Ms~~ Masal Swati Rakhamaji
of A.S.C. college, Rahata has actively participated / presented a research paper in oral /
delivered a lecture as a Resource ~~Person~~ / Chair ~~Person~~ in two days National Level Seminar on "**DIGITAL MARKETING : OPPORTUNITIES
AND CHALLENGES**" held on 28-29 March 2023 organised by Dept. of Commerce and IQAC of Arts, Science and Commerce College, Rahata.
He / She has presented the research paper entitled Rural marketing -

Prof. (Dr.) R. N. Wakchaure
Co-ordinator

Dr. V. P. Bhalekar
IQAC, Co-ordinator

Prof. (Dr.) S. S. Ghotap
Convener & Principal