

National Seminar on  
**“DIGITAL MARKETING:  
OPPORTUNITIES AND CHALLENGES”**

28<sup>th</sup> -29<sup>th</sup> March 2023

# **Seminar Proceeding**

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**SILVER JUBILEE YEAR 2022-23**

NAAC Re-Accredited “B++” Grade College

*Recipient of “Best Rural College Award” from Savitribai Phule*

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Organized by

**Department of Commerce**

Shirdi Sai Rural Institute's

**Arts, Science and Commerce College, Rahata.**

Tal- Rahata, Dist- Ahmednagar (423107)

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**WRO, Mumbai**

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**“DIGITAL MARKETING: OPPORTUNITIES AND**  
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# **Seminar Proceeding**

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## ABOUT THE COLLEGE

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 and Dairy Development, Govt. of Maharashtra) and Dr. Sujay Vikhe Patil, (Member of Parliament and Chief Executive Officer, SSRI, Pravaranagar).

SSRI was established on the ideas and philosophy of Mahatma Gandhi, particularly concerning agriculture and rural development. The envisioned role of SSRI is to function as a catalyst for promoting rural development in the region

Arts, Science and Commerce College, Rahata was established in June 1997. Late. Dr. Balasaheb Vikhe Patil, (Padma Bhushan awardee) Namdar Shri. Radhakrishna Vikhe Patil and, Late Dr. Y. K. Alagh 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 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 Shinganapur.

