



Shri Shahu Chhatrapati Shikshan Sanstha's  
**SHRI SHAHAJI CHHATRAPATI MAHAVIDYALAYA**  
2968, 'C' Dasara Chowk, Kolhapur-416 002.

Estd. 1973

Affiliated to - Shivaji University, Kolhapur-416 004, Maharashtra  
Accredited by NAAC (3<sup>rd</sup> Cycle) with Grade 'A' (CGPA-3.13)

Website : [www.shahajicollege.ac.in](http://www.shahajicollege.ac.in)

Prin. Dr. R. K. Shanediwan - M.A. B.Ed. Ph.D.NET (Marathi) B.J.

E-mail : [secm34.c@unishivaji.ac.in](mailto:secm34.c@unishivaji.ac.in)

Phone : (0) (0231) 2644204, (M) 9960995853

# Programme Report: 2024-2025

Day: Wednesday Date: 14<sup>th</sup> August 2024 Time: 09.00 am to 11.00 am

1. Name of the Department : Bachelor of Computer Application
2. Name of the Program : A "Guest Lecture on Digital Marketing under MOU"
3. Objectives of the Programme:
  1. To understand the Importance of digital marketing and preparing students for the digital-centric landscape of the modern business world.
  2. To provide practical expertise that is highly required in today's technologically advanced society.
  3. To create professional profiles on platforms like LinkedIn, showcase their skills and achievements, and share valuable content to establish themselves as industry experts.
  4. To understand the roles in social media management, content creation, search engine optimization, digital advertising, and more.
4. Outcomes of the Program:
  1. Digital marketing skills will open doors to many opportunities in the ever-changing technology field.
  2. Latest trends happening in Digital Marketing
  3. Analyze the impact of technology in Digital Marketing.



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Phone : (0) (0731) 2644294. (M) 9960995853

## 5. Brief Summary of the Programme

A seminar report regarding the Guest Lecture on "Digital Marketing under MOU" was held at Shri Shahaji Chhatrapati Mahavidyalaya Kolhapur on Wednesday, 14th Aug 2024 by the Department of BCA. The event was led by President Prin. Dr. R. K. Shanediwan and attended by Chief Guest Mr. Omkar B. Mane, Dr. R.D. Mandanikar (IQAC coordinator), Mr. M.V. Bhosle (Office Superintendent), and Mr. R.J. Bhosle (Registrar).

The seminar focused on "Digital Marketing with Artificial Intelligence" as well as insights into How do Digital Marketers use AI?, AI in Digital Marketing pros and cons, Examples of AI in Digital Marketing and use of different AI Tools in IT Industry.

Prin. Dr. R. K. Shanediwan sir delivered the presidential address and briefed about importance and need of such kind of seminars for students.

The program was organized by Ms. S.S. Shevade and BCA Staff members, anchoring by Miss. Shweta Bhalekar and Miss. Samrudhdi Lohar with Introduction of chief guest by Miss. Mugdha Deshmukh and a vote of thanks by Mr. Samrat Desai.

Finally, the Techno Corner Inauguration was held 11.30 am onwards. In this the poster of Digital Marketing was presented by the students of BCA-III year. Chief guest Mr. Omkar Mane interacted with the students and appreciated their work.

The session was very interactive and received well with the participants. The event was attended by 80 students and it ended with an interactive session between the speaker and the students and faculty present for the session.





श्री शहाजी छत्रपती महाविद्यालय

२९६८, सी, नया चौक, कोल्हापूर-४२६ ००२.

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Website: www.shahujicollege.ac.in

Prin. Dr. R. K. Shandilwan - M.A. B.Ed. Ph.D. NET (Marathi & E)

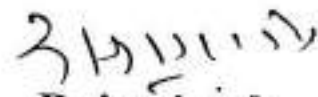
E-mail: shahuji@shahuji.ac.in

Phone: (021) 22111 2144208, (021) 9960995451

## - Notice -

This is informed to all students of BCA that IQAC and BCA department is jointly organizing a Guest lecture on “**Digital Marketing**” on Wednesday, 14<sup>th</sup> August, 2024 at 09.30 a.m. to 11.30 a.m.

Student attendance is mandatory.

  
Principal



Shri Shahaji Chhatrapati Nikshan Sanstha's  
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Prin.Dr.R.K.Shanediwan- M.A.B.Ed., Ph.D., NET(Marathi) B.I.

E-mail : [sscm35@punshivaji.ac.in](mailto:sscm35@punshivaji.ac.in)

Phone No (0)231 2644784, (M) 9960995963

**Bachelor of Computer Application (B.C.A.) & IQAC jointly  
Organized  
A "Guest lecture on Digital Marketing under MOU"**

**Day & Date: Wednesday, 14th Aug, 2024 Time: 9.30 am To 11.30am**

**\* Programme schedule \***

- Prayer of Institution** : In the presence of all Dignitaries
- Welcome & Introduction** : Mrs. S. S. Shevade
- Program Inauguration** : By watering the plant
- Chief Guest** : Mr. Omkar B. Mane  
(CEO & Founder of Kanchan Software & Services, kop)
- President** : Dr. R. K. Shanediwan  
Principal,  
Shri Shahaji Chhatrapati Mahavidyalaya, Kolhapur
- Presence** : Dr. R. D. Mandanikar  
IQAC, Coordinator
- Dr. A. B. Balugade  
IQAC, Co-Coordinator
- Mr. R. J. Bhosale  
(Registrar)
- Mr. M. V. Bhosale  
Office Superintendent,
- Mr. Santosh H. Kamble  
(HOD) Commerce & management
- Vote of Thanks** : Mr. S. K. Desai



V.R. Shinde Hall

Shri Shahaji Chhatrapati Mahavidyalaya, Kolhapur

Shri Shahu Chhatrapati Shikshan Sanstha's  
Shri Shahaji Chhatrapati Mahavidyalaya, Kolhapur

Name of the Department: Bachelor of Computer Application (B.C.A)  
Name of the Activity: Guest lecture on Digital Marketing under mOU  
Day: Wednesday Date: 14<sup>th</sup> Aug 2024 Time: 9.30 am To 11.30 am

Attendance Sheet

Sr	Name of the Beneficiary Student	Class	Roll No	Signature
1.	Adnan. Bashir Ahmed. Maniyar.	BCA II		
2.	Gaurav. Gautam. Burate	BCA II	07	
3.	Atharva Vijay Kumbhar.	BCA II		
4.	Sumit Krishnaat Sutar	BCA II		
5.	Karan Arun Goikwad	BCA II		
6.	Sudesh . V . Shinde	BCA II		
7.	Sahil . S . Bidkar	BCA II		
8.	Mahesh. B. Hadimani	BCA II		
9.	Prathmesh. S. Mane	BCA II	48.	
10.	Shahid. N. Patel	BCA II		
11.	Samarth Anil Kadam.	BCA II		
12.	Pranav Gajanan Kashid	BCA II		
13.	Pranav Poakash More	BCA-II	54	
14.	Kunal Bajirao Kumbhar	BCA-II	41	
15.	Pranav Probhakar Sangawanshi	BCA-II	98	
16.	Swraj Sanjay chougale	BCA-II	11	
17.	Omkar Asinath Chougale	BCA-II	10	
18.	Shriroj Shivaji Halode	BCA-II	26	
19.	Aniket Shivaji Patil	BCA-II	62	



Sr	Name of the Beneficiary Student	Class	Roll No	Signature
20	Vishvajit Pandurang Patil	BCA-II	82	<i>Vj Patil</i>
21	Sudhir Sardar Patil	BCA-II	81	<i>Sudhir Patil</i>
22	Rajvardhan Pandurang Patil	BCA-II	75	<i>Rajvardhan Patil</i>
23	Harshad Yuvraj Jadhav	BCA-II	28	<i>Harshad Jadhav</i>
24	Anuj Pravin Patil	BCA-II	63	<i>Anuj Patil</i>
25	Aditya sunil nipanikar	BCA-II	58	<i>Aditya Nipani</i>
26	Chaitanya Umesh Jugale	BCA-II	30	<i>Chaitanya Jugale</i>
27	Pravin Sanjay mane	BCA-II	49	<i>Pravin Mane</i>
28	Shubham Dattatray Gaikwad	BCA-II	23	<i>Shubham Gaikwad</i>
29	Rushikesh M Bhalkar	BCA-II	04	<i>Rushikesh Bhalkar</i>
30	Yash Atul Labde	BCA-II	45	<i>Yash Labde</i>
31	Ravindra Jotiram Jrgale	BCA-II	25	<i>Ravindra Jrgale</i>
32	Shadab k. Mujawar.	BCA-II	55	<i>Shadab Mujawar</i>
33	Shivraj . D. Thorat	BCA-II		<i>Shivraj Thorat</i>
34	Utkarsha C. Patil	BCA-II	73	<i>Utkarsha Patil</i>
35	Vishakha V. Yadav	BCA-III	94	<i>Vishakha Yadav</i>
36	Shravni S. Chochurde	BCA-III	08	<i>Shravni Chochurde</i>
37	Sanhal R. Methe	BCA-III	46	<i>Sanhal Methe</i>
38	Tejaswini S. Sadolkar	BCA-III	82	<i>Tejaswini Sadolkar</i>
39	Nadifa D. Pendhavi	BCA-III	75	<i>Nadifa Pendhavi</i>
40	Diksha R. Mahadeshwar	BCA-III	42	<i>Diksha Mahadeshwar</i>
41	Alisha Raju Shikalgar	BCA(III)	87	<i>Alisha Shikalgar</i>
42	mahels Irfan Bagwan	BCA(III)	02	<i>Mahels Bagwan</i>



Sr	Name of the Beneficiary Student	Class	Roll No	Signature
43	Tripti Salish Rokade	BCA III	81	Ts Rokade
44	Mrunali Mahendra Kumbhar	BCA III	37	Mmkumbhar
45	Divya Ramesh Bamane	BCA III	03	Bamane
46	Shruya . Prashant. Borkar	BCA III	7	shruya
47	Divya Bhikaji Patil	BCA III	59	Divya
48	Shrushti Dhanaji Jarag	BCA II	27	Shrushti
49	Prajakta Pandurang Patil	BCA III	63	Prajakta
50	Nisha Prakash Lad	BCA III	39	Nisha
51	Somruddhi R. Patil	BCA III	69	Somruddhi
52	sonika k. Mugali	BCA III	47	S.K. Mugali
53	Rutyja Kaishinath Ranage	BCA III	78	Ranage
54	Bhoomi Akul Lakule	BCA III	44	Bhoomi
55	Gayatri Sadashiv Patil	BCA II	67	Gayatri
56	Divya Dhananjay Dalavi	BCA II	15	Divya
57	lavanya Prudip Desai	BCA II	17	Lavanya
58	somruddhi Balasaheb Jadhav	BCA II		Somruddhi
59	Nisha Arun chougule	BCA II		Nisha
60	Snehal vinayak vadgoankar	BCA II		Snehal
61	Shravani Anil Patil	BCA II	79	Shravani
62	Pratiksha Kumar Jagadale	BCA II		Pratiksha
63	Gayatri Pandurang Patil	BCA II		Gayatri
64	Jannavi Rajendra Patil	BCA III		Jannavi
65	Gayatri Ganjay Amarsal.	BCA II	01	Gayatri



Sr	Name of the Beneficiary Student	Class	Roll No	Signature
66	Shweta Vinod Chandale	BCA-II	08	
67	Tanuja. Netaji Kamble	BCA-II	34	
68	Divya Shankar Gadhwade	BCA-II	19	
69	Sarika Kallappa Mujali	BCA-III	47	
70	Payal Namdev Patil	BCA-II	62	
71	Supriya Tukaram Patil	BCA-III	71	
72	Vijaya Pandurang Mane	BCA-II	51	
73	Samruddhi Babasa Bhole	BCA-II	5	
74	Anjali Irranna Sudar	BCA-II		
75	Khohe Santosh Kadam	BCA-II	31	
76	Pratishya K. Koundade	BCAII	39	
77	Namrata - S. Kumbhar.	BCA II	42	
78	Sakshi - S. Mane	BCAII	52	
79	Arati Balwant Patil	BCAII	64	
80	Pratishya Pandurang Patil	BCAII	73	
81	Abitya Vilas Desai	BCAIII	12	
82	Ayub Dildar Mujawar.	BCAIII	48	
83	Praveen Majgaonkar.	BCA-3	43	
84	Bertam. S. Ghate	BCA-3	24	
85	Avishkar. P. Patil	BCA-3	58	
86	Aman N. Shaikh	BCA-II	88	
87	Amj. m. Sheth	B.CA-II	93	
88	Yash Atul Labde	BCA-II	45	





- |      |                         |             |               |
|------|-------------------------|-------------|---------------|
| 89)  | BHUSHAN Shede           | - BCA - II  | - Bhushan     |
| 90)  | Prathmesh. S. Patil     | - BCA II    | - Prathmesh   |
| 91)  | Sunay S. Patil          | - BCA - II  | - Sunay       |
| 92)  | Sahil S. Mulla          | - BCA - III | - Sahil       |
| 93)  | Deepak D. Bhosale       | - BCA III   | - Deepak      |
| 94)  | Prathmesh. N. Khavare   | - BCA - III | - Prathmesh   |
| 95)  | Siddhesh. P. Sitape     | - BCA III   | - Siddhesh    |
| 96)  | Abhi Gureshiya          | - BCA III   | - Gureshiya   |
| 97)  | Sujal Arjun Kadam       | - BCA III   | - Sujal       |
| 98)  | Jayashankar Ashok Patil | - BCA III   | - Jayashankar |
| 99)  | Aniket. M. Pusari       | - BCA III   | - Aniket      |
| 100) | Peashant M. Bamankar    | - BCA III   | - Peashant    |
| 101) | Abhijeet Shivaji Rawan  | - BCA III   | - Abhijeet    |
| 102) | Raj S. Kadam            | - BCA III   | - Raj         |
| 103) | Adity P. Patil          | - BCA III   | - Adity       |
| 104) | Ajay V. Patil           | - BCA III   | - Ajay        |
| 105) | Vinay. V. Khavare       | - BCA III   | - Khavare     |
| 106) | Rushikesh N. Kumbhar    | - BCA III   | - RNE         |
| 107) | Omkar. A. Chougale      | - BCA II    | - Omkar       |
| 108) | Vaibhav P. Ghatake      | - BCA II    | - Ghatake     |
| 109) | Digambar D. Mane        | - BCA II    | - Mane        |
| 110) | Juber. K. Golandaj      | - BCA III   | - Golandaj    |
| 111) | Jayraj A. Darwar        | - BCA II    | - Darwar      |



Head

**Head**  
 Department of BCA  
 Shri Shahaji Chhatrapati  
 Mahavidyalaya Kolhapur



ESTD. 1971

**SHRI SHAHU CHHATRAPATI  
SHIKSHAN SANSTHA**

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Shri Shahaji Chhatrapati Mahavidyalaya Estd. 1971

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Chairman  
Shri. Mansing Vijayrao Bondre  
Joint Secretary  
Shri. Sangeeta Vijayrao Bondre

Principal  
Dr. R. K. Shanedivan  
M.A., B.Ed., Ph.D., B.A. (Marathi), M.A. (Pol. Sci.),  
B.L., PGDGS, PGDT, CWBAGP

Ref No. S.S.C.M/ 410/2024-25  
Date: 12 AUG 2024

To,  
Omkar Balasaheb Mane (CEO & Founder)  
Kanchan Software & services,  
Kolhapur.

**Subject: Letter of Invitation for Resource Person.**

Respected Sir,

The Department of Bachelor of Computer Application, at Shri Shahaji Chhatrapati Mahavidyalaya, Kolhapur organizing a Guest lecture on "Digital Marketing" on Wednesday, 14<sup>th</sup> August, 2024 at V. R. Shinde Auditorium Hall. The seminar will be attended by students.

Your guidance on this subject in line with the program is highly appreciated. The address should cover the following aspects of the topic-

- 1) Digital Marketing with AI
- 2) Carrier scope of Digital Marketing.
- 3) Web Applications Development
- 4) Technical challenges in Digital Marketing.
- 5) Artificial intelligence.

I express deep sense of gratitude and hope for your cooperation in future. We sincerely hope that you will remain present and provide valuable guidance to all the participants.

Thanking you,



*(Signature)*  
Dr. R. K. Shanedivan  
Principal,  
Shri Shahaji Chhatrapati  
Mahavidyalaya, Kolhapur.



Est. 1991  
**SHRI SHAHI CHHATRAPATI  
 BHIKSHAN BANSHIA**  
 295A, P. T. T. Building, Kolhapur-416013  
 Tel: 2642701, 2642702, Fax: (0231) 264195A  
 Email: shahichhatrapati@gmail.com



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Chairman  
 Shri. Mansing Vijayrao Bondre

Gen. Secretary  
 Smt. Sangeeta Vijayrao Bondre

\* Principal  
 Dr. R. K. Shanediwan  
 M.A. H.S. P.T. T. Building, M.K. SHI. S.C.I.  
 No. 295A, P.T. T. Building  
 Kolhapur-416013  
 Tel No. 2642701, 2642702  
 Date: 112 AUG 2024

To,  
 Omkar Balasahel Mane (CEO & Founder)  
 Kanchan Software & services  
 Kolhapur-416013.

Subject: Letter of Thankfulness.

Dear Sir,

We are immensely pleased to express our heartfelt thanks to you for your kind presence as Resource Person and deliver speech on "Digital Marketing" on 14<sup>th</sup> July, 2024. On 09.30 AM to 11.30 AM at Shri Shahaji Chhatrapati Mahavidyalaya, Kolhapur.

We request your helpful advice in all our academic endeavors in future.

Once again, we express our sincere thank to you.



*R. K. Shanediwan*  
 Dr. R. K. Shanediwan  
 Principal,  
 Shri Shahaji Chhatrapati  
 Mahavidyalaya, Kolhapur.



Shri Shahu Chhatrapati Shikshan Sanstha's  
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 Phone : (0) (0231) 2544204, (M) 9960995453

**11. Photos of the Program :**



**MOU between Kanchan Software Solutions and BCA Department**



**Lecture delivered by Chief Guest Mr. Omkar Mane**



Kolhapur, MH, India  
New Shahupuri, Kolhapur, 416001, MH, India  
Lat 16.704325, Long 74.229552  
08/14/2024 11:53 AM GMT+05:30  
Note : Captured by GPS Map Camera

MOU between Kamchan Software solutions Ltd.  
& BCA department of Shri Shahaji Chharsapati  
Mahavidyalaya, Kop.



Kolhapur, MH, India  
New Shahupuri, Kolhapur, 416001, MH, India  
Lat 16.704398, Long 74.229423  
08/14/2024 11:16 AM GMT+05:30  
Note : Captured by GPS Map Camera

Query asking session



MOU between Kanchan Software Solutions Ltd. & BCA department of Shri Shahaji Chhatrapati Mahavi'dayaya Kop.



Query asking session



Shri Shahaji Chhatrapati Shikshan Sanstha's  
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Kolhapur, Maharashtra, India  
 455 B / 1 to 7, 'E' Ward 'Matoashree Plaza' Venus Corner, Kolhapur Station  
 Rd, Shahupuri, Kolhapur, Maharashtra 416001, India  
 Lat 16.702764°  
 Long 74.232422°  
 14/08/24 11:32 AM GMT +05:30

Presidential address by Principal Dr.R.K.Shanediwan Sir



Kolhapur, Maharashtra, India  
 455 B / 1 to 7, 'E' Ward 'Matoashree Plaza' Venus Corner, Kolhapur Station  
 Rd, Shahupuri, Kolhapur, Maharashtra 416001, India  
 Lat 16.702764°  
 Long 74.232422°  
 14/08/24 11:16 AM GMT +05:30

Query asking session



**SHRI SHAHAJI CHHATRAPATI MAHAVIDYALAYA**

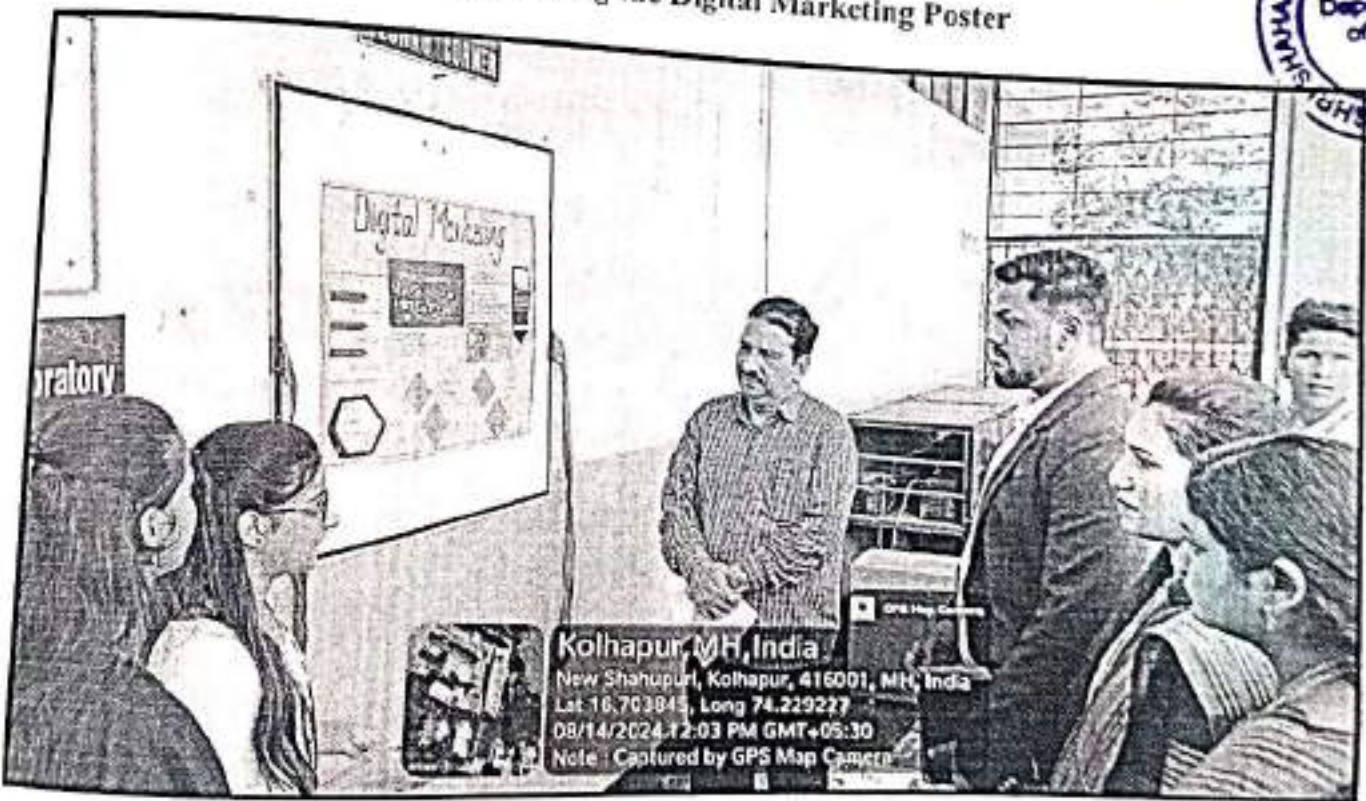
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E-mail - [stcm34.cit@unishivaji.ac.in](mailto:stcm34.cit@unishivaji.ac.in)  
Phone : (02) (0231) 2544204, (M) 9960995851



Students explaining the Digital Marketing Poster







Shri Shahaji Chhatrapati Shikshan Sanstha's  
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E-mail: [sscmiqac@gmail.com](mailto:sscmiqac@gmail.com)  
Phone: (0212221) 242104 / 242105/242106

12. Seal and Signature of the Head of the Department:

Mrs. S.S. Shevade  
Coordinator

**Head**  
**Department of BCA**  
**Shri Shahaji Chhatrapati**  
**Mahavidyalaya Kolhapur**

Submit the report on IQAC mail [sscmiqac2023@gmail.com](mailto:sscmiqac2023@gmail.com)

