



### **3.2.1 Institution has created an ecosystem for innovations and has initiatives for creation and transfer of knowledge**

Lakshya competitive exam and study centre started on 16<sup>th</sup> June 2016 with the purpose of grabbing opportunities in government sector. Approximately 10 – 15 students from Management have registered at this centre. One student got selected in Government Services. For the academic year 2020-21, due to pandemic no student registered.

ZIBACAR Research Centre is a research centre affiliated to Savitribai Phule Pune University, Pune. It has Guides from the faculty of Commerce & Management and the faculties are: Financial Management, Marketing Management & Computer Management.

A workshop on Digital Marketing namely Demystifying Digital Marketing was conducted by ZIBACAR it was a *Corporate Training Program and was conducted from 21-25 June 2021*. The objective of the program was to conduct a Training program under Consultancy wing and to help various participants to grow the business processes.

ZIBACAR has conducted Colloquium Series Under FDP from date 28<sup>th</sup> November 2020 till 5<sup>th</sup> Jan 2021 on Case Study teaching methodology.

Director  
Zeal Education Society's  
Zeal Institute of Business  
Administration Computer Application  
& Research, Pune- 411041.





Zeal Education Society's

**Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR)**

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**PUN Code: IMM013170**

**DTE Code: 6152**

**AISHE Code: C-41828**

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**A**  
**REPORT**  
**On**  
**Colloquium Series**  
**Under FDP**

**Date:** 28<sup>th</sup> November 2020 to 5<sup>th</sup> Jan 2021

**Time:**4.00 pm

**Report prepared by**  
**Prof. Madhavi Shamkuwar**

**Verified by**  
**Dr. Rajesh Kashyap**



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## Concept Note

The Zeal Institute of Business Administration & Computer Application & Research (ZIBACAR) had organized a Faculty Development Programme named Colloquium on Case Study teaching methodology.

Objective:

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- To Introduce faculty members to Case Method of Teaching
- To demonstrate and emphasise on the Case Methodology

**Methodology :**

Three step approach was adopted to meet the objectives. It was decided to take the root of experiential learning so that each faculty member can get hands on teaching – learning exposure. Peer review was taken on the spot to give live feedback.



- **Demonstrate:**

Dr.AshwiniSovani demonstrated the case study as a teaching tools for management education by teaching the case study to faculty members.

- **Design:**

A design of experiential learning was prepared where in, each faculty member was assigned a slot to teach a case study to all the faculty colleagues in a live class. It was mandatory to identify a case relevant to the topic. Case mapping was done by the faculty members. The case was circulated two days ahead of presentation along with the relevant rereading material. Faculty members were encouraged to discuss the teaching outline in advance.

- **Deploy:**

Each faculty member conducted a case study session of 60 minutes followed by analysis and feedback. The sessions were evaluated immediately and instant feedback was given.



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## Observations Based on Case Study Sessions and Day to Day Interaction with the Faculty Members of ZIBACAR

Sr No	Name of the faculty	Case Study Title	Area/ Domain	Date
1	Dr. Anil Poman	Grameen Bank- Micro-Finance Model for Financial Inclusion	Financial Inclusion	8-Dec-20
2	Dr. Rahul More	Zenith: Marketing research for HD TV	Marketing Research	17-Dec-20
3	Prof. Madhavi Shamkuwar	E-Commerce : Amazon and Flipkart	Agile methodology	21-Dec-20
4	Prof. DharmenDr.a Singh	Predictive Analysis with Python	Python Programme	22-Dec-20
5	Prof. PandurangPatil	Corporate Governance at ICICI bank	Corporate Governance	23-Dec-20
6	Dr. Rajesh Kashyap	American Airlines The route to customer experience transformation is through the cloud	Cloud Computing	24-Dec-20
7	Dr.PravinMahamuni	Uber- Balance scorecard	EPM	26-Dec-20
8	Prof.PrachiSutrawe	The Major Cyberattack	Cyber Security	29-Dec-20
8	Prof.DharmenDr.a Singh	Predictive Analysis with Python	Python Programme	22-Dec-20
9	Prof.PandurangPatil	Corporate Governance at ICICI bank	Corporate Governance	23-Dec-20
10	Dr. Rajesh Kashyap	American Airlines The route to customer experience transformation is through the cloud	Cloud Computing	24-Dec-20
11	Prof.Prachi Sutrawe	The Major Cyberattack	Cyber Security	29-Dec-20



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## ACADEMIC YEAR 2020-21

### COLLOQUIUM

<b>Faculty Name</b>	Dr.Anil Poman
<b>Topic</b>	Grameen Bank- Micro-Finance Model for Financial Inclusion
<b>Domain/Areas</b>	Financial Inclusion
<b>Date</b>	8-Dec-20
<b>Time</b>	04:00 pm to 05:00 pm
<b>Teaching Notes ( Describe in 5-6 Sentences the case study and its use with implications)</b>	<p>The case study discussed the following objective:</p> <ol style="list-style-type: none"><li>1. To understand what is microfinance &amp; how it brings financial inclusion in Bangladesh.</li><li>2. To understand how microfinance initiated by Muhammad Yunus through Grameen Bank.</li><li>3. To discuss the credit delivery system, risk management of Grameen Bank.</li><li>4. To understand the structure &amp; culture of Grameen bank.</li><li>5. To evaluate growth, restructuring policies of Grameen bank.</li><li>6. Understand whether the Indian microfinance model (BFIL) became successful or not?</li></ol> <p>The case study included key points of discussion as:</p> <ul style="list-style-type: none"><li>• How Grameen Bank (GB) originated or get started?</li><li>• Why M.Yunus selected 'Women' as borrowers.</li><li>• How was Structure of GB?</li><li>• How was GB "Group Lending System"</li><li>• How GB managed risk of Repayment?</li><li>• How was banks Five star rating operations system?</li><li>• How GB Developed Culture i.e. 16 decisions?</li><li>• What major problems faced by GB?</li><li>• What banks done in GB II?</li><li>• How diversified himself &amp; how its affected on borrowers positively?</li><li>• What are key strategy, growth &amp; compensation highlights of GB?</li><li>• What is difference between CB &amp; GB?</li><li>• What is Social &amp; Financial impact of GB?</li><li>• What are issues faced by BFIL (Formerly SKS)?</li><li>• What is overall conclusion of case. Success or failure? How?</li><li>• What is future of GB &amp; Microfinance?</li></ul>

**Dr. Anil Poman**

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### COLLOQUIUM

<b>Faculty Name</b>	<b>Dr. Rahul More</b>
<b>Topic / Title of the Case</b>	Zenith: Marketing Research for High Definition Television (HDTV)
<b>Domain/Areas</b>	Marketing
<b>Date</b>	17/12/2020
<b>Time</b>	4.00pm onwards
<b>Teaching Notes</b>	<p>The Case is about Marketing Research for launching new product</p> <p><b>Teaching Objective:</b></p> <ul style="list-style-type: none"><li>The Case is structured to make the audience understand and analyse</li><li>To understand the marketing research for new product design</li><li>To understand what factor to be considered during new product development.</li><li>To understand customer preferences</li></ul> <p><b>Teaching Method:</b></p> <p>Discuss on Marketing research followed by evaluation and analysis of new product launching.</p> <p><b>Outcome:</b></p> <ul style="list-style-type: none"><li>Better understanding of TV Industries</li><li>Clarity on the concept of Marketing Research and Segmentation,</li><li>Targeting and Positioning.</li><li>Practical insights on use of concepts in real life.</li></ul>

Dr.Rahul More

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### COLLOQUIUM

<b>Faculty Name</b>	Prof.Madhavi Shamkuwar
<b>Topic / Title of the Case</b>	E- Commerce Challenges: A Case Study of Flipkart. com Versus Amazon. In
<b>Domain/Areas</b>	Software Engineering, Agile software Development methodology
<b>Day and Date</b>	Monday, 21-12-2020
<b>Time</b>	04pm to 05:00 pm
<b>Teaching Notes</b>	<p><b>Case description:</b></p> <p>The Case is about implications of using Agile software Development methodology while developing the startups Amazon and technology start up in the online property market, growth strategy. The case study is attempt to critically examine software development approach of two big e-tailers that is Flipkart and Amazon. The case study covers their IT processes, technology innovations, e-commerce challenges, business model, funding and revenue generation, growth and survival strategies, Shoppers' online shopping experience, value added differentiation, and product offering made by them along with evaluation of the challenge faced in October 2014.</p> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"><li>• To <b>understand</b> software development methodologies</li><li>• To have <b>comparative</b> study among SDLC and Agile</li><li>• To <b>study</b> Amazon and Flip kart as e-commerce giants</li><li>• To <b>list</b> various aspects for website creation.</li></ul> <p><b>Teaching andragogy (Activity based interdisciplinary approach):</b></p> <p>Discussion on Case study followed by an <i>exercise</i> to compare Amazon and Flipkart on the basis of points given in the case study.</p>

Prof.MadhaviShamkuwar

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### COLLOQUIUM

<b>Faculty Name</b>	Dharmendra Singh
<b>Topic / Title of the Case</b>	Predictive Analytics with Python: Case Study of the Insurance Industry
<b>Domain/Areas</b>	Machine Learning
<b>Date</b>	22/12/2021
<b>Time</b>	4:00 to 5:00 pm
<b>Teaching Notes</b>	Python as a programming language has numerous uses such as web development, AI, operating systems, web and mobile applications, game development, etc. Recently, however, its use in AI, machine learning, and data analysis/analytics is where it has amassed most of its popularity, arguably. Its vast collection of libraries and packages is continually being employed by data analysts and data scientists to solve complex business problems, formulate data-Driven strategies, risk analysis, and disaster management plans, etc, across various industries.

Prof. Dharmendra Singh

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### COLLOQUIUM

<b>Faculty Name</b>	Prof. Pandurang Patil
<b>Topic / Title of the Case</b>	Topic: Corporate Governance Title: Corporate Governance Practices: A Case Study of ICICI Bank Ltd
<b>Domain/Areas</b>	Corporate governance, clause 49, disclosure, ICICI Bank
<b>Date</b>	17/12/2021
<b>Time</b>	04:00pm to 05:00pm
<b>Teaching Notes</b>	<p><b>Case description:</b> The Case is about implications of using corporate governance practices and their evaluation on the basis of shareholding pattern, board practices, board committees and disclosures and transparency of information. The case study is w.r.t to ICICI Bank and its compliance with the requirements of Clause 49 of the listing agreement, as far as mandatory information is concerned. The case further suggests that more efforts should be directed towards the compliance of non mandatory requirements like fixation of retirement age of the directors, selection criterion for non-executive and independent directors and training of board members etc.</p> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"><li>• To understand the concept of Corporate Governance</li><li>• To evaluate implications of corporate governance.</li></ul> <p><b>Group activity:</b> Two groups were formed one without Corporate Governance and one with implications of it. The results were being compared.</p>

Prof. Pandurang Patil

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### COLLOQUIUM

<b>Faculty Name</b>	Dr. Rajesh Kumar Kashyap
<b>Topic / Title of the Case</b>	American Airlines The route to customer experience transformation is through the cloud
<b>Domain/Areas</b>	Cloud Computing
<b>Date</b>	24/12/2020
<b>Time</b>	4.00 pm
<b>Teaching Notes</b>	<p>The <i>Learning Outcomes</i> of the Session are mentioned as below</p> <ol style="list-style-type: none"><li>1. Concept of Cloud Computing</li><li>2. Service Models of Cloud Computing</li><li>3. Deployment Model of Cloud Computing</li><li>4. Benefits of Cloud Computing</li><li>5. Migration of Application in Cloud</li><li>6. Conceptual Implementation of Cloud Computing of Higher Educational Institute Application.</li></ol>

Dr.Rajesh KumarKashyap

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## ACADEMIC YEAR 2020-21

### COLLOQUIUM

<b>Faculty Name</b>	Dr.Pravin Narayan Mahamuni
<b>Topic</b>	BALANCED SCORECARD: UBER CASE STUDY
<b>Domain/Areas</b>	Enterprise Performance / Balance Scorecard
<b>Day &amp; Date</b>	Saturday, 19-12-2020
<b>Time</b>	2.30 pm
<b>Description</b>	<p><b>Case Description:</b> The case is about how Uber used Balance Scorecard for coming out from the losses that they have faced in first two quarter of 2019 and they are refused to maintain the presence in its biggest market in Europe as the company lost the license to operate in London.</p> <p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"><li>1) DESCRIBE the key terms involved in Balanced Scorecard.</li><li>2) EXPLAIN the different aspects of Balanced Scorecard.</li><li>3) ILLUSTRATE the use of Balanced Scorecard for organizational performance.</li><li>4) OUTLINE the various facets/perspectives/KPIs of Balanced Scorecard.</li><li>5) DETERMINE the Key Performance Indicators (KPIs) across various dimensions or aspects of Balanced Scorecard.</li><li>6) DEVELOP critical thinking by creating / developing Balanced Scorecard for organization.</li></ol> <p><b>Learning Andragogy: A2C Approach</b> (Application to Concept)</p> <ol style="list-style-type: none"><li>1) Understand the BACKGROUND of the Case.</li><li>2) Identifying PROBLEM STATEMENT mentioned in the Case.</li><li>3) Group Exercise for understanding the CONCEPT &amp; APPLICABILITY / PERSPECTIVES of Balanced Scorecard.</li><li>4) Group Exercise for CREATING / DEVELOPING of Balanced Scorecard for organization</li></ol>

**Dr. Pravin Narayan Mahamuni**

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### COLLOQUIUM

<b>Faculty Name</b>	Prof.PrachiSutrawe
<b>Topic</b>	The Major Cyber Attack
<b>Domain/Areas</b>	Cyberattack in IT
<b>Date</b>	29-Dec-20
<b>Time</b>	2.30 pm
<b>Description</b>	<p><b>Case Description:</b> The case is about cyberattack on Maersk, Merck, TNT Express, Saint-Gobain, Mondelez and Reckitt Benckiser. The malware “NotPetya” affected these company's system across different locations. This will explain the following errors that the company had problems with. The situation created problems from the small branch of the company to the main branch of the company. In this study Maersk rebuild the servers, and personal computers..</p> <p><b>Learning Outcomes:</b></p> <ol style="list-style-type: none"><li>1) DESCRIBE the business scenario with cyberattack.</li><li>2) EXPLAIN the different damage when notpetya malware affected the companies.</li><li>3) ILLUSTRATE the precautions that an business undertaking has to take.</li><li>4) OUTLINE the various solution to counterprotect organization from the malware cyber attack</li><li>5) DETERMINE the Key Performance Indicators (KPIs) for avoiding cyberattack</li><li>6) DEVELOP critical thinking by discussing the case</li></ol> <p><b>Learning Andragogy: A2C Approach</b> (Application to Concept)</p> <ol style="list-style-type: none"><li>1) Understand the BACKGROUND of the Case.</li><li>2) Identifying PROBLEM STATEMENT mentioned in the Case.</li><li>3) Group Exercise for understanding the CONCEPT &amp; APPLICABILITY / PERSPECTIVES of cyberattack.</li><li>4) Group Exercise for CREATING / DEVELOPING of solution related to cyber attack</li></ol>

**Prof. Prachi Sutrawe**

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## ACADEMIC YEAR 2020-21

### COLLOQUIUM

<b>Faculty Name</b>	Dr. Ashish K. Vyas
<b>Topic / Title of the Case</b>	Maruti Manesar Violence: What Went Wrong?
<b>Domain/Areas</b>	Human Resource Management: Industrial Relations
<b>Date</b>	04 Jan. 2021
<b>Time</b>	4.00 pm
<b>Teaching Notes</b>	<p><b>OBJECTIVES AND SCOPE:</b> The objective of this case study is to help identify the changes and challenges in the business environment and to understand and realise certain areas where change or improvement or strategic handling is required. This can help build up more efficient and Professional work environment. Hopefully enough, this case study, will enhance management skills and understanding relating to various management issues: Communication, negotiation, H.R. people management, inter-cultural issues, CSR and ethical and unethical practices. Through this paper student are supposed to explore business management lessons. What could have been done to escape from this kind of violence or what should be done to avoid its repetition? Where did Maruti fail? Could the mishap be reversed by effective, proper and timely communication? Was it possible to check communication barriers? Could there be better governance? Is cross cultural issue important in contemporary global environment? What to change to manage better? Is Profitability sustainable without people management - happy and satisfied employees? etc.</p> <p>Assignments or Possible discussion questions</p> <p>1. Communication Approach:</p> <p>1.1.A. breakdown of communication:</p> <ul style="list-style-type: none"><li>• Was there communication breakdown? Give Examples</li><li>• Was breakdown of communication at one level or was it at several levels? What were these levels and what are the possible causes of these breakdowns? Explain with example?</li></ul> <p>1.1.B. Multiple communication perspectives: Does the case throw light on the weaknesses of the following:( Explain with examples.) i) Interpersonal Communication, ii) Upward Communication, iii)Downward Communication iv) language etiquette v) Leadership communication skills at different levels vi) co-ordination skills and Communication</p> <p>1.1.C. Feedback and Listening Skills: • Feedback and Listening</p>



	<p>Skills together play a vital role in the success and failure of an organisation. Discuss. • While relentlessly chasing higher production targets, the people in power seemed oblivious to the urgent signals being sent out by restive workers. Explain.</p> <p>1.1.D. Was language a barrier in solution of the problem?</p> <p>1.1. E. You Attitude: Find out various examples where lack of understanding of 'You Attitude' made the situation worse.</p> <p>1.1.F.</p> <p>Negotiation Skills : Where did negotiation skills fail? Was the process sluggish? Did it lack in 'You Attitude'? Was 'Strategic Handling' required? Did the system lack in 'Serious Approach'? Was it the matter of 'Empowerment'?</p> <p>1.1.G. Communication Strategy: Do you think that proper communication strategy could have avoided the tragedy and violence?</p> <p>1.1.H. Was there Some disconnect and communication gap between employees at work floor and their officers.</p> <p>1.1.I. Write a short note on the role of Grapevine Communication, with reference to this case study.</p> <p>Solutions: • These issues need exhaustive training in communication skills, Listening skills, Negotiation skills, Interpersonal Communication, communication strategy, and understanding 'You Attitude'. • Knowledge of the language of the country where one is expanding business is must. • Free and smooth flow of organisational communication is essential for the success of any organisation.</p> <p><b>Conclusion:</b></p> <p>The Japanese management, as per their working culture, was more focussed on productivity and outcome. There was constant pressure from the Japanese management on the Indian management to enhance productivity and increase revenue. (zeenews.india.com) The workers felt compelled to do overtime. They were not comfortable with overtime. Indian management could not make their Japanese seniors understand this or Japanese management, with different work culture and style, did not try to understand it.</p> <p>The case study holds great relevance to management and provides valuable insights relating to management issues. These points need to be addressed understood and rectified to attain organizational goals</p>
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Dr. Ashish K. Vyas

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### COLLOQUIUM

Faculty Name	Prof.KirtiSamrit
Topic / Title of the Case	PROPERTYGURU: DR.IVING AI POWERED REAL ESTATE
Domain/Areas	Data Science, Artificial Intelligence, Machine Learning and Deep Learning
Date	05-Jan-2021
Teaching Notes ( Describe in 5-6 Sentences the case study and its use with implications)	<p>The Case is about PROPERTYGURU, technology start up in the online property market, growth strategy</p> <p><b>Teaching Objective:</b> The Case is structured to make the audience understand and analyse</p> <ul style="list-style-type: none"><li>• To discuss the use of data to Dr.ive growth strategy</li><li>• To understand customer-centricity with the help of Data Science and AI</li><li>• To understand the organisation's processes and customer strategies based on Data Science</li></ul> <p><b>Teaching Method:</b> Discussion on Growth Strategy followed by device-centric solutions to platform-centric applications.</p> <p><b>Outcome:</b></p> <ul style="list-style-type: none"><li>• Better understanding of emerging technologies in real estate.</li><li>• Identifying applications and use cases of Machine Learning (ML) and AI in the real estate services company and then putting them to work for the business</li></ul> <p>The case study presents the inception of a start up named "Property Guru" and the USP that it came long with. The company named Property Guru had grown from a small start up to a company with operations in five countries across Southeast Asia. The idea was about how technology can play a crucial role in enabling potential buyers taking key decision about property purchase. Property Guru had grown significantly since its inception, its transformation journey from a regional online property portal to a highly sophisticated technology-based real estate platform service</p>



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	<p>with a robust portfolio of AI tools had been a complicated path. Like many ambitious high growth companies, Property Guru had grand designs for the future of online property. The company aspired to become the first in Singapore to enable digital mortgage applications by 2022 and fully digital property transactions by 2025. The case includes inception &amp; proliferation of the start up named Property Guru, Property Market in Singapore and Asia, PropertyGuru: The Start-up Story, Customer Pain Points, Initial Strategy (2007-2010), Agent Platform , Advanced Search for Property Seekers, AI and Recommendation Engine Business Analytics to Improve User Experience, Data Science and Machine Learning, Recommendation Engine for seekers, Deep Learning for Trust Platform, Towards an End-to-End Property Solutions Business Model, Company's Vision and What's next</p>
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Prof. Kirti Samrit  
Name of the faculty

SSAB coordinator





Zeal Education Society's

**Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR)**

Sr. No. 39, Narhe, Pune -411041, Phone No.:67206031, Website: www.zibacar.in

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PUN Code: IMMP013170

DTE Code: 6152

AISHE Code: C-41828

## ACADEMIC YEAR 2020-21

### COLLOQUIUM

Faculty Name	Dr.Babasaheb Jotiram Mohite
Topic	Case Study on Infrastructural and Systems Technology in business: With special reference to Shivam Agrochemicals Pvt. Ltd. Kolhapur
Domain/Areas	Software Project Management
Time	4.00 pm
Date	2 <sup>nd</sup> January 2021 at 4.00pm
Teaching Notes ( Describe in 5-6 Sentences the case study and its use with implications)	This case study identifies demonstration ability of students to conduct an investigation of project management issues in corporate organizations based on a real-life case study and apply the knowledge to resolve issues by giving solutions. This case study will help to identify different issues faced by the organization and summarize different feasible solutions and also provide scope to justify your optimal solution to resolve or minimize the problems occurred for a real-life organisation. This case study will help to assess knowledge & understandings of students on the basis of ability to analyses the project management concepts and objectives of the organisation as well as the efficacy of the project management strategies that he suggest to implement with adequate justifications.

Dr.Babasaheb Mohite

Name of the faculty

SSAB coordinator



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# REPORT

On

## **Demystifying Digital Marketing** *(Corporate Training Program)*

**Date:** 21-25 June 2021

**Time:** 02:00 pm - 04:00 pm

**Report Prepared By:**

Prof. Madhavi Shamkuwar

Coordinator

Consultancy and Corporate Training wing, ZIBACAR

## **EVENT DETAILS**

<b>Event Type</b>	:	Consultancy
<b>Description</b>	:	Consultancy project by ZIBACAR's Consultancy wing
<b>Venue</b>	:	Google meet
<b>Date &amp; Duration</b>	:	21-25 June 2021 02:00 pm - 04:00 pm
<b>Reference</b>	:	Dr. Ashwini Sovani

### **1. CONCEPTION OF THE PROGRAMME**

The role of ZIBACAR's consultancy wing is to conduct multiple corporate training for various business owner, entrepreneurs and others. The ZIBACAR's consultancy guides helps to make strategizes for its participants to maximize the revenue of the business. Demystifying Digital Marketing allows participants to reinvent their marketing strategies in digital form to better connect with target customers and to stay relevant in the customer's perspective. In the process, businesses leverage the technology-enabled tools such as emails, blogs and social media to expand the reach of their offerings.

### **2. OBJECTIVES**

- a. To conduct a Training program under Consultancy wing.
- b. To help various participants to grow the business processes.

### **3. PREPARATION OF THE EVENT**

Preparation of Demystifying Digital Marketing had started three weeks in advance. The approval for the Programme was sought almost three weeks in advance. The promotional material was circulated among different stakeholders through different social media platform. The variety of promotional material was helpful to seek attention of various participants. A google form was circulated for registration. Bank account details were also being shared.

*(Annexure-I Promotional material-email and Posters)*

#### 4. ITINERARY

Day	Activity
1 March 2021	Introduction of Dr. Ashwini Sovani <b>Session 1-</b> Log in , introduction, Content Creation : Flyer / Poster /Video
2 March 2021	<b>Session 2-</b> Face Book Page Settings and Free Promotion
3 March 2021	<b>Session 3-</b> Face Book : Paid Promotion , Instagram
4 March 2021	<b>Session 4-</b> Twitter, Linked In , Email Marketing, Online Research through Google Forms
5 March 2021	<b>Session 5-</b> You Tube Channel, SEO, Google Business Listing Group photo Vote of Thanks

#### 5. EXECUTIVE SUMMARY

The session started on 1 March 2021, Prof. Madhavi Shamkuwar gave introduction of the program and Speaker-Dr. Ashwini Sovani.

Day	Particulars	Details
Session I	Log in , introduction, Content Creation : Flyer / Poster /Video	<ul style="list-style-type: none"> <li>• Importance of Digital Marketing</li> <li>• Need for Digital Marketing</li> <li>• How to make Videos</li> <li>• How to make Flyer/Poster</li> </ul>
Session II	Face Book Page Settings and Free Promotion	<b>Usage of Facebook Page :</b> <ul style="list-style-type: none"> <li>• Creation and management</li> <li>• Different Types of posts and organic engagement with audience</li> <li>• Audience selection</li> <li>• Use of Publishing Tools</li> </ul>
Session III	Face Book : Paid Promotion , Instagram	<b>Advertising on Facebook :</b> Post bosting /Promotion / Lead Generation  <b>Instagram Marketing</b> <ul style="list-style-type: none"> <li>• Different Types of Profiles on Instagram</li> <li>• Linking Instagram with Facebook</li> <li>• Various ways to engage with the customers on</li> </ul>

		Instagram
Session IV	Twitter, Linked In , Email Marketing, Online Research through Google Forms	<p><b>Linked in</b></p> <ul style="list-style-type: none"> <li>• Creating Strong Profile on Linked in</li> <li>• Getting recommendations</li> <li>• Business Networking</li> </ul> <p><b>Twitter:</b></p> <ul style="list-style-type: none"> <li>• Engaging through short messaging and use of #</li> <li>• Creating trending posts</li> </ul> <p><b>Mass Mailing Campaigns</b></p>
Session V	You Tube Channel, SEO, Google Business Listing	<p><b>Google Tools for small businesses</b></p> <ul style="list-style-type: none"> <li>• Business Listing</li> <li>• Keyword Analysis</li> <li>• Research through Google</li> </ul> <p><b>You Tube:</b></p> <ul style="list-style-type: none"> <li>• Creating and Managing You Tube Channel</li> <li>• Revenue Generation Sources for You Tube</li> </ul> <p><b>Mass Mailing Campaigns</b></p>

*(Annexure-II Itinerary)*

*(Annexure-III Email and notes)*

Notes and study material was email to every participant on the daily basis. Prof. Bhavna Khot conducted one slot on 24<sup>th</sup> and 25<sup>th</sup> June 2021 respectively. On last date, a group photograph was being captured, and feedback email was being send.

## **6. PARTICIPANTS**

7 participants attended the program. Also, 3 faculty members attended the program.

*(Annexure-IV Participants list)*

## **7. FINANCIAL IMPLICATIONS**

5 participants attended the program.

*(Annexure-V Financial implications)*

## **8. FEEDBACK OF THE ZEAL PACE EVENT**

The feedback was collected gathered with the help of exclusive form designed for the same purpose.

*(Annexure-VI Feedback)*

#### **9. CONTRIBUTION OF THE MANAGEMENT**

Management encouraged Consultancy wing.

#### **10. IMPACT OF EVENT**

The Program helped the participants to market their products and service and 7days were given to the participants for their solving doubts.

#### **11. DOCUMENTATION**

The Program was captured well with the help of photographs.

*(Annexure-VII Photographs)*

*(Annexure-VIII Completion Poster)*