

**BUNTS SANGHA'S
S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE AND
MANAGEMENT STUDIES, POWAI
NAAC ACCREDITED 'A' GRADE
Permanently Affiliated to the University of Mumbai
IMC RBNQ CERTIFICATE OF MERIT 2019
ISO 21001:2018 CERTIFIED**

The Department of Accountancy and Financial Management

STUDENT ENRICHMENT ACTIVITY APPROVAL FORM

Department: Department of Accountancy and Financial Management

Program: Alumni Diaries (9th lecture series) – Intercollegiate Webinar on '**Digital Marketing - Industry Insights, Career Prospects and Challenges**'

Objectives: -

1. To educate the participants about the skills of digital marketing which they can further hone to formulate their own success paths.
2. To make the students understand how one can make a living out of social media

Need: Students must be informed and updated on the Digital Marketing-Industry Insights, Career Prospects and Challenges

Content: The resource person is expected to define what marketing skills one needs to effectively market themselves in the digital world. He was also expected to introduce the participants to the challenges faced by Industry Insights and Career Prospects.

Scope: Inter-collegiate , for students and faculty

Resource Person: Mr. Siddhant Khanna,
A Content Writer at Freecharge (by Axis Bank)
Global Work Experience of three years in fields of social media
Social Media Strategist and Consultant, Influencer & Content Marketing

(B.Com Alumni - Batch 2016-2017)

Date: 26th February 2022

Time: 3:00pm to 4:00pm

Venue: Zoom meetings

Cost/Budget: N/A

Proposed by: Department of Accountancy and Financial Management

Verified by:



Asst. Prof. John Menezes
Convenor



Asst. Prof. Sandesha Shetty
Vice-Principal and Coordinator



Dr. Sridhara Shetty
Principal

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S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT
STUDIES, POWAI, MUMBAI-400076.**

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MINUTES OF MEETINGS

Topic: Discussion about the event i.e. Alumni Diaries and allocation of duties

Date: 26th February, 2022

Agenda: Duty Allocation

Venue : Zoom meeting

Timing: 3pm to 4pm

A meeting was held to allocate duties to the the Faculty Members and Students for the webinar on '**Digital Marketing - Industry Insights, Career Prospects and Challenges**' by **Mr. Siddhant Khanna**,

Prof. Sandesha Shetty gave the following roles to respective professors and student team members for the event:

Sr. No.	Name	Work Assigned
1.	Asst. Prof. Debbie James & Asst. Prof. John Menezes	Schedule of the program, coordination.
2.	Ms. Nusaiba Shaikh Asst. Prof. John Menezes	Host, Introduction of the speaker, vote of thanks and Q&A session

3.	Mr. Pratik Shinde	Backdrop / Poster
4.	Mr. Sahil Shaikh	Invite message
5.	Ms. Amisha Shriram Ms. Anoushka Rajasekharan Ms. Dhanlaxmi Kaunder	Documentation as per NAAC
6.	Ms. Saloni Maliwal	Certificates designing & mailing

The meeting concluded with best wishes from the Coordinator.



Asst Prof. John Menezes
Convener



Prof. Sandesha Shetty
Vice Principal &
B.Com Coordinator



Dr. Sridhara Shetty
Principal

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POSTER



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Powai, Mumbai-400076.

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The Department of Accountancy and Financial Management
Invites you for an
Inter-Collegiate Level Webinar on

**Digital Marketing - Industry Insights,
Career Prospects and Challenges**

— Resource Person —
Mr. Sidhant Khanna



- Content Writer at Freecharge (by Axis Bank)
- Global work experience of three years in fields of social media
- Social media Strategist and consultant, influencer & content marketing

 26th Feb, 2022

 3:00pm - 4:00pm

 Connect on **zoom**



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NOTICE

Greetings to All,

The Department of Accountancy & Financial Management of Bunts Sangha's S.M. Shetty College, Powai is organizing ALUMNI DIARIES (9th Lecture Series)

An Intercollegiate Webinar on - Digital Marketing - Industry Insights, Career Prospects and Challenges

Resource Person – Mr.Siddhant Khanna

Content Writer at Freecharge (by Axis Bank)

Global Work Experience of three years in fields of social media

Social Media Strategist and Consultant, Influencer & Content Marketing

(B.Com Alumni - Batch 2016-2017)

Date – 26th February 2022

Time – 3:00pm to 4:00pm

Registration Link:

https://docs.google.com/forms/d/1tZ0gQazze_wid0RFUKRdmKV_6aeGCKv6QtROUrLqsSQ/edit

Once you have registered kindly join our
Telegram Group- <https://t.me/joinchat/cZ6hgYvPYtswOTNl>

Note

1. No Registration Fees
2. Zoom link for the session will be shared on your email ID
- 3 .E- Certificate will be provided to the registered participants subject to attendance and submission of feedback form (within 7 working days)

For further queries kindly contact -

Pratik Shinde :-9967138303

Sahil Shaikh :- 9082767218

Regards,

The Department of Accountancy & Financial Management

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BUDGET

Department: Department of Accountancy and Financial Management

Event: Alumni Diaries (9th lecture series) – Intercollegiate Webinar on '**Digital Marketing - Industry Insights, Career Prospects and Challenges**'

Content: The resource person is expected to introduce the participants to the challenges faced by Digital Marketing - Industry Insights and Career Prospects

Cost/Budget: NA.

Proposed by: Department of Accountancy and Financial Management

Verified by: Asst. Prof. John Menezes, Asst. Prof. Sandesha Shetty



Asst Prof. John Menezes
Convener



Prof. Sandesha Shetty
Vice Principal &
B.Com Coordinator



Dr. Sridhara Shetty
Principal

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PROGRAM SCHEDULE

Department of Accountancy and Financial Management

Presents

An Intercollegiate Level Webinar
on

“Digital Marketing - Industry Insights, Career Prospects and Challenges”

Date: 26th February 2022 Time: 3pm to 4pm

Program Schedule

Welcome Address & Introduction of the Resource Person	Ms. Nusaiba Shaikh <i>Student,</i> <i>Department of Accountancy and Financial Management</i>
Technical Session	Mr. Siddhant Khanna Content Writer at Freecharge (by Axis Bank) Global Work Experience of three years in fields of social media Social Media Strategist and Consultant, Influencer & Content Marketing (B.Com Alumni - Batch 2016-2017)




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Question & Answer Session	Asst. Prof. John Menezes <i>Department of Accountancy and Financial Management</i>
Vote of Thanks	Ms. Nusaiba Shaikh <i>Student, Department of Accountancy and Financial Management</i>





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Report

Event: Alumni Diaries (9th lecture series) – Intercollegiate Webinar on
'Digital Marketing - Industry Insights, Career Prospects and Challenges'

Resource person: Mr.Siddhant Khanna,

Content Writer at Freecharge (by Axis Bank)

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Date: 26th February 2022

Time : 3:00pm to 4:00pm

Venue: Zoom app

Scope: Intercollegiate, for students & faculty

Objectives: - To educate the participants about the skills of digital marketing which they can further hone and formulate their own success paths.

Highlights:

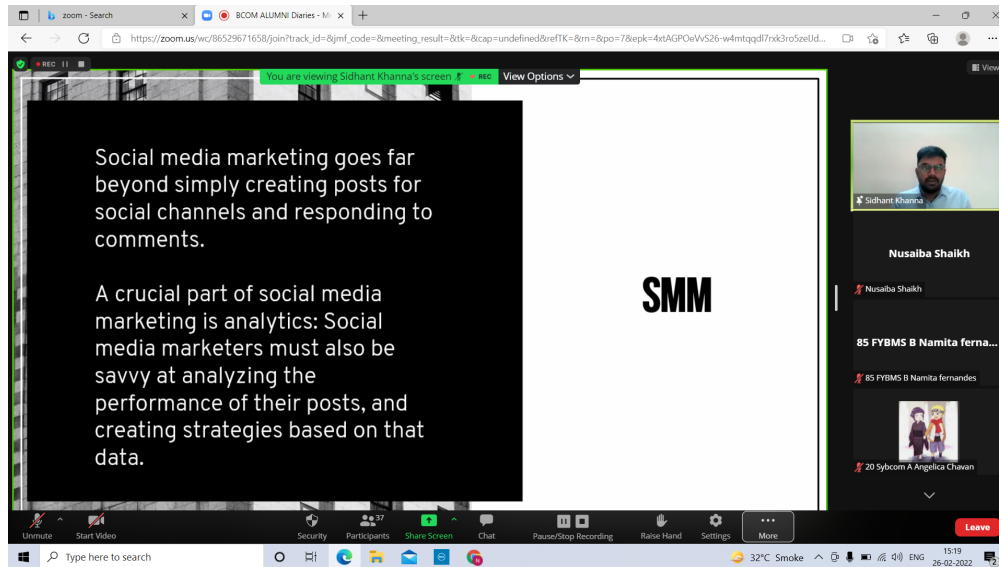
Department of Accountancy and Financial Management organised this online Intercollegiate Webinar on - 'Digital **Marketing** 'to educate the participants about the scope of social media including marketing in the digital platform .The webinar started at 3.00 pm. Ms. Nusaiba Shaikh, a student from SYB.Com welcomed Vice- Principal and B.Com Coordinator Asst. Prof. Sandesha Shetty, all Faculty members, welcomed our esteemed resource person – Mr. Siddhanth Khanna and the participants. After the introduction, our host handed over the session to our Resource Person for orientation on the topic 'Digital Marketing '- Industry Insights, Career Prospects & challenges' The Resource person explained Digital Marketing elaborately, explained its types ,categories, pros and cons, what is it, the crucial parts of it. In the end of our session he further explained how we can make a Career out of social media.

Our host Asst.Prof.John Menezes further handled the ‘Question and Answers’ session where participants raised their questions and the Resource Person gave them clarity on it and later proposed a vote of thanks to the Resource Person for taking out time and providing necessary guidance and direction to participants. An attendance and feedback link was shared with the participants and the event was successfully concluded. The participants gave positive feedback, where they appreciated the intention behind the event and gained immensely from the same.

Number of Students Attended: Total: 50 (Male=23, Female=27)

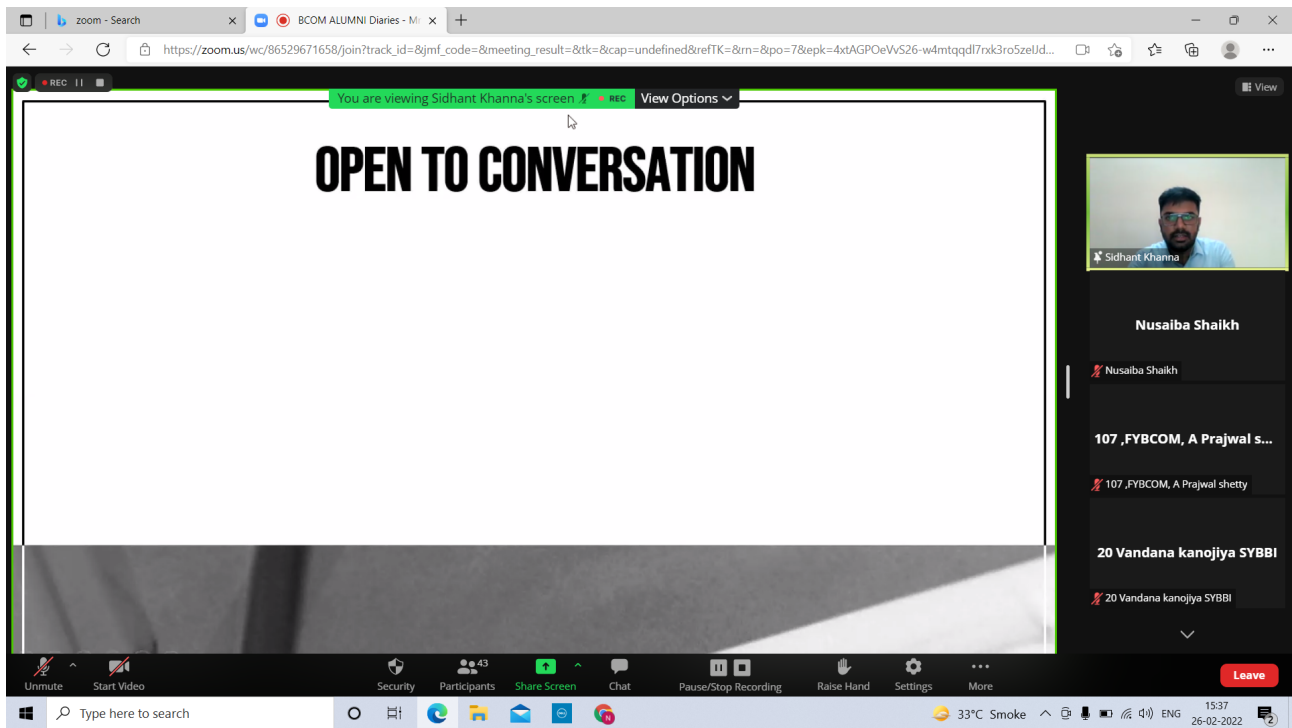
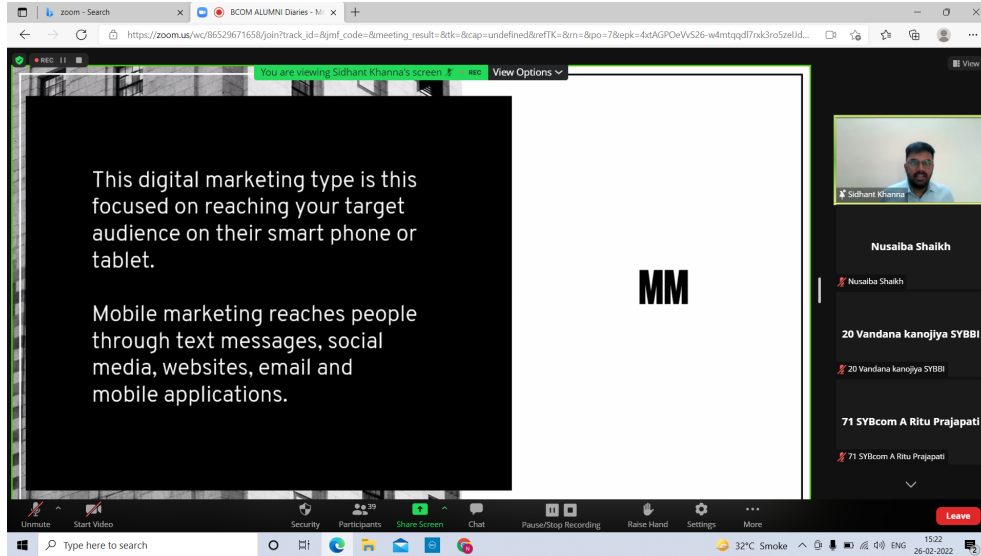
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Photos



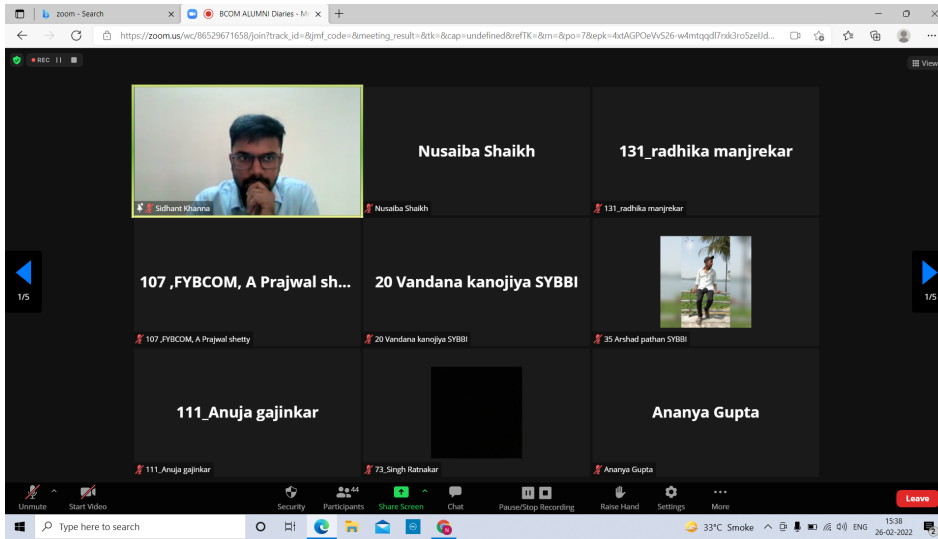


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Attendance

Email	Name (Same w	Class & Divi	Salut	Gender	Name o	Mobile	Rate the p	Feedback	Feedback (Feedback (Feedback (Feedback (Pl
vandan	Kanojiya Vanda	Sybbi	Ms.	Female	SM She	88790	Satisfied	Very High	Very High	Very High	Very High	Very High	Nc
suvarna	Thriпти Suvarna	FYBAF	Ms.	Female	SM SHE	93241	Neutral	Average	High	High	Average	High	
mishra	Aman Mishra	SYBBI	Mr.	Male	Aman M	93261	Satisfied	High	High	High	High	High	Nc
gajinkar	Anuja Gajinkar	Sybscit B	Ms.	Female		98673	Satisfied	High	Very High	High	Very High	High	
singhra	Ratnakar Singh	TY BSC IT	Mr.	Male	S.M.She	86522	Satisfied	Very High	Very High	Very High	Very High	Very High	Nc
anoush	anoushka rajase	FYBCOM B	Ms.	Female	SM shet	77100	Satisfied	High	High	High	Very High	High	
smsdeg	Siddharth parab	fybms b	Mr.	Male	Sm shet	86930	Satisfied	Very High	Very High	Very High	Very High	Very High	
jainshu	Shubhangi Jain	Sybbi	Ms.	Female	Sm She	08879	Neutral	High	High	High	High	High	
Dishab	Disha boricha	Fybcom-B	Ms.	Female	Bunts s:	70394	Satisfied	Very High	Very High	Very High	Very High	Very High	Nc
sandee	Sandeep mahto	FYBCOM A	Mr.	Male	Sm She	98696	Satisfied	Very High	High	Average	High	High	
meenac	Archana Chauh	SYBAF	Ms.	Female	Sm She	09372	Satisfied	Very High	Very High	Very High	Very High	Very High	
ritupraje	Ritu Prajapati	SYBCOM A	Ms.	Female	Bunt's S	91520	Satisfied	High	High	Very High	Very High	Very High	
manjrek	Radhika jayesh	Sybsc it B	Ms.	Female	Sm shet	86572	Satisfied	Very High	Very High	Very High	Very High	Very High	
sunil99	Bablu Rabinara	SY BSc-IT B	Mr.	Male	S.M. Sh	93241	Satisfied	Very High	Very High	Very High	Very High	Very High	
maqsoc	Shaikh maqsoo	FYBSCIT B	Mr.	Male	Bunts s:	90822	Satisfied	Very High	High	Very High	High	Very High	10
Arshad	Pathan Arshad	SYBBI	Mr.	Male	S.M. Sh	70395	Satisfied	Very High	High	Very High	High	Very High	
salunxh	Prerna Salunxh	Bscit 1st year	Ms.	Female	S m she	86523	Satisfied	Very High	High	Very High	Very High	Very High	Nc
tanyara	Tanya Ravindra	Sy	Ms.	Female	Sm shet	90823	Satisfied	Very High	Very High	Very High	Very High	Very High	
amishai	Amisha Shiram	FYBcom A	Ms.	Female		83695	Satisfied	Very High	Very High	Very High	Very High	Very High	



(Signature)
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Email	Name (Same wi Class & Divi	Salut	Gender	Name o	Mobile	Rate the p	Feedback	Feedback (Feedback	Feedback	Feedback	Pleas	
aribakh	Khan Ariba Anw	sy bcom A	Ms.	Female	S.M she	84529	Satisfied	Very High	Very High	Very High	Very High	Very High	
smsdeg	Shaan mohamn	Tybcom / B	Mr.	Male	S.m she	77382	Satisfied	Very High	High	Very High	High	Very High	
Namita	Namita fernand	Fybms b	Ms.	Female	Sm shet	80701	Satisfied	Very High	Very High	Very High	Very High	Very High	No
Smitakc	Smita Ramesh I	A	Ms.	Female	Sm She	88285	Satisfied	Very High	Very High	Very High	Very High	Very High	Nope
sanjana	Sanjana pawar	FYBAF	Ms.	Female	Sm shet	96534	Satisfied	Very High	Very High	Very High	Very High	Very High	
Kristina	Kristina Diamon	Fyb.com B	Ms.	Female	S.M.Sh	99308	Satisfied	Very High	Very High	Very High	Very High	Very High	
prabha	Pratik Prabhaka	A	Mr.	Male	Bunts S	09967	Satisfied	Very High	Very High	Very High	Very High	Very High	
dhiraj18	Dhiraj santosh r	Sybsc it A	Mr.	Male	Sm shet	91672	Satisfied	Very High	Very High	Very High	Very High	Very High	
Yguddu	Guddu suresh Y	FYB.COM B	Mr.	Male	SM SHE	81087	Satisfied	Very High	Very High	Very High	Very High	Very High	No
mansib	Mansi Bhaktwar	Sybcom B	Ms.	Female	S.M. Sh	93263	Satisfied	Average	High	High	High	High	
smsdeg	Singh Amankun	Fybcom B	Mr.	Male	Bunts S	90043	Neutral	High	High	High	High	Very High	
bhirada	Ankita santosh l	fybms	Ms.	Female	Sm shet	95949	Satisfied	Very High	Very High	Very High	Very High	Very High	no
kartiksh	Kartik Shetty	TYBCOM - /	Mr.	Male	SM She	95948	Satisfied	Very High	Very High	Very High	Very High	Very High	it was
smsdeg	Ananya Gupta	TYBCOM-A	Ms.	Female	Sm shet	91376	Satisfied	High	High	High	High	High	
Sohailr	Rain Sohail ali	Sybcom-B	Mr.	Male	Bunts s	77382	Satisfied	High	High	High	High	High	
prajwal	Prajwal shetty	Fy Bcom A	Mr.	Male	Sm shet	91363	Satisfied	High	Very High	Very High	High	High	No
smsdeg	BINITA SHUKL	FYBCOM B	Ms.	Female	Bunt's S	99204	Satisfied	Very High	Very High	Very High	Very High	Very High	
Poojary	Diksha Sathish	FYBAF	Ms.	Female	S.M. Sh	99305	Satisfied	Very High	Very High	Very High	Very High	Very High	
kaleved	Vedant Manges	13th A	Mr.	Male		96531	Neutral	High	High	High	High	High	

Email	Name (Same wi Class & Divi	Salut	Gender	Name o	Mobile	Rate the p	Feedback	Feedback (Feedback	Feedback	Feedback	Pleas	
dakshit	Dakshita Nitesh	SYBBI	Ms.	Female	SM. She	88506	Satisfied	Very High	Very High	High	High	Very High	
Sharmi	Shaikh sharmin	Sybcom B d	Ms.	Female	Bunts s	98338	Neutral	Average	Average	Average	Average	Average	-
kaleved	Vedant Manges	13th A	Mr.	Male		96531	Neutral	Average	Average	High	High	Average	
gajinkar	Anuja Gajinkar	Sybscit B	Ms.	Female	S. M. Sh	98673	Satisfied	High	High	Very High	High	Very High	
bipinpal	Pal bipin	Sybsc IT B	Mr.	Male	Sm She	70395	Satisfied	High	High	High	High	High	No
urshi28	Urshita Parikh	Sybcom A	Ms.	Female	S. M sh	82910	Satisfied	High	Very High	High	Very High	High	
smsdeg	Varsha Jain	Tybcom B	Ms.	Female	Sm shet	75060	Satisfied	Very High	Very High	High	High	Very High	
khanad	Adeel Khan	sybcom	Mr.	Male	Sm she	09152	Neutral	High	High	Very High	High	High	
smsdeg	Tushar Premsh	FYBCOM B	Mr.	Male	Bunts S	98195	Neutral	Very High	Very High	Very High	High	High	
rohanv	Rohan Verma	SYB.COM A	Mr.	Male	SM SHE	96193	Satisfied	High	High	High	High	High	
kartiksh	Karthik Shetty	TYBCOM	Mr.	Male	Sm She	95948	Satisfied	Very High	Very High	Very High	Very High	Very High	
kartik.kl	KARTIK BAMAN	SYBMS	Mr.	Male	Sm. She	98190	Satisfied	High	Very High	High	Very High	High	



[Signature]
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Certificate Copy



The certificate is set against a colorful, abstract background of overlapping circles in shades of blue, green, yellow, and orange. It features the college's logo on the left and a stylized 'BS' logo on the right. The text is centered and includes the college name, accreditation details, and the specific event being certified.

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DEPARTMENT OF ACCOUNTANCY AND FINANCIAL MANAGEMENT

CERTIFICATE OF PARTICIPATION

This is to Certify that
Mr./Ms. BIPIN PAL from SYBSCIT B has participated in the "Digital Marketing - Industry Insights, Career Prospects and Challenges" an inter-collegiate level webinar organised by the Department of Accountancy and Financial Management held on 26th February, 2022.

John Menezes
Prof. John Menezes
Event Coordinator

Sandesh Shetty
Prof. Sandesha Shetty
Vice-Principal

Sridhara Shetty
Dr. Sridhara Shetty
Principal



The block contains the official stamp of the college and the handwritten signature of the principal. The stamp is circular and includes the college's name and address. The signature is in blue ink and is placed over the stamp.

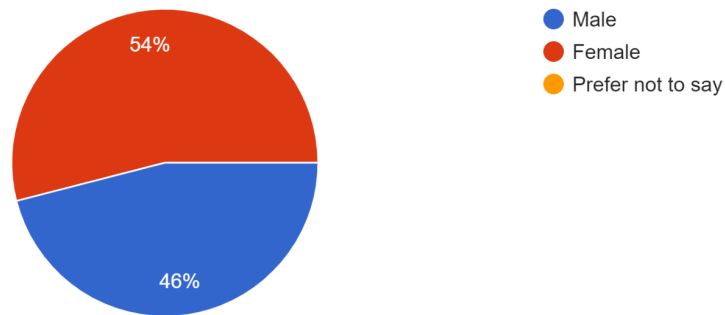
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Feedback

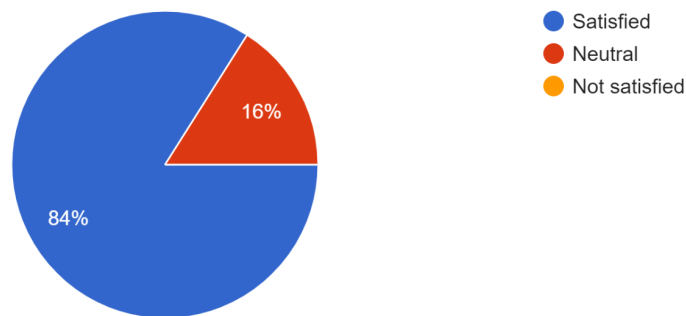
Gender

50 responses

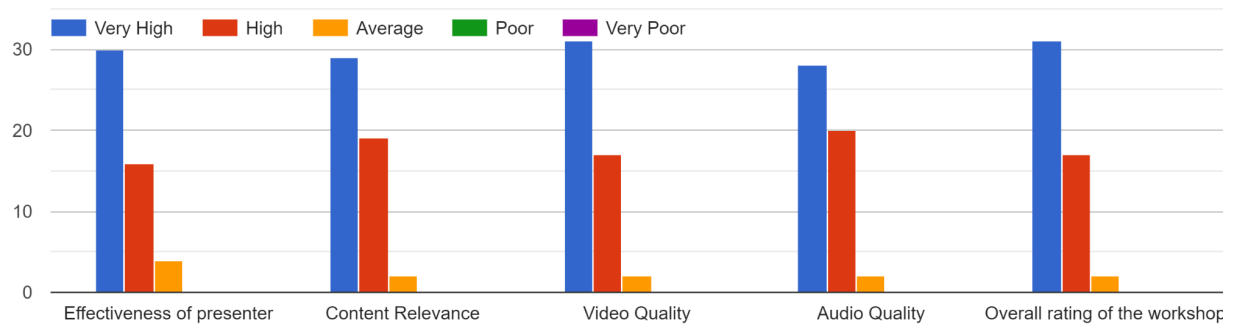


Rate the presentation of Resource person?

50 responses



Feedback




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Action Taken Report

DATE	Feedback Received	Action Taken
26-02-2022	<ul style="list-style-type: none">• Participants gave positive feedback about the Resource person and appreciated the quality, content and the presentation of the webinar.• They expressed the desire to attend more such sessions in the future for value addition	B.COM Department will organize monthly talks by our esteemed alumnis in order to motivate students and make them industry ready




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