



Sinhgad Institutes

Sinhgad Technical Education Society's

**RASIKLAL M. DHARIWAL SINHGAD TECHNICAL
INSTITUTES CAMPUS**

RMD Sinhgad School of Management Studies, Warje

Pune

Event Name: Seminar on Current Trends in Marketing

Date: 24/09/2019

Academic Year: 2019-20

RMD Sinhgad School of Management Studies, Warje

Academic Year 2019-20

Date:24/09/2019

Name of Activity: Seminar

Title: Seminar on Current trends in Marketing

No. of students attended:178

Name of Speaker:Mr. Sanket Pathak

Photos:



Seminar on Current trends in Marketing-24/09/2019

Outcomes:The seminar helped students to gain a better understanding of the recent developments, requirements and future prospects in the fast growing sector like Digital marketing, Retail Marketing and Services Marketing.



**Sinhgad Technical Education Society's
RMD Sinhgad Technical Institutes Campus
RMD Sinhgad School of Management Studies, Warje, Pune**

Proposal for 1 Day Marketing Seminar

Title of the Seminar: Current Trends in Marketing

Date 23rd September, 2019.

Timing: 09.00 am to 04.00 pm.

About the Seminar:

As digital trends evolve every year, students should always be aware of the changes in order to easily adapt with emerging technologies and stay ahead in the market. This will help them gain a competitive edge and become able to develop new ways to grow in their respective fields, generate leads and improve the relationship with their existing customers.

Objectives:


- To enlighten students about the current marketing environment by focusing on the current trends in the field.
- To give an overview of recent developments in the fields of Digital Marketing, Retail Marketing and Services Marketing.
- To enable students to get a general perspective of the current marketing environment with the help of industry experts.

Number of Sessions:

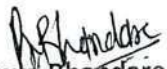
Sr. No.	Topic	Timing
1.	Digital Marketing	10.00am-11.30am
2.	Retail Marketing	11.30am-1.00pm
3.	Services Marketing	2.00pm-3.30pm

Proposed Expenses:


Sr. No.	Particulars	Amount (In Rs.)
1.	Guests Honorarium (Rs.2000x3)	6000
2.	Tea and Biscuits	500
3.	Felicitation	350
4.	Breakfast	600
5.	Certificate	500
6.	Flex	500
7.	Lunch	450
8.	Miscellaneous	500
TOTAL		9400


Dr. Swati Vijay

Dean


Dr. Pradnya Bhandare

Organizer


Prof. Ganesh Datere & Prof. Kavita Kamath

Coordinators



Sinhgad Technical Education Society's
RMD Sinhgad Technical Institutes Campus
RMD Sinhgad School of Management Studies, Warje, Pune

Attendance Sheet for: _____

MBA - I

Date : 24/09/19

Sr. No	Name of Student	Sign
1	Rajat Pendharkar	
2	AKash Krishna P. Nair	
3.	mangesh C. Pandav	
4.	Sahil N. Satad	
5.	yishal Pawar	
6.	Akash Shukle	
7.	Chetan K. Dashpute	
8.	Abhishek Pandey	
9.	Shivendra Tiwari	
10.	Nikhil Wakare	
11.	Aditya Lohande	
12.	staddharth Naikwade	
13.	Shubham Sunil Kadam	
14.	Nikhil Dhumal	
15.	Sampada K. Deshpande	
16.	Ragini R. Kharat.	
17.	.Shital B. salenke.	
18.	Rituja Kadam.	
19.	Aspita dey.	
20.	Aishwarya Kolhe	
21.	Gayatri V. Pasalkar	
22.	Snehal M. Banu.	
23.	Aishwarya N. Temkar	
24.	Tanhari K. Indurikar	
25.	Bhalekar Damini Sambhaji	
26.	Shamrani Waghpure.	
27.	Deepika Narwanic	
28.	komal D. shelke	
29.	Biradar sanika madhav	
30.	Bharti Rai	
31.	Pooja G. chopade	
32.	Ritika Bharti	
33.	Prajakta V. Pande	
34.	Ku. Kalyani R. Biyani	
35.	Magar Priya R.	
36.	Salve Prachi B.	
37.	kapana U. Biradar	
38.	Simran Vishwakarma	
39.	shradha Mittkari	



Director / Principal
RMD Sinhgad Technical Institutes Cam
Warje, Pune - 411 058.

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RMD Sinhgad School of Management Studies, Warje, Pune

Attendance Sheet for: session on Retail Marketing by Mr. Abhay Kumar

MBA - I.

Date : 24/9/19

Sr. No	Name of Student	Sign
01.	Simran Vishwakarma	Simran
2	Aishwarya Nandu Temkar	Aishwarya
3	Shradha Sidram Mitkari	Shradha
4.	Snehal Mahalekare Bane.	Snehal
5.	Janhavi K. Indurikar	Janhavi
6	Pooja G chopade	Pooja
7.	Prachi salve	Prachi
8	Magali Priya R	Magali
9	Karpana J. Biradar	Karpana
10.	Prakta V. Pande	Prakta
11.	Ms. Kalyani R. Biyani	K.R. Biyani
12.	Ritika Bhauti	Ritika
13.	Bharti Rai	Bharti
14	Komal D. Shelke	Komal
15	Biradar Sarika Madhav	Biradar
16.	Shanwari Mohan Waghpure	Shanwari
17.	Bhalekar Damini Sambhaji	Bhalekar
18	Deepika Normaria	Deepika
19	Aishwarya Kolhe	Aishwarya
20	Arpita Dey	Arpita
21	Rutuja Kadam	Rutuja
22.	Gayatri Pasalkar	Gayatri
23.	Shital Salunkhe	Shital
24.	Sampada K. Deshpande	Sampada
25.	Ragini R. Kharat	Ragini
26.	Sabil N. Saad	Sabil
27	Mangesh C. Pandan	Mangesh
28	Ashilash F. Umekar	Ashilash
29.	Shubham S. Kadam	Shubham
30	Chetan K. Dashpute	Chetan
31.	Nikhil Dhumal	Nikhil
32	Nikhil Wakhare	Nikhil
33	Dakshin B. Sangle	Dakshin
34	Tushar M. Suryavanshi	Tushar
35	Shivendra Tiwari	Shivendra
36.	Abhishek Pandey	Abhishek
37)	Keshat Atul	Keshat
38)	Yogesh Takik	Yogesh
39)	NPKheel Maluswar	NPKheel
40)	Smelip. Geerakar	Smelip
41)	Rajat Pendharkar	Rajat
42)	Nikhil Agrawal	Nikhil
43)	Aditya Lokhande	Aditya
44)	Stadhant Naitwade	Stadhant

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Attendance Sheet for: Session on Digital Marketing

MBA - I

Date: 24/9/19

Sr. No	Name of Student	Sign
1.	Sachal M Bane	<u>Sachal Bane</u>
2.	Janhavi K Indurikar	<u>Janhavi</u>
3.	Shradha S. Mithkari	<u>Shradha</u>
4.	Aishwarya N. Temkar	<u>Aishwarya</u>
5.	Sampada K. Deshpande	<u>Sampada</u>
6.	Ragini R. Khamat	<u>Ragini</u>
7.	Shital B. Salunkhe	<u>Shital Salunkhe</u>
8.	Shonwan Waghpure	<u>Shonwan</u>
9.	Samika Biradhwar	<u>Biradhwar</u>
10.	Damini Balekar	<u>Balekar</u>
11.	Ms. Kalyani R. Biyani	<u>K.R. Biyani</u>
12.	Ku. Prajita V. Pande	<u>Prajita</u>
13.	Ritika Bharti	<u>Ritika</u>
14.	Pooja G Chopude	<u>Pooja</u>
15.	Prachi B. Salve	<u>Prachi</u>
16.	Magadi Priya R.	<u>Priya</u>
17.	Biradar Kalpana .U.	<u>Kalpana</u>
18.	Simran Vishwakarma	<u>Simran</u>
19.	Komal .D. Shelke	<u>Komal</u>
20.	Bharti D. Rai	<u>Bharti</u>
21.	Deepika Narwaria	<u>Deepika</u>
22.	Rajat Pendharkar	<u>Rajat</u>
23.	Nikhil Agrawal	<u>Nikhil</u>
24.	Meghesh Pandav	<u>Meghesh</u>
25.	Vishal Paware	<u>Vishal</u>
26.	Akash Shelke	<u>Akash</u>
27.	Keshat Aty	<u>Keshat</u>
28.	Chetan Dalhute	<u>Chetan</u>
29.	Sandip Gaikwad	<u>Sandip</u>
30.	Aditya Lokhande	<u>Aditya</u>
31.	Yogesh Takik	<u>Yogesh</u>
32.	Abhilash Umekar	<u>Abhilash</u>
33.	Abhishek Pandey	<u>Abhishek</u>
34.	Nilesh Phule	<u>Nilesh</u>
35.	Shirendra Tiwari	<u>Shirendra</u>
36.	Shubham Kadam	<u>Shubham</u>
37.	Nikhil Dhumal	<u>Nikhil</u>
38.	Nilchael Malikar	<u>Nilchael</u>
39.	Siddhanta Naikwade	<u>Siddhanta</u>

1/24/19
12/4

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RMD Sinhgad School of Management Studies, Warje, Pune

Attendance Sheet for:

Session on Digital Marketing

MBA - II

Date : 24/9/19

Sr. No	Name of Student	Sign
1	Prajakta Prakash Salunkhe	<u>Prajakta</u>
2	Snehal Rajpal Deshpande	<u>Snehal</u>
3	Nidhi Jain	<u>Nidhi Jain</u>
4	Rajat Jadhav	<u>Rajat</u>
5	Reshma A. Puri	<u>Reshma</u>
6	Sudeshna S. Phule	<u>S.S.</u>
7	Snehal R Raut	<u>S.R. Raut</u>
8	Sonali D Sawant	<u>S.D. Sawant</u>
9	Shilpa Monan	<u>Shilpa</u>
10	Kamlesh Bamanig	<u>Kamlesh</u>
11	Akshay Sharma	<u>Akshay</u>
12	Abhishek Kumar Tiwari	<u>Abhishek</u>
13	Deepak Kumar	<u>Deepak Kumar</u>
14	Imran Khan	<u>Imran</u>
15	Rahil Khan	<u>Rahil</u>
16	Manikanta Mailare	<u>Mani</u>
124		
145		



[Signature]

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**Sinhgad Technical Education Society's
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RMD Singhad School of Management Studies, Warje, Pune**

Attendance Sheet for:

Session on Retail Marketing by Mr. Abhay Kumar

MBA - II

Date :

Sr. No	Name of Student	Sign
1	Deepak A. Gawade	
2	Jitendra B. Onecha	
3	Sagar M. Bhasale	
4	Venkat P. Utangner	
5	Akshay Sharma	
6	Shubham Kakde	
7	Abhishek Kumar Tiwari	
8	Tushar T. Joshi	
9	Tushar A. Rajput	
10	Rakhi Khan	
11	Imran Khan	
12	Kamlesh Bamania	
13	Shilpa Mohan	
14	Nidhi Jain	
15	Rajat Dadhav	
16	Wagh Muleta	
17	Prayakta Salunkhe	
18	Snehal Deshmukh	
19		
20		



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Attendance Sheet for: Marketing seminar.

MBA - II

Date: 24/09/19

Sr. No	Name of Student	Sign
1	Prajakta Prakash Salunkhe	<i>Prajakta Salunkhe</i>
2	Snehal Deshmukh	<i>Snehal Deshmukh</i>
3	Wagh Mukta K.	<i>Mwagh</i>
4	Shruti Mohan	<i>Shruti</i>
5	Kamlesh Bamania	<i>Kesh</i>
6	Nidhi Jain	<i>Nidhi Jain</i>
7	Rajat Dadhar	<i>Rajat</i>
8	Snehal Raute	<i>Snehal</i>
9	Sonali D. Sawant	<i>S. D. Sawant</i>
10	Tushar A. Rajput	<i>Tushar</i>
11	Manikanta Mailar	<i>Mani</i>
12	Imran Khan	<i>Imran Khan</i>
13	Abhishek Kumar Tiwari	<i>Abhishek</i>
14	Abhishek Tijabasa Padli	<i>Abhishek</i>
15	Tushar M. Suryavanshi	<i>Tushar</i>
16	Nikheel N. Malhotra	<i>Nikheel</i>
17	Yogesh Takik	<i>Yogesh</i>
18	Atul Kesbhat	<i>Atul</i>
19	Nidesh Phule	<i>Nidesh</i>
20	Sanalip. M. Geerkar	<i>Sanalip. M. Geerkar</i>



[Signature]
Director / Principal
RMD Sinhgad Technical Institutes Camus
Warje, Pune - 411 058.

Date: 15/09/2019

To,
Mr. Sanket Pathak
Sr. Business Development Manager
Ascent intellimation
Pune

Sub: Invitation as Session Speaker for "One Day Seminar on Current Trends in Management" at RMD SSOMS.

Dear Sir,

RMD Sinhgad School of Management Studies is organizing "One Day Seminar on Current Trends in Management" for MBA students. We cordially invite you as a Session Speaker for Seminar to share your knowledge and experience with the students. Your session is scheduled on 24th Sept 2019 from 10.00am to 11:30 pm.

It will be an honor for us to have you for the session.

Thanking you,

Yours Sincerely,



Dr. Pradnya Bhandare
Coordinator



Dr. Swati Vijay
Dean
RMDSSOMS



Director / Principal
RMD Sinhgad Technical Institutes Camus
Warje, Pune - 411 058.

24th Sept. 2019

To,
Mr. Sanket Pathak
Sr. Business Development Manager
Ascent intellimation
Pune

Dear Sir,

We express our sincere thanks and regards for conducting session during "One Day Seminar on Current Trends in Marketing" in our Institute on 24th Sept. 2019 from 10.00am to 11:30pm

We wish to continue this process in future also and expect same kind of cooperation from your side.

Thanking You,

Yours Faithfully



Dr. Pradnya Bhandare
Coordinator




Dr. Swati Vijay
Dean
RMDSSOMS


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GUEST LECTURE RECORD

Date : 24/09/2019 Time : 2.00 pm to 3.30 pm
Venue : RMD SSOMS, Warje
Topic : Service's Marketing
Name of the Resource Person : Mr. Rohit Rathi
Designation : Managing Partner
Name of the Organization : Sakshi Enterprises
Contact Details Office : — Mobile No : _____
Email-id : rohitrathi@hotmail.co.uk

Sign of Coordinator

[Signature]
Prof. Ganesh Datar

Sign of Guest

[Signature]

[Signature]
Dr. Swati Vijay

Dean, RMDSSOMS



[Signature]
Director / Principal

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GUEST LECTURE RECORD

Date : 24/9/19 Time : 12:00 pm to 1:00 pm
Venue : RMDSSOMS
Topic : Current trends in Marketing - Retail Marketing
Name of the Resource Person : Mr. Abhay Kumar
Designation : Business Head, Patanjali
Name of the Organization : Patanjali
Contact Details Office : _____ Mobile No : 9049525123
Email-id : abhay.kumar@patanjaliayurved.org

Sign of Coordinator

Kavita Kamath
Kavita Kamath

Sign of Guest

Abhay Kumar
(Abhay Kumar)

Dr. Swati Vijay
Dr. Swati Vijay

Dean, RMDSSOMS



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GUEST LECTURE RECORD

Date : 24/09/2019 Time : 9.30 am to 11.30 pm
Venue : Seminar Hall - RMDSSOMS
Topic : Current Trends in Marketing - Digital Marketing.
Name of the Resource Person : Mr. Sanbet Pathak
Designation : Sr. Business Manager.
Name of the Organization : Ascend Intellimation.
Contact Details Office : _____ Mobile No : 9970213722
Email-id : techiesanbet@gmail.com

Sign of Coordinator

Kanika Kamath
Kanika

Sign of Guest

Sanbet Pathak

Dr. Swati Vijay

Dean, RMDSSOMS



ly
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RMD Sinhgad Technical Institutes Camus
Warje, Pune - 411 058.

**Sinhgad Technical Education Society's
RMD Sinhgad Technical Institutes Campus
RMD Sinhgad School of Management Studies, Warje, Pune**

Attendance Sheet for: _____

Date: 25/09/19

Sr. No	Name of Student	Sign
55	Piyush S. Patel	
F2	Kapil Patil	
M-24	Prajakta Salunke	
130	Wagh Muleta	
M62	Shinde Piyanka	
102	Saurabh Deshmukh	
59	Omkar Mhokar	
16 (F8)	Mayuri V. Mahajan	
128 (F-39)	Mohini Yadav	
F1.	Pranali Tambade	
F-04	Sagar Tikarje	
138	IMRAN KHAN	
12	Harshol Jaiswal	
F(10)	Jitendra Onecha	
F 37	Manojesh S. Chaudhary	
F 7	Tushar T. Joshi	
F03	Dnyaneshwar Wani	
134	Snehal Deshmukh	
F 29	Nishali S. Deshpande	
44	Prajakta P. Vaichya	
F06	Jivan Babasaheb Dike	
M-43	Vijay S Yadav	
F-13	Abhay E. Malpote	
M-19	Ruikar Prashant	
88	MAGAR SHARMA	
	Anand Narayana	
	A.R. Lohkare	
M-14	Sagar D. Ninghol	
f-5	Vaibhav Sutpute	
65	Kirti A. Patil	
31	Abhishek J. Patil	
M-40	Kamlesh Bamanig	
131	Shilpa. Mohan	
22	Shradha Nahe	
0-01	Kolhe Bhushan Sunil	
	Rohit Khan	
F-74	Komal Rajhingi	
M-129	Komal Shinde	
F27	Senali D. Sawant	
M	Snehal R. Raut	
M-34	Tusharshay. D. Rajhingi	
F-12	Shrutika R. Jain	



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