

**SHAHID VIRPATNI LAXMI MAHAVIDYALAYA,  
TITAVE**

**Department Of BAMB**

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**Notice**

Date: 05 December 2020

**Digital Marketing**

All students and faculties are hereby informed that Department of B.A. Mass Media is going to organize a guest lecture regarding to the topic **Digital Marketing. Mr. Prafull Sutar, From Sakal Media group, Kolhapur** is our guest for this session. All the students were requested to join the lecture online by given link on Tuesday, 08 December 2020 at 11:00 Am sharp.



*D. S. S. S.*  
H.O.D.  
Department Of  
Mass Media



Shahid Shikshan Prasarak Mandal, Titave's  
**SHAHID VIRPATNI LAXMI MAHAVIDYALAYA**

Titave, Tal-Radhanagari Dist-Kolhapur

PH (0231) 254370

E-Mail-svlm.titave@gmail.com

Ref.-: 2020/24/276(A)

DATE: 3 / 12 / 2020

To,

Mr. Prafull Sutar

Sakal Media Group,

Kolhapur.

**Subject:** - Invitation for to deliver a lecture on “Digital Marketing Sahaj Sope”

Respected Sir,

We are pleased to invite you as a **Resource Person** for guest lecture on “**Digital Marketing Sahaj Sope**”. The Lecture will take place on **08<sup>th</sup> December 2020** (at 11:00 am)

I very much look forward to hearing from you and hope that you would be willing to accept our invitation to this event.

Yours sincerely,

  
HOD

Head  
Department Of  
Mass Media

  
Principal

Principal  
Shahid Virpatni Laxmi Mahavidyalaya  
Titave, Tal. Radhanagari, Dist. Kolhapur





Shahid Shikshan Prasarak Mandal, Titave's  
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Ref.-: 2020/24/278 (A)

DATE : 8 / 12 / 20 20

To,

Mr. Prafull Sutar

Sakal Media Group,

Kolhapur

**Sub-** Thanking for conducting Guest Lecture.

**Ref-** Guest lecture conducted in our college "**Digital Marketing Sahaj Sope on Tuesday 08\12\2020**"

Dear Sir,

With reference to above mentioned subject we are thankful for accepting our invitation and conducting Guest Lecture for students in our institute on subject "**Digital Marketing Sahaj Sope on Tuesday 08\12\2020**"

We assure you that your expertise will definitely help our students in their future studies.

With best regards,

Thanking you,

  
HOD

**Head**  
**Department Of**  
**Mass Media**



  
Principal

**Principal**  
 Shahid Virpatni Laxmi Mahavidyalaya  
 Titave, Tal. Radhanagari, Dist. Kolhapur

**Shahid Virpatni Laxmi Mahavidyalaya, Titave**  
Tal. Radhanagari Dist. Kolhapur

**Event Report**  
**Department Of B.A. Mass Media**  
**Digital Marketing**

**Guest Lecture**

2020-2021

**Tuesday, 08 December 2020**

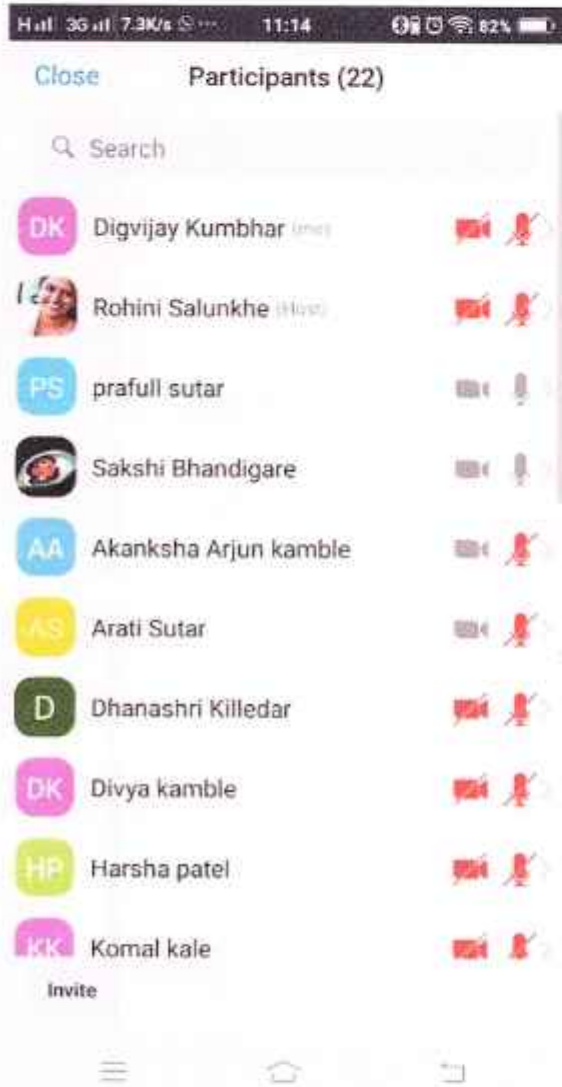
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<b>Name of the Event and Guest</b>	<b>Guest Lecture</b>  Mr. Prafull Sutar Sakal Media Group, Kolhapur  Author of book titled, "Digital Marketing Sahaj Sope"
<b>Organizing Dept./ Committee</b>	Department of B.A. Mass Media
<b>Name of the Teacher</b>	Mr. Digvijay D. Kumbhar Program Coordinator
<b>Day and Date</b>	08/12/2020
<b>No. of Participants</b>	30
<b>Time</b>	11:00 am to 12:30 pm



## Photos:



Shahid Vipatni Laxmi Mahavidyalaya  
Thane, Tal. Badhegaon, Dist. Kolhapur



**Principal**  
 Shri. Virpalni Laxmi Mahavidyalaya  
 Tilave, Tal. Radhasayari, Dist. Kolhapur

## Detail Report:

Shahid Virpatni Laxmi Mahavidyalaya, Titave. Department of B.A. Mass Media organized guest lecture on 8<sup>th</sup> Dec. 2020 on the occasion of Energy Conservation day.

For this event one of the special and knowledgeable guest Mr. Prafull Sutar, Sakal Media Group, Kolhapur (Author of book titled, "Digital Marketing Sahaj Sope") delivered lecture on "Digital Marketing." The lecture was conducted through online mode by using Google Meet. Event started with welcome speech by Mr. Digvijay kumbhar, Assistant Professor from B.A. Mass Media department Mrs. Rohini S. Salunkhe introduced the eminent guest. Then Mr. Prafull Sutar started his graceful and informative presentation to all.

The outline of his lecture was, emerging of digital marketing. In today's generation online purchasing is very popular form. Internet, social media and online shopping apps are some of the key to grow digital marketing. Due to the huge increase in the use of social media, middle-aged people are shopping online just like the youth. These sites will continue to grow in the future, and you will get used to buying the products you want at home. So Digital Marketing has a big scope in the future. He gave numerous examples of how advertising and marketing is done through Facebook, Instagram, whatsapp and other social media sites.

The session was concluded by vote of thanks by Miss. Pranali Patil (T.Y. B.A. M.M.). Anchoring was done by Mr. Digvijay Kumbhar (H.O.D., B.A. Mass Media). Total 30 students and faculties of our college were participated in this guest lecture.

*Digvijay Kumbhar*  
H.O.D.  
Head  
Department  
of  
Mass  
Media



*Pranali Patil*  
Principal  
Principal  
Shahid Virpatni Laxmi Mahavidyalaya  
Titave, Tal. Baghanagari, Dist. Kolhapur