



### Activity No.11


Name of the Activity	: Dist level Quiz competition
Name of the Organizing Department/Committee	: National Service Scheme Unit
Organized in collaboration with	: Dist HIV-AIDs Control Board
Name of Participants	: Mr. Aditye Watve & Miss. Shrutika Khandekar
Date	: 13 <sup>th</sup> October 2021
Venue	: Dr. C. D. Deshmukh College, Roha
Number of beneficiaries	: 100
Aim(s)	: To motivate volunteers to aware HIV-AIDS
Outcome(s)	: Many volunteers known details about this disease.
	

### Activity No.12

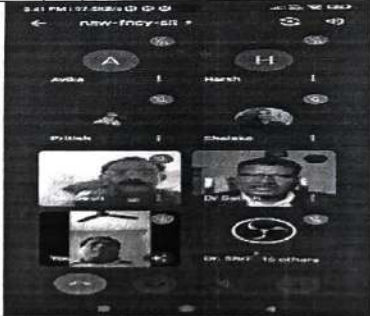
Name of the Activity	: Blood donation Camp
Name of the Organizing Department/Committee	: National Service Scheme Unit
Organized in collaboration with	: Civil Hospital, Alibag, Raigad
Name of Resource Person(s)	: Dr. Deepak Goswami- Head Blood Bank, Hospital, Alibag
Date	: 24 Feb. 2022
Venue	: College
Number of beneficiaries	: 40
Aim(s)	: To save patient
Outcome(s)	: Importance of Blood Donation
	



### Activity No.13

<b>Name of the Activity</b>	: Yoga & Suryanamskar activity
<b>Name of the Organizing Department/Committee</b>	: NSS Cell
<b>Organized in collaboration with</b>	: Sports Department
<b>Date</b>	: 13 <sup>th</sup> July 2021
<b>Venue</b>	: College
<b>Number of beneficiaries</b>	: 56
<b>Aim(s)</b>	: To aware about yoga and importance of Suryanamskar
<b>Outcome(s)</b>	: Students actively participated in the programme and practiced yoga.
	

### Activity No.14

<b>Name of the Activity</b>	: Post independence education in India Webinar
<b>Name of the Organizing Department/Committee</b>	: National Service Scheme Unit
<b>Organized in collaboration with</b>	: IQAC
<b>Name of Resource Person(s)</b>	: Dr. Satish Mhaske- Associate Professor, B. C. North Maharashtra University, Jalgaon
<b>Date</b>	: 10 Feb
<b>Venue</b>	: Online mode
<b>Number of beneficiaries</b>	: 56
<b>Aim(s)</b>	: To aware about 75 <sup>th</sup> Independence year of India
<b>Outcome(s)</b>	: Students gain knowledge of education policy of India.
	



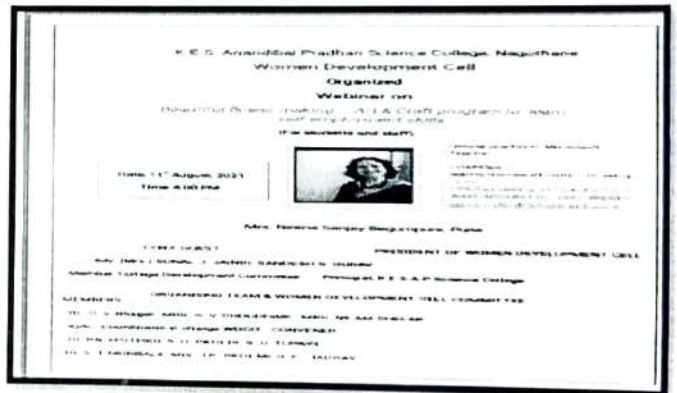
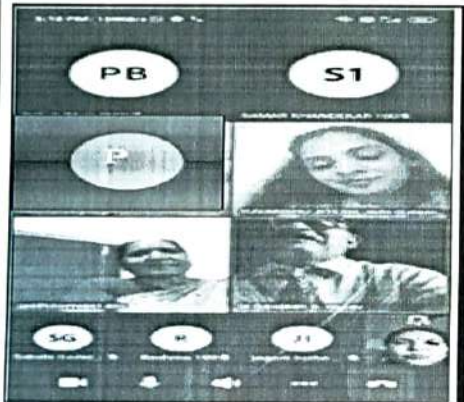





**Konkan Education Society's  
Anandibai Pradhan Science College,  
Nagothane, District-Raigad (Maharashtra)  
Online Webinar on-Beautiful flower making – Art & Craft  
program to learn self-employment skills**

**Activity Report**

Name of the activity	:	Online Webinar on-Beautiful flower making – Art & Craft program to learn self-employment skills
Name of organizing committee	:	Women development Cell
Organized in collaboration with	:	-
Name of Resource person	:	Mrs. Neena S. Begumpure, Pune
Date	:	11 <sup>st</sup> August, 2021
Venue	:	Online
Aims-		To learn self-employment skills like Beautiful flower making
Outcomes		To empowerment of Women and college students with skills to get self-employment in their future life and can earn money



  
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**K. E. S. A. P. Science College**  
**Nagothane, Dist. Raigad (M. Sr.)**

**K. E. S.**  
**ANANDIBAI PRADHAN SCIENCE COLLEGE**  
**Nagothane, Tal. Roha, Dist. Raigad, Pin.402106**

**Department of Computer Science & Information Technology**

**A certificate course in Digital Marketing**

1. Syllabus of the Course:-Attached
2. List of Participants:-List is attached
3. Total Number of Batches:- 01 (20 Students)
4. Revenue/Outcome: - We are providing this facility as a social service to the Student in free of cost.

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## Department of Computer Science & Information Technology

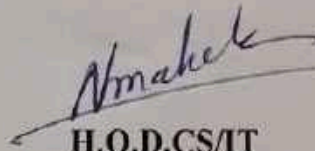
A certificate course in Digital Marketing

### Syllabus of the Course

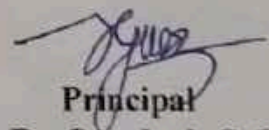
1. SEO
2. Search Engine marketing
3. Content marketing
4. Influencer marketing
5. Content automation
6. Campaign marketing
7. E – Commerce Marketing
8. Social media marketing
9. E mail direct marketing
10. Mobile phones(SMS &MMS)



Course Coordinator  
Mrs. Sonal Patil



H.O.D.CS/IT  
Mrs. Nilam Mahale



Principal  
Dr. Sandesh S. Gurav

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## Objective of the Course

- Every business has some goals which it wants to achieve within a limited time period. No business puts their money to get themselves in any kind of loss. In order to achieve these goals & missions, specific digital marketing objectives are set so that they can lead in meeting your targets
- Digital marketing is used as the major key tool nowadays to turn the impact of any small size business into a measurable & huge one. Its impact is so much high that even small scale business are growing their shares in a very large market. And why wouldn't it be? digital marketing provides you with various tools which make a business to grow & compete in the market

## Course Outcome

A result is a smaller piece of what you may review after a marketing campaign, such as a metric. An outcome, on the other hand, is a larger, more meaningful development – the full story of how a campaign affects your business and your bottom line.



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Nagothane, District-Raigad (Maharashtra)

This is to certify that

Mr./Miss/Mrs. \_\_\_\_\_ Class \_\_\_\_\_

has successfully completed a Certificate Course in Digital Marketing from  
\_\_\_\_\_ to \_\_\_\_\_ conducted by Department of Computer Science  
and Information Technology, K.E.S. Anandibai Pradhan Science College,  
Nagothane, Tal. Roha, Dist. Raigad, with grade \_\_\_\_\_.

Date: -

Place: -

Course Coordinator  
Mrs. Sonal Patil

H.O.D. CS/IT  
Mrs. Nilam Mahale

Principal  
Dr. Sandesh S. Gurav



Konkan Education Society's

**ANANDIBAI PRADHAN SCIENCE COLLEGE**

Bapusaheb Deshpande Educational Complex  
Nagothane, Tal. Roha Dist. Raigad. 402106

**Department of Computer Science &  
Information Technology**

A Manual For

**A Certificate Course in Digital Marketing**

By

**Mrs. Sonal Patil**

Coordinator,

A certificate Course in Digital Marketing

Assist.Prof.in CS/IT

KES Anandibai Pradhan Science College,

Nagothane Tal. Roha Dist. Raigad



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Society's  
Science College,

Nagothane, District-Raigad (Maharashtra)

List of Students Enrolled for a Certificate Course in Digital Marketing 2021-22

Sr.No.	ROLL NO	STUDENT NAME	CLASS
1	821	AWAD AKSHATA ANANTA	T.Y.B.Sc.I.T.
2	822	BAIT SAKSHI SUHAS	T.Y.B.Sc.I.T.
3	823	BHAGAT SANIKA SUNIL	T.Y.B.Sc.I.T.
4	824	BHOIR SAKSHI SANTOSH	T.Y.B.Sc.I.T.
5	825	BIRGAVALI PRAJAKTA NARESH	T.Y.B.Sc.I.T.
6	827	CHANDEL SWEETY ARJUN	T.Y.B.Sc.I.T.
7	828	CHITALKAR MANSI DATTARAM	T.Y.B.Sc.I.T.
8	829	CHITALKAR PRACHI JANARDAN	T.Y.B.Sc.I.T.
9	830	DANE KUNAL HARIDAS	T.Y.B.Sc.I.T.
10	832	DESAI VEDANT AVINASH	T.Y.B.Sc.I.T.
11	835	GHAG PRADNESH NITIN	T.Y.B.Sc.I.T.
12	836	GHARAT DARSHAN DATTARAM	T.Y.B.Sc.I.T.
13	837	GHEVADE AISHWARYA KUMAR	T.Y.B.Sc.I.T.
14	838	GODAMBE MILIND YASHWANT	T.Y.B.Sc.I.T.
15	839	JANGALE MOKSHADA NIVRUTTI	T.Y.B.Sc.I.T.
16	840	JAVAKE BRIJESH NARAYAN	T.Y.B.Sc.I.T.
17	842	KHAN NOORUNNISA ANZAR	T.Y.B.Sc.I.T.
18	844	KSHIRSAGAR VINIT VIJAY	T.Y.B.Sc.I.T.
19	845	MAMLUSKAR SAKSHI RAVINDRA	T.Y.B.Sc.I.T.
20	846	MANDE TEJASHREE MANGESH	T.Y.B.Sc.I.T.

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**Department of Computer Science & Information Technology**

Date:-20/01/2022

**Notice**

All the students of B.Sc (IT/CS) are hereby informed that Department of CS/IT is going to start a one month certificate course in Digital Marketing and Advanced Excel in the college from the academic year 2021-22.

Name of the Course: - **A certificate course in Digital Marketing**

Duration : - **30 days**

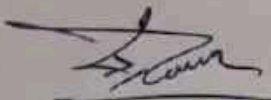
Intake Capacity : - **20 Seats**

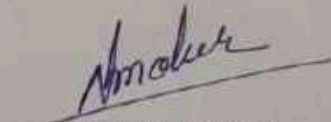
Course fees :- **Free**

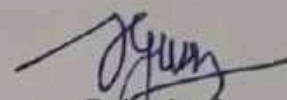
Co-ordinator :- **Mrs. Sonal Patil**

Interested students may give their names to Course coordinator on or before 31/01/2022. Students those who complete the course successfully will get the certificate for the same.

The lectures and practicals of this course will start from 01/02/2022 onwards in the CS/IT department. The detail time table of this course will be displayed on your Whatsapp group.

  
Course Coordinator  
**Mrs. Sonal Patil**

  
H.O.D.CS/IT  
**Mrs. Nilam Mahale**

  
Principal  
**Dr. Sandesh S. Gurav**  
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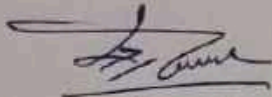
Date:-31/01/2022

**Notice**

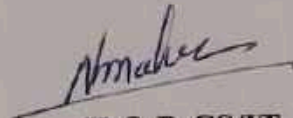
**Time Table for a Certificate Course in Digital Marketing**

**(01/02/2022 to 12/03/2022)**

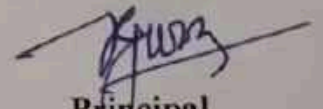
Days→ Time↓	Mon	Tue	Wed	Thu	Fri	Sat
3.00.to 4.00 pm	-----	-----	-----	Theory	Theory	Theory
3.00 to 4.00 pm	Practical	Practical	Practical	-----	-----	-----



**Course Coordinator  
Mrs. Sonal Patil**



**H.O.D.CS/IT  
Mrs. Nilam Mahale**



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K. E. S.  
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Department of Computer Science & Information Technology

Date:-14/03/2022

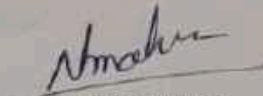
Notice

All those students of B.Sc. (CS/IT) who have been completed a lectures and practicals of Certificate course in Digital MARKeting are hereby informed that there will be viva voce exam based on your course syllabus on 15<sup>th</sup> March 2022. After successful completion of journal and viva, you will get the certificate.

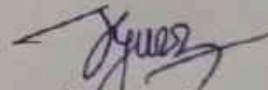
Note the same and be present for the via voce examination.



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