



Created On :01/02/2025

Activity Proposal

Participation/Organization	:Participation
Event Id	:P2503267
Event Name	:A Workshop on Building and Marketing Online Presence: Website Creation and Digital Marketing for E-C
Academic Year	:2024-25
Activity Type	:Workshops / Training Programmes
Reach of the Event	:State
Mode of the Event	Offline
Date of the Event	:2025-01-18 To2025-01-18
No of Day(s)	:one day
Objective of the Event	:1.To help participants to develop website on their own. 2.To equip students with skills of online marketing strategies.

Outcome of the Event :

The sessions of the workshop intends to highlight important e-commerce marketing strategies such as Search Engine Optimization (SEO) for online stores, Pay-Per-Click (PPC) advertising and Google Ads, Social media marketing strategies, Email marketing campaigns, Analytics and performance tracking.

A brief write-up about your Event (in about 300 words) :

In today's digital age, a strong online presence is crucial for the success of any business. The rapid growth of e-commerce has transformed the way businesses operate, making it essential for entrepreneurs and small business owners to master the art of website creation and digital marketing. To address this need, we present a comprehensive workshop titled 'Building and Marketing Online Presence: A Workshop on Website Creation and Digital Marketing for E-Commerce.' This workshop aims to equip participants with the knowledge and practical skills needed to create a professional website and implement effective digital marketing strategies. By providing hands-on training and expert guidance, the workshop will empower attendees to establish a robust online presence, reach a broader audience, and drive e-commerce ventures to new heights. Participants will learn to build visually appealing and functional websites, optimize them for search engines, and leverage



PRABODHAN EDUCATION SOCIETY'S
VIDYA PRABODHINI COLLEGE

OF COMMERCE, EDUCATION, COMPUTER AND MANAGEMENT,
VIDYANAGAR, ALTO-PARVARI, GOA. (INDIA) 403521

|| विद्या सर्वस्य भूषणम् ||

(APPROVED BY GOVT. OF GOA, AFFILIATED TO GOA UNIVERSITY AND RECOGNIZED BY NCTE)
(RECOGNIZED BY U.G.C. UNDER SECTION 2(F) AND 12 (B) OF THE UGC ACT 1956)

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various digital marketing channels to attract and engage customers.

Participants Details

Staff	Student	Non-Teaching Staff	Others	Total Delegates
01	05	00	00	6

Proposed Registration Fee to be Collected from Delegates

Sr. No	Delegates	Amt. Per Person
1	Staff Delegate	250
2	Student Delegate	150
3	Non-Teaching Staff Delegate	00
4	Others Delegate	00
	Total Registration Fees	400

Proposed Source of Funds

Sr. No	Particulars	Amt.
1	Registration Fees :	00
2	Sponsorship :	00
3	Support from funding agencies/ departments/ institutions :	00
4	Other 00 :	0
	TOTAL Funds in Rupees	0

Proposed Expenditure

Sr. No	Particulars	Amt.
1	Hall/Venue Booking :	00
2	Remuneration/Honorarium :	00
3	Accommodation	00
4	Local Conveyance	00
5	Food and Refreshments	00



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Sr. No	Particulars	Amt.
6	Travelling Expenses	00
7	Printing, Stationary, Seminar Kit, Stage decoration etc.	00
8	Miscellaneous	1000
9	being Rs 1000/- (Rs 250 for Faculty and Rs 150 per student (5x 150) = 750 Registration Fees paid :	0
	Total Expenditure in Rupees	1000

Co-ordinator Details

Name of the Event Co-ordinator :Shri. Sunny Sonu Pandhre

Co-ordinator Department :Commerce

Event Co-ordinator Mobile Number :7588445607

Working Committee :No Working Committee

Keywords :, ICT, Skill enhancement

Date:01-02-2025

Remarks

HOD Remark : APPROVED

IQAC Remark : Approved

Principal Remark : Approved

Head Clerk's remark by the Principal :

Accountant's remark by the Principal :

Signatures

User Signature :



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HOD Signature :

IQAC Signature :



Principal Signature :



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ACCREDITED BY NAAC WITH 'A' GRADE (3.22 CGPA, SECOND CYCLE, 2024) ON A SEVEN POINT SCALE UNDER NEW FRAMEWORK

Ref. No. VPCCECM/Deputation/2024-25/995

Date: 14th January, 2025

To,

The Principal

M.E.S. Vasant Joshi College of Arts & Commerce,
Zuarinagar, Goa – 403726.

Sub: Deputation Letter

Respected Madam,

We hereby depute the following students to attend one-day state level workshop on “**Building and Marketing Online Presence**” a workshop on website creation and digital marketing for E-Commerce on Saturday, 18th January, 2025 from 08:30 a.m. onwards at Principal M.S.Kamat Seminar Hall, MES College, Zuarinagar - Goa. Shri. Sunny Pandhre, Assistant Professor will be accompanying the student.

Sr. No.	Name	Class	Roll No.
1	Mr. Vinaykumar Kushwaha	T.Y.B.Com (B)	2203_0203
2.	Mr. Santosh Salgoankar	T.Y.B.Com (B)	2203236
3.	Mr. Vighnesh Anandan	T.Y.B.Com (A)	2203133
4.	Mr. Sushant Desai	T.Y.B.Com (A)	2203131
5.	Mr. Dhruv Naik	F.Y.B.Com (B)	2403220

Kindly consider the same.

Thanking you,

Yours faithfully,

(Prof. Bhushan V. Bhawe)
Principal





M.E.S. VASANT JOSHI COLLEGE OF ARTS AND COMMERCE
ZUARINAGAR, GOA - 403726



**DEPARTMENT OF COMMERCE,
INFORMATION TECHNOLOGY & IQAC**

In Collaboration with

Directorate of Higher Education, Government of Goa

And

Goa Technology Association

Organizes

State Level Workshop

For Students and Teachers

On

Building and Marketing Online Presence:

**A Workshop on Website Creation and Digital
Marketing for E-Commerce**

18th January 2025

Venue: Principal M.S. Kamat Seminar Hall

Phone: 0832 2555772 | E-mail: mesjoshicollege@gmail.com

Website: <https://mescollege.org/>





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Thanking you,

Yours faithfully,

(Prof. Bhushan V. Bhawe)
Principal





विद्या प्रबोधिनी महाविद्यालयातील विद्यार्थ्यांनी घेतला ई कॉमर्स कार्यशाळेत सक्रिय सहभाग

म्हादय वार्ता

ई कॉमर्स या विषयाच्या अनुषंगाने विद्यार्थ्यांना ज्ञान मिळावे आणि त्याची कौशल्ये वर्धकता वाढावी या हेतूने एम. ई. एस. महाविद्यालयाने एक दिवसीय कार्यशाळेचे आयोजन केले होते. उच्च शिक्षण संचालनालय, गोवा सरकार आणि गोवा टेक्नोलॉजी

असोसिएशन यांच्या संयुक्त विद्यमाने बिल्डिंग अँड मार्केटिंग ऑनलाईन प्रोसेस या विषयावर कार्यशाळा आयोजित करण्यात आली होती. विद्या प्रबोधिनी महाविद्यालयातील विद्यार्थी आणि शिक्षकांनी या कार्यशाळेचा लाभ घेतला. वेबसाईट निर्मिती आणि डिजिटल सेवा याविषयी अधिक ज्ञान संपादन केले. एम. ई. एस.

महाविद्यालयाने आयोजित केलेली कार्यशाळा नावीन्यपूर्ण आणि माहितीपूर्ण होती. विद्या प्रबोधिनी महाविद्यालयातील पाच विद्यार्थी आणि एक शिक्षकाने या कार्यशाळेत आपला सक्रिय सहभाग घेतला. श्री. महादेव पार्सेकर आणि श्री. सर्वेश राणे यांचे मार्गदर्शन उपस्थिताना

लाभले. वेबसाईट निर्माण, सोशल मीडिया मार्केटिंग, ई मेल मार्केटिंग, गूगल अड्स या विषयासंदर्भात त्यांनी मार्गदर्शन केले. ई मार्केटिंगच्या विविध ट्रेण्ड विषयी जाणून घेण्यासाठी ही कार्यशाळा फार उपयुक्त ठरली. कार्यशाळे आयोजनाबाबत विद्या प्रबोधिनी महाविद्यालयातील विद्यार्थी

विनयकुमार कुष्णा यांनी आयोजकांचे आभार मानले आणि अशा कार्यशाळेचे आयोजन करावे अशी विनंती केली. आपल्या करिअर दिशा देण्यासाठी ही कार्यशाळा महत्वाची ठरणार आहे असे त्याने सांगितले. कार्यशाळेच्या समारोप सत्रात आपले मत व्यक्त त्यांनी केले.

No.: 429

Dated 18-Jan-25

M.E.S VASANT JOSHI COLLEGE OF ARTS & COMMERCE
ZUARINAGAR-GOA
E-Mail : mescollege1@rediffmail.com

Receipt

Received with thanks from : **Vinaykumar Kushwaha**

The sum of : **Indian Rupees One Hundred Fifty Only**

By : **Cash**

Remarks : **Being Received Registration Fee From
Vidya Prabodhini College of Commerce,
Education, Computer and Management,
Parvari-Goa towards building & marketing
online presence a workshop on website
creaion and digital marketing for e
-commerce on 18.01.2025**

****₹ 150.00/-**



****Subject to Realisation**

No.: 430

Dated 18-Jan-25

M.E.S VASANT JOSHI COLLEGE OF ARTS & COMMERCE
ZUARINAGAR-GOA
E-Mail : mescollege1@rediffmail.com

Receipt

Received with thanks from : **Santosh Sangaonkar**

The sum of : **Indian Rupees One Hundred Fifty Only**

By : **Cash**

Remarks : **Being Received Registration Fee From
Vidya Prabodhini College of Commerce,
Education, Computer and Management,
Parvari-Goa towards building & marketing
online presence a workshop on website
creaion and digital marketing for e
-commerce on 18.01.2025**

****₹ 150.00/-**



****Subject to Realisation**

No.: 43

Dated 18-Jan-25

M.E.S VASANT JOSHI COLLEGE OF ARTS & COMMERCE
ZUARINAGAR-GOA
E-Mail : mescollege1@rediffmail.com

Receipt

Received with thanks from : **Vighnesh Anandan**

The sum of : **Indian Rupees One Hundred Fifty Only**

By : Cash
Remarks : **Being Received Registration Fee From
Vidya Prabodhini College of Commerce,
Education, Computer and Management,
Parvari-Goa towards building & marketing
online presence a workshop on website
creaion and digital marketing for e
-commerce on 18.01.2025**

****₹ 150.00/-**



****Subject to Realisation**

No.: 432

Dated 18-01-25

M.E.S VASANT JOSHI COLLEGE OF ARTS & COMMERCE
ZUARINAGAR-GOA
E-Mail : mescollege1@rediffmail.com

Receipt

Received with thanks from : **Sushant Desai**

The sum of : **Indian Rupees One Hundred Fifty Only**

By : Cash
Remarks : **Being Received Registration Fee From
Vidya Prabodhini College of Commerce,
Education, Computer and Management,
Parvari-Goa towards building & marketing
online presence a workshop on website
creaion and digital marketing for e
-commerce on 18.01.2025**

****₹ 150.00/-**



****Subject to Realisation**

No.: 433

Dated 18-Jan-25

M.E.S VASANT JOSHI COLLEGE OF ARTS & COMMERCE
ZUARINAGAR-GOA

E-Mail : mescollege1@rediffmail.com

R e c e i p t

Received with thanks from : **Dhruv Naik**

The sum of : **Indian Rupees One Hundred Fifty Only**

By : Cash

Remarks : **Being Received Registration Fee From
Vidya Prabodhini College of Commerce,
Education, Computer and Management,
Parvari-Goa towards building & marketing
online presence a workshop on website
creation and digital marketing for e
-commerce on 18.01.2025**



****₹ 150.00/-**

****Subject to Realisation**

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VASANT JOSHI COLLEGE OF ARTS & COMMERCE

Zuarinagar Goa

Accredited by NAAC with B+ Grade - CGPA 2.68 (4th cycle)

ACADEMIC YEAR 2023 - 2024

Certificate

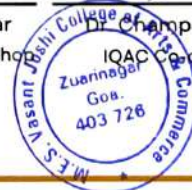
Awarded to

Prof./Dr./Mr./Ms. Vinaykumar Kushwaha of Vidya
Prabodhini College of Commerce, Computer & Management for organising/volunteering/
participating at **One Day State Level Workshop on Building and Marketing Online Presence: A
Workshop on Website Creation and Digital Marketing for E-Commerce** Sponsored by Directorate
of Higher Education, Govt. of Goa in Association with Goa Technology Association on 18th January
2025 organised by Department of Commerce, Information Technology & IQAC.

Dr. Sancheliana Faria
Head, Dept of Commerce
Convenor of the Workshop

Mr. Sandeep Kadam
Head, Dept of Information
Technology

Mr. Narendra Goankar
Coordinator of the Workshop



Dr. Manasvi M. Kamat
Professor & Principal

MURGAON EDUCATION SOCIETY'S
VASANT JOSHI COLLEGE OF ARTS AND COMMERCE



सा विद्या या विमुक्तये

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Zuarinagar Goa

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ACADEMIC YEAR 2023 - 2024



Certificate

Awarded to

Prof./Dr./Mr./Ms. Santosh Salgaonkar of Vidya Prabodhini
College of Commerce Computer & Management for organising/volunteering/
participating at **One Day State Level Workshop on Building and Marketing Online Presence: A
Workshop on Website Creation and Digital Marketing for E-Commerce** Sponsored by Directorate
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Faria

Dr. Sancheliana Faria
Head, Dept of Commerce
Convenor of the Workshop

Kadam

Mr. Sandeep Kadam
Head, Dept of Information
Technology

Goankar

Mr. Narendra Goankar
Coordinator of the Workshop

Champra



Kamat

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Prof./Dr./Mr./Ms. Vighnesh Anandan of Vidya Prabodhini
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N. Goankar

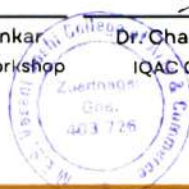
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Coordinator of the Workshop

Champa

Dr. Champa R. Parab
IQAC Co-ordinator

M. Kamat

Dr. Manasvi M. Kamat
Professor & Principal



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Awarded to

Prof./Dr./Mr./Ms. Sushant Desai of Vidya Prabodhini
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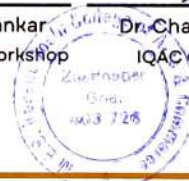
Mr. Narendra Goankar
Coordinator of the Workshop

Champa

Dr. Champa R. Parab
IQAC Co-ordinator

M. Kamat

Dr. Manasvi M. Kamat
Professor & Principal



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Zuarinagar Goa

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ACADEMIC YEAR 2023 - 2024

Certificate

Awarded to

Prof./Dr./Mr./Ms. Dhruv S. Naik of Vidya Prabodhini
College of Commerce, Computer & Management for organising/volunteering/
participating at **One Day State Level Workshop on Building and Marketing Online Presence: A
Workshop on Website Creation and Digital Marketing for E-Commerce** Sponsored by Directorate
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Mr. Narendra Goankar

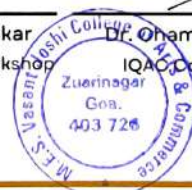
Mr. Narendra Goankar
Coordinator of the Workshop

Dr. Champa R. Parab

Dr. Champa R. Parab
IQAC Co-ordinator

Dr. Manasvi M. Kamat

Dr. Manasvi M. Kamat
Professor & Principal





Created On :12/02/2025

Activity Report

Event Id : A2503071

Event Name : A Workshop on Building and Marketing Online Presence: Website Creation and Digital Marketing for E-C

Academic Year : 2024-25

Activity Type : Workshops / Training Programmes

Reach of the Event : State

Mode of the Event : Offline

Date of the Event : 2025-01-18 To 2025-01-18

No of Day(s) : one day

Venue : Principal M.S. Kamat Seminar Hall

Objective of the Event : 1.To help participants to develop website on their own. 2.To equip students with skills of online marketing strategies.

Outcome of the Event : The sessions of the workshop intends to highlight important e-commerce marketing strategies such as Search Engine Optimization (SEO) for online stores, Pay-Per-Click (PPC) advertising and Google Ads, Social media marketing strategies, Email marketing campaigns, Analytics and performance tracking.

A brief write-up about your Event (in about 300 words) : The MES College of Arts and Commerce organised a state level workshop on Building and marketing online presence: a workshop on website creation and digital marketing for e-commerce. The workshop was held in collaboration with Directorate of Higher Education, Government of Goa, and Goa Technology Association. The Workshop was held on 18th January, 2025 at Seminar Hall of the College. The workshop was attended by five students from Vidya Prabodhini College and one faculty member. Shri. Mahadev Parsekar and Shri. Sarvesh Rane were the resource persons for the workshop. The sessions provided the students opportunity to develop a website and acquainted students with search engine optimisation, social media marketing, email marketing, Google Ads. The workshop helped the students to gain insight into digital marketing and helped them to learn about the emerging trends in e-commerce. The student provided the feedback at the valedictory function and were awarded certificate of participation.



|| विद्या सर्वस्य भूषणम् ||

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Excellence Everywhere Everytime



Participants Details

Staff	Student	Non-Teaching Staff	Others	Total Delegates
01	05	00	00	6

Co-ordinator Details

Name of the Event Co-ordinator : Shri. Sunny Sonu Pandhre

Co-ordinator Department : Commerce

Event Co-ordinator Mobile Number : 7588445607

Working Committee : No Working Committee

Keywords : , ICT, Skill enhancement

Date: 12-02-2025

Remarks

HOD Remark: APPROVED

IQAC Remark: Approved



Signatures

User Signature :

HOD Signature :

IQAC Signature :

Principal Signature :

