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SHREE L. R. TIWARI DEGREE COLLEGE

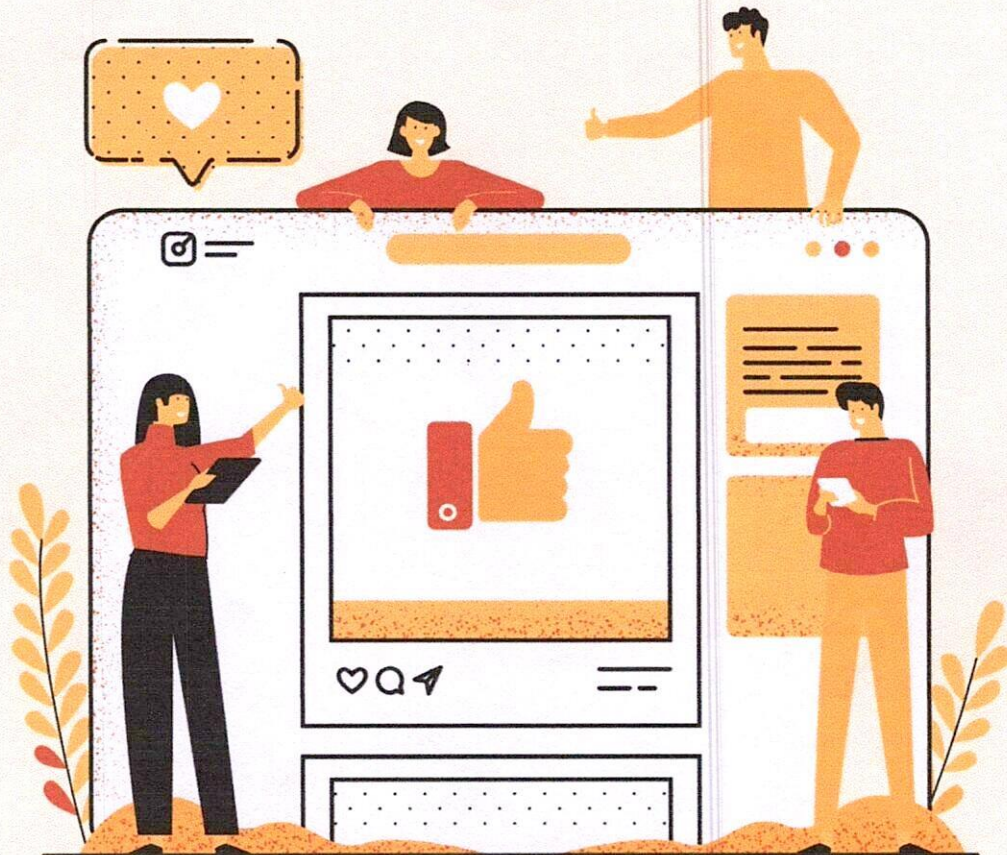
(Arts | Commerce | Science)

Approved by Government of Maharashtra & Affiliated to University of Mumbai

RESEACH CELL OF SHREE L.R. TIWARI DEGREE COLLEGE

organises

WEBINAR ON E-COMMERCE AND DIGITAL MARKETING - A NEW ERA OF ENTREPRENEURSHIP



9th January 2021

10:30 AM
ONWARDS

WEBINAR

MR. DURGESH GUPTA

ASST. PROF RAJESH GIRI

RESEARCH CO-ORDINATOR

DR. SANJAY MISHRA

I/C PRINCIPAL



SHREE L. R. TIWARI DEGREE COLLEGE (Arts | Commerce | Science)

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NOTICE

Research, Innovation, Incubation and IPR Cell of Shree. L.R. Tiwari Degree College of Arts, Science & Commerce invites students for Webinar on “E-Commerce & Digital Marketing – A new era of Entrepreneurship” by Mr. Durgesh Gupta. The event will be conducted on 9th January, 2021 at 10:30 AM on Google Meet.

Asst. Prof Rajesh Giri
Research Cell Co-ordinator



I/O/Principal
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
Kanakia Park, Mira Road (East),
Dist. Thane - 401107. Maharashtra

Report for the Webinar on
“E-Commerce & Digital Marketing – A new era of Entrepreneurship”

Objectives:

1. Provide participants with practical knowledge and skills to effectively utilize e-commerce platforms and implement successful digital marketing strategies.
2. Promote ethical and responsible practices in e-commerce and digital marketing.

REPORT

- The session began with welcoming all the participants and highlighting the significance of the E commerce and digital marketing for new entrepreneurs. Emphasis was made to make students understand the need for Equip participation with the necessary knowledge and skills to effectively utilize e-commerce platforms and digital marketing strategies.
- The next segment of the Webinar provided a comprehensive overview of the digital marketing courses.
- The Webinar started with primary objective of the scheme and is to promote and support e-commerce, digital marketing and it is open to any entity that meets the definition of a start-up, as per the notification issued by the Department
- Start-ups can register themselves through an online portal and avail various benefits and incentives offered under the scheme.
- Participants stayed updated with the latest industry trends, technologies, and innovations. They gained valuable insights into emerging opportunities and learned to adapt their strategies to stay competitive in the dynamic digital landscape.
- The event continued the speaker shared their insights, experiences, and success stories, emphasizing the transformative power of these disciplines in the entrepreneurial world.





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➤ The event also facilitated networking opportunities, including dedicated networking sessions and informal interactions during breaks. Participants had the chance to connect with like-minded individuals, share experiences, and explore potential collaborations.

Outcome –

➤ The attendees were encouraged to Increased Awareness and Understanding: The event successfully raised awareness and enhanced participants' understanding of the potential and significance of e-commerce and digital marketing in entrepreneurship. Attendees gained insights into the benefits, challenges, and opportunities associated with these fields.

➤ They were encouraged to think creatively, innovate, and embrace digital platforms and marketing techniques to start or grow their businesses.

➤ Enhanced Knowledge and Skills: Participants acquired practical knowledge and skills through various case studies, empowering them to effectively utilize e-commerce platforms and implement successful digital marketing strategies.

Feedback Analysis

The students from all the different streams participated and understood the webinar well and found it very useful. Many students even asked questions related to the working of E-Commerce and its future in India and the world that would help them in digital marketing. Questions were asked by our guest speaker as well, this helped the participants in understanding different strategies of Digital marketing which will help them to sustain their E-Commerce business. The Webinar helped the students in understanding how embrace the opportunities presented by e-commerce and digital marketing and equipped them to navigate the evolving entrepreneurial landscape.

Asst. Prof Rajesh Giri
Research Cell Co-ordinator



Principal
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
Kanakia Park, Mira Road (East),
Dist. Thane - 401107. Maharashtra

ATTENDANCE-E-COM AND DIGITAL MARKETING-A new era of Entrepreneurship

SR. NO.	CLASS	NAME
1	FYBMS	Amin Bhavana Krishna
2	FYBMS	Ansari Affan Dawood
3	FYBMS	Bhati Mohammed Umar Anis Ahmed
4	FYBMS	Ansari Usama Nadeem
5	FYBMS	Baig Iram
6	FYBMS	Barchha Dipen Fatelal
7	FYBMS	Bhanushali Karan Bhavesh
8	FYBMS	Bhanushali Gautam Rajesh
9	FYBMS	Ansari Affan Dawood
10	FYBMS	Barchha Dipen Fatelal
11	FYBMS	Bhanushali Karan Bhavesh
12	FYBMS	Bhanushali Gautam Rajesh
13	FYBMS	Bhati Mohammed Umar Anis Ahmed
14	FYBMS	Adhikari Afak Asif
15	FYBMS	Ansari Affan Dawood
16	FYBMS	Ansari Sharique Sultan
17	FYBMS	Ansari Usama Nadeem
18	FYBMS	Baig Iram
19	FYBMS	Barchha Dipen Fatelal
20	FYBMS	Bhanushali Karan Bhavesh
21	FYBMS	Bhanushali Gautam Rajesh
22	FYBMS	Bhati Mohammed Umar Anis Ahmed
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31	FYBMS	Bhanushali Gautam Rajesh
32	FYBMS	Bhati Mohammed Umar Anis Ahmed
33	FYBMS	Adhikari Afak Asif
34	FYBMS	Amin Bhavana Krishna
35	FYBMS	Ansari Affan Dawood
36	FYBMS	Nagi Jasmit Sukhvinder Singh
37	FYBMS	Nagori Mohammed Tausif Abubakar Gulam
38	FYBMS	Nayak Sushma Mohan
39	FYBMS	Nedariya Adnan Umar
40	FYBMS	Nishad Sunil Ramsuresh
41	FYBMS	Pandey Ashutosh Santosh
42	FYBMS	Parmar Ayushi Jayanti
43	FYBMS	Patel Rajesh Khemraj
44	FYBMS	Petiwala Mursalin Parvez
45	FYBMS	Qazi Rahil Ahmed Niyazoddin
46	FYBMS	Qureshi Ayesha Samir



47	FYBMS	Qureshi Junaid Mansur
48	FYBMS	Qureshi Saqib Sajid
49	FYBMS	Raecn Khezar Abbas
50	FYBMS	Rana Simran
51	FYBMS	Rane Netra Nitin
52	FYBMS	Rathod Mihir Anil
53	FYBMS	Rathore Harsit Bhagwansingh
54	FYBMS	Saini Khushboo Arvind
55	FYBMS	Sanju Joy
56	FYBMS	Sankhe Anuj Milind
57	FYBMS	Saraf Tulsi Mahesh
58	FYBMS	Sarkar Ujjal Rajkumar
59	FYBMS	Sayed Adibali Israrali
60	FYBMS	Sayyed Mohd Ata Sardar Hussain
61	FYBMS	Shaikh Amin Ahmed Ali
62	FYBMS	Shaikh Nooruddin Masehuddin
63	FYBMS	Shaikh Anees Yusuf
64	FYBMS	Shaikh Shabnoor Sameer
65	FYBMS	Shaikh Ansar Ahmed Mushtaq Ahmed
66	FYBMS	Shaikh Faiz Siraj Ahmed
67	FYBMS	Shaikh Fiza Hashim
68	FYBMS	Shaikh Jasir Abdul Rahiman
69	FYBMS	Shaikh Sahil Kamaluddin
70	FYBMS	Shaikh Arbaaz Ali Hussain
71	FYBMS	Shaikh Mohammad Bilal Mohammad Tanveer
72	FYBMS	Shaikh Amaan Mukhtar
73	FYBMS	Sharma Nishant Rakesh
74	FYBMS	Sheikh Saniya Altaf
75	FYBMS	Shelar Swara Sandeep
76	FYBMS	Shetty Tejas Rajesh
77	FYBMS	Shinde Pallavi Navnath
78	FYBMS	Shrivastav Simran
79	FYBMS	Shukla Aakash Indrakumar
80	FYBMS	Shukla Shashank Shirish
81	FYBMS	Siddique Ikhlas Asrulhaq
82	FYBMS	Siddiqui Mohd Huzaifa Fakhrealam
83	FYBMS	Sindhav Prathmesh Jitendra
84	FYBMS	Singal Hitesh Pradeep
85	FYBMS	Usmani Umama Jawed
86	FYBMS	Vishwakarma Gaurav Lalbahadur
87	FYBMS	Vora Aman Altaf
88	FYBMS	Yadav Shivam Mahendra
89	SYBAMMC	Choudhary Pinkesh Jagdish
90	SYBAMMC	Dagaura Seema Ramkumar
91	SYBAMMC	Anooj Joseph Dsouza
92	SYBAMMC	Dubey Shalu Jai Parakash
93	SYBAMMC	Fernandes Nelson Alex
94	SYBAMMC	Gupta Hinanshu Manoj



95	SYBAMMC	Gupta Vinay Ashok
96	SYBAMMC	Gupta Sushilkumar Rajeshwar
97	SYBAMMC	Jangila Jones Jyotiprakash
98	SYBAMMC	Kadam Anjali Machindra
99	SYBAMMC	Kaloya Rahul Mahesh
100	SYBAMMC	Abhishek Kanojia
101	SYBAMMC	Yash Vishal Khair
102	SYBAMMC	Khan Zaid Shamshad
103	SYBAMMC	Koduri Likitesh
104	SYBAMMC	Mallah Abhilasha Manmohan
105	SYBAMMC	Mangal Vedant Sanjay
106	SYBSCIT	Furtado Zek Salvador
107	SYBSCIT	Gupta Sonali Bharat
108	SYBSCIT	Jha Shivshankar Chandrabhushan
109	SYBSCIT	Joshi Keval Pragadesh
110	SYBSCIT	Shahrukh Jalil Khan
111	SYBSCIT	Khan Mohd Zafar Nafees
112	SYBSCIT	Khatri Rameez Mohammed Ibrahim
113	SYBSCIT	Lahane Mangesh Raju
114	SYBSCIT	Surya Prakash Maurya
115	SYBSCIT	Maurya Vivek
116	SYBSCIT	Mishra Riteshkumar Jayprakash
117	SYBSCIT	Mishra Akash Raman
118	SYBSCIT	Mishra Devmani Jaykumar
119	SYBSCIT	Nayak Dinesh Dayanand
120	SYBSCIT	Negi Amit Dharamsingh
121	SYBSCIT	Pandey Beauty Akhilesh
122	SYBSCIT	Parab Divyesh Dinesh
123	SYBSCIT	Parmar Dhruvin Hareesh

