



SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH CENTRE, Nasik
Department of Management Studies

Name of the Program: - Guest Lecture on “Digital Marketing”

Day & Date:- Saturday, 08th October 2016

Objective: - 1. To make students aware about Career in Digital Marketing

Name of Guest : Ms Pallavi Mohadikar (CEO & Founder of IndoFash)

About The Program:

Department of management studies had organized a guest lecturer for MBA Students on Digital Marketing. To deliver the speech we had with us Ms Pallavi Mohadikar , CEO & Founder of Indo Fash. The Notable thing of the guest was that she is Alumnus of IIM Lucknow & at very Young age she is owner of Indo Fash . She in her speech said that there is bright career in Digital Marketing. She said in today's world digital marketing has become a new buzz. Lots of Entrepreneurs are using this tool to market their product & taking their business to new heights .she highlighted some points such as , how to start the business online, what are the various requirements for it. She also pointed that becoming an Entrepreneurs in today’s world has become much easy because of the various facilities & resources available with us to a business. When asked about the reason behind choosing entrepreneurship over a job in Goldman Sachs with good lucrative package by one of the student she replied that she always had passion & inclination towards Business & wanted to make her own identity. She urged the students to enter in the field of Digital Marketing because of the growth potential that is lying in the business.

Outcome: - 1. Students came to Know about concept of “Digital Marketing” & how to use it to develop business

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