



**Sandip Foundation's
Sandip Institute of Technology & Research Centre, Nashik
Department of Management Studies
Academic Year 2019-20
Alumni Connect Session**

Event Title: "Interactive Session On Social Media for Business development"

Date: 18th April 2020

Conduction Duration: 1Hours

Venue: Through Video Conferencing

Resource Person:

1.Mr Aakash Maghnani (Manager, E-Intelligence, Baroda)

Coordinator: Mr Prabodhan P atil & Dr Hemant Wanjare

Objective:

1. To guide students on Importance of social media for Business

About The Program: Department of Management Studies had organized Expert Lecture on ***Social Media for Business development***. The speaker for the same was **Mr Aakash Maghnani** who is working with E-Intelligence Baroda as a manger and is an Alumni of 2013-15 Batch . guest speaker started with the opportunities that the students have to learn new things in this lockdown period and students can definitely considered this to upgrade their knowledgable and skills . he said one such skills they can upgrade is about using digital marketing platform for doing business, as digital marketing is a new talk of the corporate world and how the business are using digital marketing to grow their business . He highlighted the importance of social media specially digital marketing and the career opportunities in DM. he also guided on doing certification courses in DM

Outcome:

1. Students understood the importance of social Media in business

Photograph:



14:04

65%



Aakash Manghnani



14:13

63%



Sarla Dushing



pooja kekane



Vinay Landge



LOKESH CHAUDHARI

