



**GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE**

**Dr. D.Y.PATIL VIDYAPEETH, PUNE**

(Re-accredited by NAAC with ACGPA of 3.62 on four point scale at 'A' grade)

**Director**

Ref: GBSRC/2021

**Date:** 18/11/2021



## Notice

This to inform all the teaching faculty and the students of MBA and BBA of GBSRC that IQAC (Internal Quality Assurance Cell) Global Business School and Research Centre, in association with DPU's Institution's Innovation Council (IIC), is organizing "Session on Importance of Digital Marketing for Start-ups"

### **Speakers:**

1. Mr. Govind Chandak, Business Head - GROWTHACAD

**Topic:** Session on Importance of Digital Marketing for Start-ups

**Day & Date:** Saturday, 20/11/2021

**Time:** 11 am to 12 noon

**Venue:** Online (Zoom)

You are requested to attend the webinar using the credentials below:

Meeting ID: 958 3691 3021

Passcode: 385138

**Dr. Ravi Phadke**  
Coordinator



**Dr. Chetan Chaudhari**  
Director  
Director

Global Business School & Research Centre  
Tathawade, Pune - 411 033.

**GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE****Report on  
Session on Importance of Digital Marketing for Start-ups  
(IIC Calendar Event)****Theme of the event: Entrepreneurship & Start-up****Date and time: 20th Nov 2021, 11 am to 12 noon****Academic Year: 2021-22****About the event:**

As a part of initiative towards promoting start-up and innovation activities among the students, Global Business School and Research Centre (GBSRC), in association with DPU's Institution's Innovation Council, had organized "Session on Problem Solving and Ideation Workshop". This session was conducted on Saturday, 20th Nov 2021. The speaker for the event was Mr. Govind Chandak, having a diverse background working for the MEP Department of Shapoorji Pallonji & Co.Ltd, and then at a booming Digital marketing Agency known to be merkle- Sokrati which has helped launch digital and influencer strategies across industries and geographies with the world's most iconic brands.. This session was attended by more than 160 participants.

**Objective:**

The objective for organizing this event was

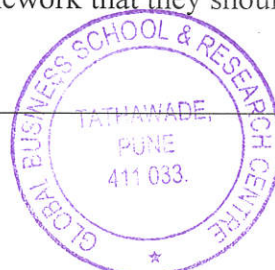
- a. To create awareness about digital marketing and its role in the new age of start-ups.
- b. To create awareness about pre-requisites before getting into any start-up.

**Speaker Profile:**

The guest speaker was, **Mr. Govind Chandak**. Mr. Chandak has worked with more than 27+ brands like Flipkart, OLA, AirTel, Titan, Tanishq, Kotak Mahindra, Viu and many more in India to scale them up on digital platforms. He has also managed a high potential and dynamic team and handling high scaled stand, strategies, operations, client engagement and stake holder's management. He has successfully conducted 200+ seminar, workshop for digital, growth marketing, business analytics across top corporate and institutions in India. He has also started consulting startups in 2018 and helped 10+ startups with brand building, rebranding, growth, internal branding and many more. He has been appointed as visiting professor at a MIT-WPU, Pune and helping MBA graduated to up skill in digital and growth marketing, focusing to deliver on industry oriented learning with a full-funnel marketing approach.

**Outcome:**

1. Students were able to know various tools and websites that they can use for marketing their start-ups and that too free of cost for small scale.
2. Students were able to know what ways they can use to optimize the investment made in SMM.
3. Students got to know the importance of websites and sharing content on a regular basis over different platform.
4. Students got to know about the homework that they should do before getting into a start-up.

**Dr. Chetan Chaudhari**  
DirectorGlobal Business School & Research Centre  
Tathawade, Pune - 411 033.



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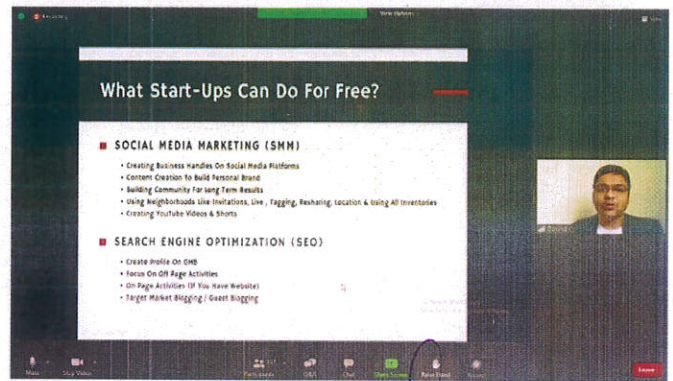
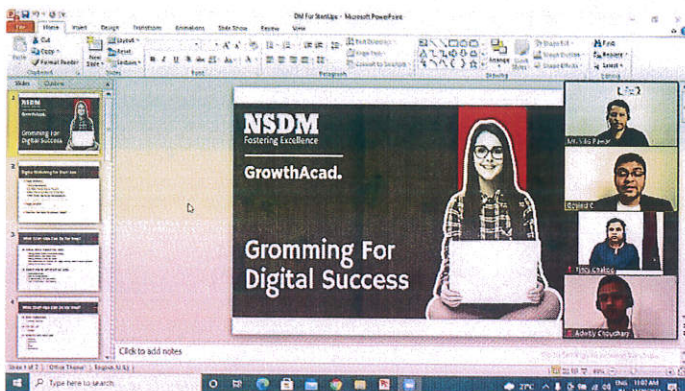
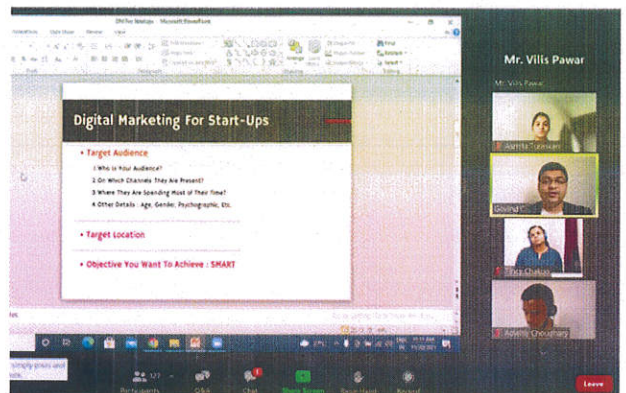
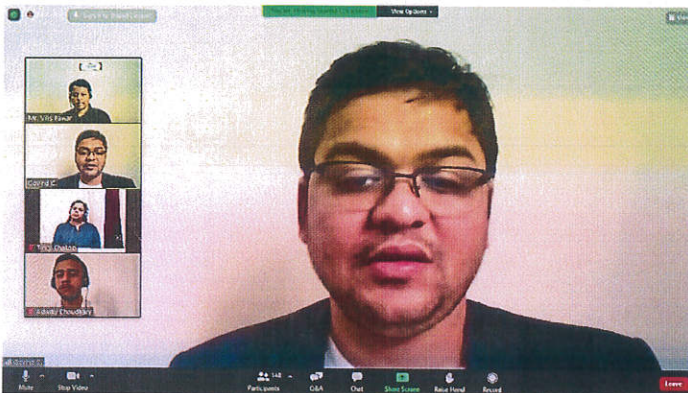
**Summary:**

The event started by welcoming the speaker for the event. Student volunteers compered the event successfully. They introduced the speaker, Mr. Govind Chandak and handed over the session to the

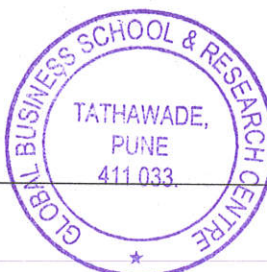
speaker. In his speech, Mr. Govind Chandak explained the meaning of digital marketing and importance of going digital, told pre-requisites one should follow before getting into a start-up, what start-ups can do for free like SMM, SEO, E-mail marketing, CRM setup, website or app creation.

Moreover, maintaining social professional profile like frequently sharing content and keep in touch with employers of desired companies on various social media platform such as LinkedIn, Instagram and Clubhouse. He explained social media behavior to be constantly available. To be a good digital marketer one should practice guesstimates, analytical reasoning, & psychometric tests and always have ready to learn attitude and start taking small projects.

The webinar ended with a question-and-answer session followed by a vote of thanks.



**Dr. Ravi Phadke**  
Event Coordinator



**Dr. Chetan Chaudhari**  
Director  
**Director**  
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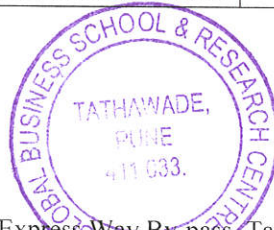
Director



## Notice: Session on Importance of Digital Marketing for Start-ups Faculty List

Sr No	Staff Name	Sign
1	Dr. Chetan G. Chaudhari	<i>[Signature]</i>
2	Dr. Akanksha Mehta	<i>[Signature]</i>
3	Dr. Babasaheb Ramdas Jadhav,	<i>[Signature]</i>
4	Dr. Deepali Garge	<i>[Signature]</i>
5	Dr. Harshal K. Raje,	<i>[Signature]</i>
6	Dr. Jayashree Vivek Patole	<i>[Signature]</i>
7	Dr. Madhuri Ganesh Chaure	<i>[Signature]</i>
8	Dr. Naim R. Shaikh	<i>[Signature]</i>
9	Dr. Priyanka Bobade	<i>[Signature]</i>
10	Dr. Priyanka Jibhau Bachhav	<i>[Signature]</i>
11	Dr. Ravi Ashok Phadke	<i>[Signature]</i>
12	Dr. Sachin H. Patil	<i>[Signature]</i>
13	Dr. Shailendrakumar U. Kale	<i>[Signature]</i>
14	Dr. Shripad V. Joshi	<i>[Signature]</i>
15	Dr. Snehal Maheshkar	<i>[Signature]</i>
16	Mr. Abhijit A. Vhatkar	<i>[Signature]</i>
17	Mr. Mandar U. Brahme	<i>[Signature]</i>
18	Mr. Manesh Ramkrishna Palav	<i>[Signature]</i>
19	Mr. Mukesh V. Agarwal	<i>[Signature]</i>
20	Mr. Smarjeet Das	<i>[Signature]</i>
21	Mr. Sudhir Rajdhar Patil	<i>[Signature]</i>
22	Mr. Vilis Prasadrao Pawar	<i>[Signature]</i>
23	Mrs. Anu Alex	<i>[Signature]</i>
24	Mrs. Dhanashri S. Havale	<i>[Signature]</i>
25	Mrs. Sonali Meshram	<i>[Signature]</i>
26	Mrs. Sunita P. Kharate	<i>[Signature]</i>
27	Mrs. Vatsala Manjunath	<i>[Signature]</i>
28	Ms. Sharmishthadevi B Deshmukh	<i>[Signature]</i>

*[Signature]*



*[Signature]*  
Dr. Chetan Chaudhari  
Director

Global Business School & Research Centre

Survey No.87-88, Bangalore-Mumbai Express Way By-pass, Tathawade, Pune - 411 033, Maharashtra, India.

Ph.- 020-67919400

E-Mail :- [info.gbsrc@dpu.edu.in](mailto:info.gbsrc@dpu.edu.in)

Web :- [gbsrc.dpu.edu.in](http://gbsrc.dpu.edu.in)

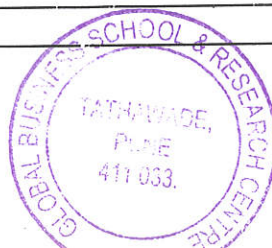


Session on Importance of Digital Marketing for Start-ups  
(Self Driven Activity)

Date: 20-Nov-21

List of Attendees

Sr. No	Name of the participant	Status	Sign
1	Tincy Chakoo	Panelist	
2	Mr.Sachin patil	Panelist	
3	Prof. Mandar Brahme	Panelist	
4	Mr. Vilis Pawar	Panelist	
5	Asmita Turaskarr (Dr. Ravi Phadke)	Panelist	
6	Ms. Sonali Ganapatrao Meshram	Panelist	
7	Govind C.	Panelist	
8	Sambhav Goswami	Panelist	
9	Adwitiy Choudhary	Panelist	
10	Pallavi Mankar	Panelist	
1	ABM-50 Kajal saste	Participant	
2	Ameya Ishita	Participant	
3	HMM22 SAMEER MANE	Participant	
4	Vishal Hajare (HMM28)	Participant	
5	Dr. Ravi Phadke	Participant	
6	FM 03 Ashita Chaukhey	Participant	
7	HRM16 Shivani Nautiyal	Participant	
8	REESHANK KOHAD (HRM 33)	Participant	
9	Gunjan Thombre ABM-13	Participant	
10	Jennie Dias HR 20	Participant	
11	ABM 25 (Nilesh Bhoi)	Participant	
12	ABM16_Aishwarya Menon	Participant	
13	ABM (7) ankita	Participant	
14	Archie Kumari	Participant	
15	Archana Kumari	Participant	
16	ABM 02 Shambhuraje Bhutkar	Participant	
17	FM 32 Jyoti Upadhyay	Participant	
18	Mohini jadhav HMM 15	Participant	
19	Vedant Sanvatsarkar	Participant	
20	Adwitiy Choudhary	Participant	
21	Insha Karjekar (Fin :26)	Participant	
22	Nitish Marketing-13	Participant	
23	Anushka Thawait roll no. HMM 3	Participant	
24	OSCM03 Jeet Parekh	Participant	
25	HR26 Mahek Shrotriya	Participant	
26	Bharti Jadaun	Participant	
27	Jhonsi Singh	Participant	
28	Ranjana Rajankar	Participant	
29	Vaishnavi Darge	Participant	
30	HMM05 Pooja	Participant	
31	ABM 11 Kartik Kolase	Participant	



Dr. Chetan Chaudhari  
Director



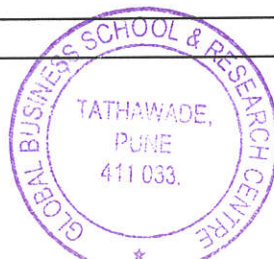
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Sr. No	Name of the participant	Status	Sign
32	ABM 14 Siddhi Lovalekar	Participant	
33	ABM-10 Bharath kavuru	Participant	Bharath
34	ANANYA ANGLE-BBA 1st yr(roll no. 8)	Participant	
35	(HHM10) Janhavi Tandel	Participant	JTandel
36	ABM 41 Shruti s kodelwar	Participant	Shruti
37	Ankush Patil(ABM-08)	Participant	APatil
38	ABM05_Pratiksha Dumbare	Participant	
39	Anand Mankar	Participant	Anand
40	Mayur Dunedar	Participant	MDunedar
41	BB 45 Pragati Meshram	Participant	
42	Atharva vaidya	Participant	Atharva
43	FM 64 Sonal Ingle	Participant	Sonal
44	Akanksha Mahakal HRM -4	Participant	Akanksha
45	Sahil chavan	Participant	Sahil
46	Mayur Cheke	Participant	Mayur
47	Sakshi Singh	Participant	Sakshi
48	Saakshi sharma fin 56	Participant	Saakshi
49	Saakshi Sharma	Participant	
50	Sunny Bagul	Participant	
51	Shilpa Saraf HHM 23	Participant	Shilpa
52	Manav Shah - BBA 1 - B28	Participant	
53	Kritika Rajesh HR 24	Participant	Kritika
54	Manasi pawar HHM 12	Participant	Manasi
55	Akansa Sen	Participant	Akansa
56	Reshma Umale	Participant	
57	HHM 04 Apeksha Nagawade	Participant	Apeksha
58	IBM 02 Niharika	Participant	
59	ABM 27 Pragati Dharak	Participant	Pragati
60	Rahul Rathod ABM 31	Participant	Rahul
61	Shweta Tiwari FM31	Participant	
62	Pandurang Gurude	Participant	
63	Reeba Mohammad HRM 32	Participant	Reeba
64	HHM 01 Anushka Singh	Participant	
65	FM26 Nikhil Rodge	Participant	
66	Nikita Jadhav (Fin 43)	Participant	
67	Aman Poddar	Participant	Aman
68	Janak parave mkt8	Participant	
69	Shridhar Powar ABM 53	Participant	Shridhar
70	shivraj kadam - Abm-39	Participant	Shivraj
71	Yash Gambhire Patil BBA-1 B-52	Participant	
72	Abm 03 abhijit shendage	Participant	
73	Yukti Rahangdale-82	Participant	Yukti
74	Nikita Patil HHM 29	Participant	Nikita
75	ABM 36-Sanket Gavade	Participant	S.D.Gavade
76	Riya koul	Participant	Riya
77	ABM03_Shubham Deshmukh	Participant	Shubham

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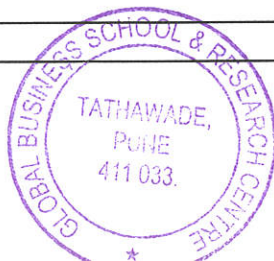
  
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Sr. No	Name of the participant	Status	Sign
78	Anmol	Participant	
79	Dishant Trivedi	Participant	
80	GBSRC_Student	Participant	
81	KEVIN JOHNSON Fin-28	Participant	
82	Raka Srushtee	Participant	
83	ABM 01 Nilima Bagane	Participant	
84	HR 15 Gaurav Jain	Participant	
85	Vrinda	Participant	
86	Swashtika FIN68	Participant	
87	Aravind Saravanan 16	Participant	@20vinda.8
88	FM 17 Sanjana Naik	Participant	
89	HHM 17 Neha Kulkarni	Participant	
90	Aditya Pandey-BBA 1-B4	Participant	
91	HR60 Bharat Sharma	Participant	
92	Sujay pawar	Participant	
93	Deepti Nachnani Fin-19	Participant	
94	ABM 9 Ashish Lokhande	Participant	
95	Rashika Jaiswal FM52	Participant	
96	FIN52_Rashika Jaiswal	Participant	
97	Roshni Hussain	Participant	
98	Anandu Nair <b>Anjali Pradeep (Fin-14)</b>	Participant	
99	Pururaj Soni (FM-49)	Participant	
100	Sheetal Thakur (FIN-60)	Participant	
101	Vrutik fin-80	Participant	
102	Fin-80_vrutik damania	Participant	
103	fin 86 Kaushal Phapale	Participant	
104	Vikram Fuke	Participant	
105	Idris Challawala	Participant	
106	Roshan Shelke (HHM 20)	Participant	
107	11Fin_Amruta Shitole	Participant	
108	ABM 25 Shubham wagh	Participant	
109	Akash Shibu	Participant	
110	Siddharam Ligade _ABM13	Participant	
111	Vaishnavi Shembalkar BBA-1 B51	Participant	
112	PURVA PARDESHI (Finance) (50)	Participant	
113	Shyamendra Singh Kushwah	Participant	
114	HHM 01 Aakanksha koli	Participant	
115	HHM 07 Sanjana Tiwari	Participant	
116	kiran mudliar	Participant	
117	Aishwarya upadhyay	Participant	
118	fm 23 Praful Ambere	Participant	
119	HR 06- Anjali Gawarkar	Participant	
120	Anup Toradmal	Participant	
121	Adarsh tiwari	Participant	
122	Oscm 08 Sidhant Fotedar	Participant	
123	Aparna Patil FIN15	Participant	



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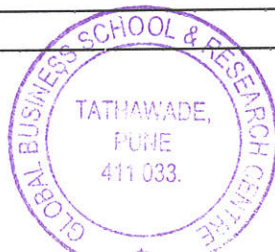


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Sr. No	Name of the participant	Status	Sign
124	Akanksha Zorawat	Participant	
125	HHM 19 Rachana Rankhambe	Participant	
126	ABM 26 Bhimrao Waghmare	Participant	
127	Rahul Bari	Participant	
128	A12 Pratik lambe	Participant	
129	Urvi Shrotriya HR 53	Participant	
130	HRM 34 Riya Samarth	Participant	
131	Sweta Kumari_HR-49	Participant	
132	Fin-71 Tejali Shirke	Participant	
133	Aniket khude	Participant	
134	FM 27 Vidya Saroj	Participant	
135	Akshata Dhange	Participant	
136	Fin 33 <b>MANJHAN JAIN</b>	Participant	
137	ABM 37 Sayani Adak	Participant	
138	Shubhangi shinde -fin61	Participant	
139	HHM 21 Ruchika Hedau	Participant	
140	HHM04 Bipasa Debbarma	Participant	
141	Pranita Sonawane ABM29	Participant	
142	Komal Galande	Participant	
143	Mayank More HR 54	Participant	
144	FM05 Hemant Borole	Participant	
145	archana pandey	Participant	
146	S34 Lovely Kankan	Participant	
147	FM 08 Omkesh Kale	Participant	
148	Sudhir Ghotekar	Participant	
149	Minakshisonone	Participant	
150	Dimple Rajpal	Participant	
151	ABM24 -Snehal_ Umbarkar	Participant	
152	Simran Walia HR-45	Participant	
153	Sourabh Palotra	Participant	
154	Vaishnavi bhojane Fin -75	Participant	
155	Imamhusen Pinjar.Fin no.25	Participant	
156	Sanjivni More	Participant	
157	FIN57 _Sanjivani More	Participant	
158	Ketki Bandawane	Participant	
159	Prabal singh	Participant	
160	ABM 10 Sanjivani Jadhav	Participant	
161	Aakash Patil	Participant	
162	MBA sem 1 HR 07	Participant	
163	Kalyani Kadam	Participant	
164	Neha Nirala	Participant	
165	archanaa kumaraguru	Participant	
166	Shrangali Barmate	Participant	
167	Abm 23 Arshad	Participant	
168	Priyanshu Kejariwal	Participant	
169	Vaibhav Tarmale	Participant	




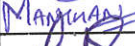



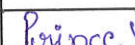


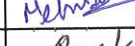




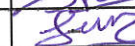

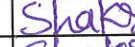
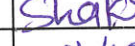



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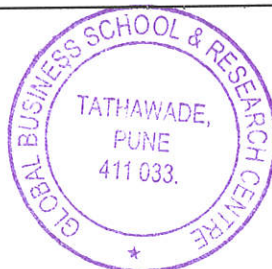
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**List of Attendees**

Sr. No	Name of the participant	Status	Sign
170	Kiran Jogdand	Participant	
171	AKASH MINDHAR	Participant	
172	Manthan Gala 83	Participant	
173	SALONI SAPTARUSHI HR-38 Div- S	Participant	
174	FIN 29 Kevin Mascarenhas	Participant	
175	Pooja Kulkarni HR-31	Participant	
176	Sayali kori (Fin-58)	Participant	
177	PRINCE DEDANIA	Participant	
178	ABM - 28 Prajakta Phalke	Participant	
179	IT-06 Shraddha talande	Participant	
180	HRM15 Devendra Sathe	Participant	
181	Rohit Patil ABM434	Participant	
182	Mayur Sarap	Participant	
183	Arti Yadav	Participant	
184	Mehvish Aslam HHM-13	Participant	
185	HRM 56 Devika	Participant	
186	FM 15 Madhur DUTT	Participant	
187	Riyan Rouf	Participant	
188	ABM 30 Punam Chavhan	Participant	
189	IT 04 Kartiki Pawar	Participant	
190	Dr.Aditi Mandlik	Participant	
191	GAYATRI AGONE	Participant	
192	Dhairyasheel HR61	Participant	
193	Anand karwa Fin-12	Participant	
194	Sushant patil Fin-89	Participant	
195	ABM 40 Shreya Shahane	Participant	
196	ABM 44 Suraj Yadav	Participant	
197	ABM 46 Girase umesh	Participant	
198	SHAKSHI KUMARI	Participant	
199	FIN59_SHAKSHI KUMARI	Participant	
200	Neha Malviya Fin 42	Participant	
201	ABM04 Mahesh Diwanji	Participant	
202	AKSHAT TIWARI MBA Fin09	Participant	
203	Fin 04 Aishwarya kharat	Participant	





  
**Dr. Chetan Chaudhari**  
Director

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