



Shri. N. B. Education Society's
Shri. Venkatesh Mahavidyalaya, Ichalkaranji

**ONE DAY WORKSHOP ON
“CAREER OPPORTUNITIES IN RETAILING & DIGITAL MARKETING”**

Retailing comes at the end of the marketing distributive channel. In India, retailing is originated from the emergence of Kirana stores and mom-and-pop stores, which used to cater to the needs of local people. Before 1980's retailing in India was synonymous with peddlers, vegetable vendors, neighborhood kirana stores or sole clothing and consumer durable stores in a nearby town, In 1980's saw the major change in retailing. The textile companies like Bombay Dyeing, S Kumar's, Grasim and Raymonds come up with retail chains in textile sector, followed by Titan retail showrooms in the organized retail sector. Liberalization of the Indian economy led to withdrawal of stringent restrictions and the latter half of the 1990s saw a fresh wave of retailer entrants with a shift from manufactures to pure retailers. The retail sector has emerged as one of the most dynamic and fast-paced industry in India due to the entry of several new players and presently it is the most booming sector in Indian economy.

Furthermore, in today's world, everything has become digital and everyone is connecting and communicating online. The pandemic situation and multiple lockdowns have made the people realize the power and potential of digital adoption. Digital marketing has become an indispensable part of current-day companies and offers numerous career opportunities for youths.

On this background, one-day workshop on 'Career Opportunities in Retailing & Digital Marketing' was organized on 25th March, 2022 under Lead College Scheme of Shivaji University. Around 110 students and faculties from 10 affiliated colleges covered under the cluster, participated in the workshop.

In the inaugural session, Prof. (Dr.) N.M. Mujawar, the co-ordinator, presented the theme of workshop and introduced the chief guest and resource persons, whom Prin. Dr. V.A. Mane, the president of workshop, welcomed. Dr. N.C. Mali inaugurated the workshop. Dr. Sunita Ambawade gave vote of thanks

The first session on 'Career Opportunities in Digital Marketing' was conducted by Dr. Nitin C. Mali, Director of YCSRSD of Shivaji University. He highlighted the significance of digital marketing, its current growth and future scope in India. In a very nice manner, he described the features of various generations; the changes occurred in them by the passage of time and revolution in ICT and projected the scope for digital marketing in the years to come. He provided some important tips to youth to become ready to grab career opportunities in digital marketing.

Dr. Abid Salati, Dean, Students' Welfare at Sanjay Ghodawat University, explained the significance and changing format of retailing in India. He argued that the retailing being the fastest growing industry avails a great number of employment opportunities. He also enlightened the participants on what qualities are required for making successful career in retailing.

The workshop was concluded with the vote of thanks expressed by Dr. Sunita Ambawade. Asst. Prof. (Miss.) Mohini Anchaliya compeered for the workshop. All participants were offered Certificates of Participation. There was a positive feedback of participants about the workshop.

Prof. (Dr.) Naushad M. Mujawar,
Co-ordinator, Shivaji University,
Lead College Scheme

Lead college workshop on 'Career Opportunities in Retailing and Digital Marketing'

Dated- 25/03/2022





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**ONE DAY WORKSHOP ON
“IN THE WORLD OF ADVERTISEMENT”**

Advertising is an important part of trade and commerce for multiple reasons. Consumers are more likely to resonate with an ad if it is something they can relate to or if it is relevant to their interests. Some creative ads remain in our memory for the longer period. Creativity is the soul of advertising, which gives life to the message and make it unforgettable. Indian advertising industry is reaching to 700 billion INR by the year 2022 at the annual growth rate of 11.59 percent and poised for further growth in the view of rapid digitalization in the upcoming years. In the view of growing use of android mobile phones, use of Internet, magnitude of watching TV and introduction of new product and services, the young generation has a wider scope to shape their career in the field of advertisement.

With a view to familiarize the students with the art of conveying the message in a creative manner and in a fantastic way, one-day workshop on 'In the world of Advertisement' was organized on 31st March, 2022 under the Lead College Scheme of Shivaji University, in which 120 students and teachers from 10 colleges covered under the cluster participated.

Mr. Uday Godbole, Assistant Station Manager, Radio Sugar, Islampur, the resource person for the first session, inaugurated the workshop. Beforehand, Dr. Sarika Thakar presented the theme of workshop and introduced the resource person, whom Prin. Dr. Vijay A. Mane welcomed. The inaugural session was concluded with the vote of thanks given by Dr. Deepak Kamble.

Mr. Uday Godbole conducted the first session on 'Creating Social and Commercial Advertisement', in which he described the whole process of creating an advertisement in engulfing the practical examples. He focused on important aspects of advertisement like generating an idea, creating the message, designing slogan or tag line, selecting characters and location and so on and so forth. The participants were given some product brands and asked to

prepare the script and tag line. Four students representing each row presented the advertisement, which was appreciated by the resource persons and all participants.

Prof. (Dr.) Naushad Mujawar and Dr. Shubhangi Jarandikar jointly conducted the second session on 'Legal and Ethical Issues in Advertising.' Prof. (Dr.) Naushad Mujawar enlightened the participants on various laws regulating advertisement. He further discussed the legal issues involved in advertising by playing selected ads on screen. Dr. Shubhangi Jarandikar played some selected ads on screen and discussed the ethical issues involved in them.

Miss. Mohini Anchaliya and Miss. Sneha Hogade compeered for the workshop. Dr. Bajirao Kamble gave vote of thanks. The participating students expressed their opinions about the workshop. The workshop concluded after collection of feedback from participants and distribution of Certificates of Participation to them.

I am thankful to Prin. Dr. Vijay Mane for extending his support at every level in organizing the above-mentioned workshop. I extend my thanks to all resource persons, who had positively responded at a short notice. My thanks are due to Dr. Deepak Kamble, Co-Coordinator of Lead College Workshop, my colleagues and non- operation, conduct Special thanks to Dr. P.R. Gaikwad, Mr. Toufik Naykawade, Mr. Sharanappa Malghan and Mr.Talib Mulla for providing technical support.

Prof. (Dr.) Naushad M. Mujawar,
Co-ordinator, Shivaji University,
Lead College Scheme

Lead college workshop on 'In the World of Advertisement'

Dated – 31/03/2022





Shri. N. B. Education Society's
Shri. Venkatesh Mahavidyalaya, Ichalkaranji

**ONE DAY WORKSHOP ON
"RIGHT TO INFORMATION ACT, 2005"**

Right to information is crucial in building a culture of transparency within the government, which is the foundation around which the relationship between the government and its people ought to be established. In democracy, the citizens have the right to seek information from the people and institutions who exercise power. The rights-based approach in the RTI establishes the right to seek information among the citizens. This right alone empowers the citizens in a democracy and hence, it is important to preserve, nurture and expand.

With this in mind, one-day workshop on 'Right to Information Act, 2005' was organized under Lead College Scheme of Shivaji University on 16th March, 2022. The students and faculties from 10 affiliated colleges covered under the cluster, participated in the workshop. Around 120 participants took benefit of the workshop.

Principal Dr. Vijay Mane inaugurated the workshop. Beforehand, Prof. (Dr). Naushad M. Mujawar, the co-ordinator of the workshop. presented the theme of workshop and introduced the resource persons. The inaugural function concluded with the vote of thanks given by Dr. D.S. Kamble.

The first session on 'Background & Importance of RTI was conducted by Advocate Akshay Khandekar. He said that the law gives citizens of India the tool to fight against corruption and Right to Information Act, in particular, gives citizens the right to ask for information and decide, based on the information so received, whether their constitutional rights have been met properly. With the help of a number of examples he enlightened the participants on significance of RTI and argued understanding of said Act would be instrumental in making the students responsible citizens of India.

In the second session on 'RTI Procedure', Advocate Pankaj Patil shared the procedure of asking for information from any authority and enlightened the participants on which information can and cannot be asked for. The participants were divided in four groups and each group was

given a particular situation and asked to list out the information that can be demanded. Thereafter, Advocate Akshay Khandekar scrutinized them and explained it case by case.

The participants were given the RTI Form used in practice. He also shared some important judgements on RTI.

After interaction of participants with resource person and expression of their opinion about the workshop, the feedback, in written form, was taken from them. The workshop was concluded with the vote of thanks expressed by Dr. Sunita Ambawade. Asst. Prof. (Ms.) Mohini Anchaliya compeered for the workshop. All the participants were offered Certificate of Participation at the auspicious hands of the resource persons.

Prof. (Dr.) Naushad M. Mujawar,
Co-ordinator, Shivaji University,
Lead College Scheme

Lead college workshop on 'Right to Information act 2005.'

Dated-16/03/2022

