

**ACTIVITY REPORT 2022 – 2023**  
**DEPARTMENT OF MANAGEMENT STUDIES**

**Part A) Information about Organizing Team**

✓ **IQAC ACTIVITY No:** C5/SH22/DMS  
03

<b>NAME OF THE ACTIVITY:</b> "Career and Trends in Digital Marketing"			
<b>DATE</b>	<b>DEPARTMENT</b>	<b>COMMITTEE</b>	<b>COORDINATOR NAME</b>
20/07/22	BMS	NA	Ms. Sonal Jain
<b>DURATION</b>	<b>VENUE</b>	<b>PARTICIPANTS (Nos)</b>	<b>NATURE: Outdoor/Indoor</b>
2 hrs.	Auditorium	219	Indoor
<b>NAME OF THE SPEAKER/ ORGANIZATION</b>		<b>CONTACT DETAILS OF THE SPEAKR/ ORGANIZATION</b>	
Mr. Meetesh Chalmela		9768292666	
<b>FACULTY SUPPORT:</b>	1. Ms. Sonal Jain	2. Mrs. Krishnalekha Nadar	
	3. Mrs. Minu Khan	4. Mrs. Jayashree Parmar	
	5. Mrs. Sonam Dwicedi	6.	
<b>STUDENT SUPPORT:</b>	A. Mr. Aman Singh	B. Mr. Hamidullah Khan	
	C.	D.	
	E.	F.	
	G.		

**Part B) Brief Information about the Activity**

**(CRITERION NO. -5):** 5.1.3

<b>TOPIC OF THE ACTIVITY</b>	Seminar on " Career and Trends in Digital Marketing "
<b>OBJECTIVES</b>	<ol style="list-style-type: none"> <li>To understand the various opportunities in Digital Marketing.</li> <li>To make the student creative and to know the competitive advantage in digital marketing when used efficiently.</li> <li>To gain the knowledge about new trends in digital marketing.</li> </ol>
<b>METHODOLOGY</b>	ICT TOOLS
<b>OUTCOMES</b>	<ol style="list-style-type: none"> <li>Participants have understood the various jobs requirement in digital marketing.</li> <li>Participants are able to identify digital platforms, to use social media, SEO etc.</li> <li>Participants gained knowledge in influencer marketing, video marketing etc.</li> </ol>

**Part C) Proofs & Documents Attached (Tick mark the proofs attached):**




1. Directions by Authority	✓	6. Activity Report		11. Account Settlement
2. Proposal Note	✓	7. Brief Profile Guest		12. News Material
3. Approval Letter	✓	8. Attendance Gender/Sem/Course	✓	13. Feed Back Report
✓ 4. Notice & Schedule		9. Certificate		14. Any Other
5. Organising Committee	✓	10. Geo-tagged Photographs		

**Part D) Social Media:**

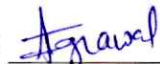
Web Site Signature & Date		Twitter Signature & Date		Instagram Signature & Date		Facebook Signature & Date	
DOS	DOP	DOS	DOP	DOS	DOP	DOS	DOP

**Part D) IQAC Cell:**

**IQAC Cell Activity Number:**

NAME & SIGNATURE OF COORDINATOR	NAME & SIGNATURE OF PRINCIPAL	IQAC Documentation	IQAC COORDINATOR (SEAL & SIGNATURE)
 Ms. Sonal Jain	 Dr. Satinder Kaur Gujral	Total pages = 18	 Dr. Vaishali Kothiya

**NOTE:** - The report has been scanned and submitted.

Signature (Scanned by) 

(File name 5.1.3)

(Folder name Career Counselling)

Signature 

Signature 

Date: - 20/07/22

**Event Report**

**NAME OF THE ACTIVITY:** Career and Trends in Digital Marketing

**Name of the Programme:** - Bachelor of Management Studies **Batch:** - 2022-2023

**Semester:** - III & V

**Section:**

**Duration:** - 2 hours

**Speaker:** Mr. Meetesh Chalmela

**Venue:** Auditorium

BMS department of Reena Mehta College of Arts, Science, Commerce & Management Studies organised a seminar on “Career and Trends in Digital Marketing “on 22nd July 2022. The seminar began with the inauguration and felicitation of the dignitaries. Mr. Meetesh Chalmela, a Digital Strategist was the guest speaker for the event who guided students about the various opportunities in the field of digital marketing along with its competitive advantage when used efficiently. Also, he enlightened students about the emerging trends in digital marketing. Mr. Chalmela kept the students glued to the topic throughout the seminar via his in depth knowledge in the subject and by sharing various examples. The event was very informative for students and ended with a list of free online courses to begin the journey of digital marketing career. This event was attended by all the stream students of our college. Overall it was a great and knowledgeable session.

**Regards**

Signature: \_\_\_\_\_



HoD – Ms. Sonal Jain

Dept. BMS

Date: 22/07/2022

## ATTENDANCE SHEET: 2022-2023

Department: BMS • Seminar on: Career and trends in Digital Marketing

Name of the Speaker: Mr. Meekesh Chalmela

Sr. No.	Name	Stream	Roll No.	Mobile No.	Sign
1	ARSHAD	BAMMC	2	8369345723	Arshad
2	ADARSH	BAMMC	11	8788088512	Adarsh
3	HIMAN	BAMMC	15	740027296	Himan
4	Khan Suzaan	BAMMC	9	8433776209	Suzaan
5	Aamir Anjadar	B.com	70	9967732373	Aamir
6	Satinder Karojia	TYBMS	65	9370118320	Satinder
7	previnsee Jakkwal	TYB.com	35	8779965794	previnsee
8	Aman Singh	TYBMS	160	7208757910	Aman
9	umairUnizam Khan	TYBMS	78	7304078451	umair
10	Rushabh Bharuka	TYB.com	46	9326357245	Rushabh
11	Ashika Chhani	SYBMS	85	9920665888	Ashika
12	Ashok Patel	SYBCOM	118	9137546112	Ashok
13	Ninaj yadar	SyBcom	49	7249764165	Ninaj
14	FaiZal	SyB.c	20	9376553459	FaiZal
15	chandani	SyB.C.	86	9653460293	chandani
16	sanket	SYBMS	134	9545418115	sanket
17	Nikhil Bhuti	SYBCOM	47	730306185	Nikhil
18	Sameer Singh	TYBMS	63	9137913524	Sameer
19	Saad Khan	TYBMS	114	7204726327	Saad
20	Shivam Pardey	TYBMS	127	7068294954	Shivam
21	Manav Bajpai	TYBMS	34	9152296507	Manav
22	Mandar Jadhav	SYBMS	67	7304758200	Mandar
23	Surya Mishra	SYBMS	130	9765665201	Surya
24	Abhishek	SyBcom	3	8767740610	Abhishek
25	Abuzar Shaikh	TYBcom	31	8928033321	Abuzar
26	Sahil Kacham	SYBcom	64	8828463430	Sahil
27	Sudip Sanki	TYB.com	81	909967669082	Sudip
28	Harshad yadar	SyB.C.	6	9326740511	Harshad
29	Anjalee Sakhar Rao	TYBMS	44	8291243383	Anjalee
30	Sahyed IMRAN	TYBMS	29	8291243383	Sahyed
31	Harhad Anzari	TYBMS	91	8169719247	Harhad
32	Nagori Aamie	TYBMS	04	8450901983	Nagori
33	Mohd Koif	SYBCOM	40	9167978385	Mohd

Date: 22/07/2022

## ATTENDANCE SHEET: 2022-2023

Department: BMS Seminar on: Career and trends in Digital Marketing

Name of the Speaker: Mr. Meetesha Chalmela

Sr. No.	Name	Stream	Roll No.	Mobile No.	Sign
1	Manasi Teli	SYBMS	36	9529065579	Mteli
2	Archanasharma	SYBBI	10	7620023995	Archan
3	Manvi Mehta	SYBAF	10	9324448664	Manvi
4	Namrata Singh	SYBNF	33	7304893218	Namrata
5	Pravina Devasi	SYBAF	17	8591225080	Pravina
6	Pooja K. K. Jyoti	SYBAF	18	9221522790	Pooja
7	Vandana Jha	SYBMS	60	7709115381	Vandana
8	Shaikh Hama	SYBMS	21	9967079771	Shaikh
9	SYED INSHA	TYBSC-IT	7	8657798925	SYED
10	Khan Nazneen	TYBSC-IT	10	9867692062	Khan
11	Shraddha Mishra	SYBMM	09	9321575265	Shraddha
12	Heerakshi Patel	SYBA	22	7877288159	Heerakshi
13	Kumkum Tumberi	SYBMS	33	8421189883	Kumkum
14	Dipali Qilloud	SYBMS	19	8237665789	Dipali
15	Nisha Jha	SYBMS	46	8446282987	Nisha
16	Khatri Fatima	SYBA	13	7021571564	Khatri
17	Alpita Vohra	SYBA	20	8169019658	Alpita
18	Komal Mourya	SYBA	5	8879348350	Komal
19	Shivani Sikarwar	SYBA	21	9324645196	Shivani
20	Priya Dubey	SYBMS	50	8080875114	Priya
21	Khushi Joshi	SYBMS	30	7821092477	Khushi
22	Priyanka Pawar	SYBMS	48	9579540477	Priyanka
23	Roopam Mishra	SYBcom	60	9324741757	Roopam
24	Vidhi Rathod	SYBcom	79	8355959172	Vidhi
25	Vidhi Grohal	SYBcom	78	7045244095	Vidhi
26	Manvi Jaiswan	SYBcom	38	8828481056	Manvi
27	Salma	SYBMS		9092214167	Salma
28	Shanoz Khan	SYBMS	101	7045110687	Shanoz
29	Jejavani Isharaku	SYBMM	10	9702163386	Jejavani
30	Kapish. Ganawane	SYBMS	112	7666474259	Kapish
31	Bushra Vora	SYBMS	113	8169019658	Bushra
32	Farheen Shaikh	SYBBI	306	7208606865	Farheen
33	Kadra Ahmad	SYBMS	26	9137951941	Kadra
34	Manvi Nauker	SYBMS	37	7045855922	Manvi
35	Urvashi Dhaware	SYBMS	104	9930573020	Urvashi
36	Ashe Patel	SYBMS	65	8828382580	Ashe
37	Anjali Kounder	SYBMS	129	7506915967	Anjali
38	Husainama Pureshi	SYBcom	27	9930590184	Husainama
39	Khan Arshiya	SYBcom	11	9967748676	Khan
40	Kavishma Singh	SYBcom		9324331245	Kavishma

Date:- 22/07/2022

## ATTENDANCE SHEET: 2022-2023

Department: BMSSeminar on: Career and trends in Digital marketingName of the Speaker: Mr. Meelesh Chalmala

Sr. No.	Name	Stream	Roll No.	Mobile No.	Sign
1.	Shafiq Rezwani	B.M.S	63	9804770198	
2.	Khan Owais	B.S.T.T	16	-11-	
3.	Danish Shaikh	B.M.S	23	-11-	
4.	Sufyan Khan	B.com	58	-11-	
5.	Loqir S.Y.	B.M.S	103	-11-	
6.	Sahil T.Y.	B.M.S	42	-11-	
7.	Akbar T.Y.	BMS	43	-11-	
8.	Amaan S.Y.	BMS	68	-11-	
9.	Rohit Chagbe	TYBCOM	45	8237911836	
10.	Kishan Pardga	TyBcom	25	7030257682	
11.	Sahitesh				
11)	Shaikesh	Ty Bcom	93	8459209356	
12)	KHAN SAFWAN	Ty Bcom	87	8828195428	
13)	Salun Damodar	SYBcom	113	9004786748	
14)	Thalva Sagar	T.Y. Bcom	84	8268568631	
15)	Macwin Dsouza	TYBMS	33	715950708	
16	Shubhankar Metla	SYBcom	71	8976007722	
17	Abhay Tapatki	TYBMS	1045	8369394314	
18	Ricky Fernando	TYBMS	55	7039961316	
19	Adith Shetty	TYBMS	10	8356922727	
20	Akshar Gurdare	TYBMS	15	8454964715	
21	Nikhil Khos	SY Bcom	85	8450973595	
22	Amh Shrivastava	SY Bcom	8	9329186097	
23	Ajaz Behlim	TYBAMMC	12	9004561723	
24	Ajay choyhan	TYBAMMC	1	9136366481	
25	Nikesh Desai	TYBAMMC	8	9769291870	
20	Hamid Ansaari	TYBAMMC	5	9324591472	
21	Amaan Gureshi	TYBMS	84	7977399376	
22	Swastik Tapatki	TYBMS	75	8591316349	
23	Dhanur Kanodiya	SYBAMMC	12	9075609650	
24	Aparn Shetty	SYBAMMC	14	9329808623	
25	Bigan Solve	SYBAMMC	29	9136325523	

Date: 22/07/2022

**ATTENDANCE SHEET: 2022-2023**

Department: BMS Seminar on: Career and trends in Digital Marketing

Name of the Speaker: Mr. Meetesh Chalmela

Sr. No.	Name	Stream	Roll No.	Mobile No.	Sign
1	Sir jabul shahid	TYBMS	26	8450991224	[Signature]
2	Sobi chavhan	SYBBI	04	992308503	[Signature]
3	Priyanka Dhamunke	SYBBI	02	8286646282	[Signature]
4	Tanya Gupta	TYBMS	115	8482827457	[Signature]
5	Shahneesh Nahida Siddiqui	TYBMS	66	8779298788	[Signature]
6	Rutika KAKLOTAR	TYBMS	56	9152527029	[Signature]
7	Arusha shetty	TYBMS	18	7400388321	[Signature]
8	Priya Jyoti Patil	TYBMM		8433668899	[Signature]
9	Sandhya A. Paul	TYBMS	99	9326580355	[Signature]
10	Azmina Sammani	TYBMS	14	8779225154	[Signature]
11	Ashanksha Rao	TYBMS	3	8779225154	[Signature]
12	Abraar Faarouq	TYBMS	8	8779225154	[Signature]
13	Namian Shaikh	TYBA	1	9738199034	[Signature]
14	Priya Pandey	TYBA	9	7977408791	[Signature]
15	Nandini Debnath	TYBA	2	8828088232	[Signature]
16	Zaiba Sheikh	TYBCom	91	8451037186	[Signature]
17	Zadiya Sayed	TYBcom	96	8454811644	[Signature]
18	Geeta Prajapati	TYBcom	17	8828875808	[Signature]
19	Adeela Malik	TYBcom	5	9897391150	[Signature]
20	Byanti paden	TYBcom	85	92811060325	[Signature]
21	Aschna Nishad	TYBcom	86	9146441317	[Signature]
22	Anam Sayed	TYBcom	90	8454922842	[Signature]
23	Shwasti Sundhakar	TYB.A		8097670319	[Signature]
24	Simran R. Dulyach	SYBMS	133	7400315740	[Signature]
25	Varsha Solanki	SYBMS	61	7400315740	[Signature]
26	SHAIKH MEENHAZ	TYBcom	28	9867731186	[Signature]
27	Khan Gulshan	TYBcom	18	9702223274	[Signature]
28	shehnaaz Shaikh	TYBcom	55	7678048335	[Signature]
29	Sayad Rifa	TYBcom	43	8898392486	[Signature]
30	Shaikh aaliya	TYBcom	1	8291185783	[Signature]
31	Tasmiya Bhure	TYBcom	60	8104762676	[Signature]
32	Sumariya Patel	SYBcom	72	8433535257	[Signature]
33	Binisha Singh	SYBSC	02	7208149193	[Signature]
34	Rainab Khan	SYBcom	98	9324455109	[Signature]
35	Muskan chadran	SYBcom	101	9967867233	[Signature]
36	Aiman chaudhary	SYBcom	65	9594778268	[Signature]
37	Neha Sahani	SYBcom	45	9324468793	[Signature]
38	Malik saira	SYBcom	89	9819794616	[Signature]
39	Aqsa Shaikh	SYBcom	10	9819794616	[Signature]
40	Sharin. Arockiadore	TYBMS	90	9325203862	[Signature]
41	Muskan Khan	SYBMM	22	9372301212	[Signature]

Date:- 22/07/2022

## ATTENDANCE SHEET: 2021-2022

Department: BMS Seminar on: Career and Trends in Digital Marketing


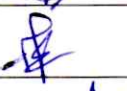


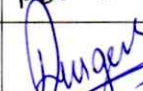
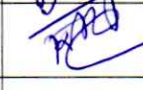
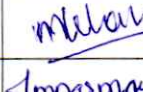
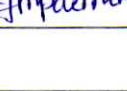

Name of the Speaker: Mr. Meekesh Chalmela

Sr. No.	Name	Stream	Roll No.	Mobile No.	Sign
1	Harsh Khale	SYBBI	1	9324520276	[Signature]
2	Surej Bhandari	SYBBI	9	9136895440	[Signature]
3	Manoj Sisodiya	SYBMS	44	8928211063	[Signature]
4	Punya Katamiya	SYBMS	69	7304171718	Punya
5	Sukail Singh	SYBMS	59	7715810393	Sukail
6	Hamidullah Khan	SYBMS	22	9372891657	[Signature]
7	Manish Suthan	SYBMS	91	7360291184	[Signature]
8	Rhythm Bhatt	SYBMS	87	9987233300	[Signature]
9	Shivam Pandey	SYBAE	20	9321998851	[Signature]
10	Senket	SYBMS	107	7738622907	[Signature]
11	Suman	SYBMS	58	8452978320	Suman
12	M. RAZZAK SHAIKH	TY-B.COM	74	9326278570	[Signature]
13	Baig Awez	SYBMS	13	8828288928	[Signature]
14	Khan Abrar	SYBMS	39	9224452244	[Signature]
15	HARSH KOTIARI	SYBMS	23	9768076901	[Signature]
16	Narendera Jency	SYBMS	26	2297094911	[Signature]
17	Calvin	SYBMS	16	9372042721	[Signature]
18	Khushal Singal	SYBMS	29	8149565825	[Signature]
19	Aman Ansari	SYBMS	42	9326834486	Aman
20	Khanmohd Sabir	SYBMS	92	9137940733	[Signature]
21	Jayesh Patel	SYBMS	96	9321142331	[Signature]
22	Devu Patil	SYBMS	18	7208666716	[Signature]
23	Hamza Sayed	SYBMS	38	9136317147	[Signature]
24	Rahul Sunar	SYBMS	140	9833496030	[Signature]
25	Aamir Sunasara	SYBMS	07	9775427532	[Signature]
26	Pravin Rao	SYBMS	136	7045707970	[Signature]
27	Kavish Poy	SYBMS	31	9819352045	[Signature]
28	Purva Rajput	SYBMS	51	8591427994	[Signature]
29	BHAVESH KUMHAR	SYBMS	15	82909713319	[Signature]
30	Shaikh Adil	TYB.COM	6	7400311928	[Signature]
31	Aniket Chauhan	SYBMS	08	9119836537	Aniket
32	Rahul Jhaver	SYBMS	98	9022792311	[Signature]
33	Aniket Nadar	SYBMS	120	9970335860	[Signature]
34	Pratik Muddeshwar	SY-Bcom	52		[Signature]
35	Nomman Patel	SY-Bcom	58	8108087266	PSM
36	Kevin	SYBcom	32	9987150422	Kevin
37	Anand Prajapati	SYBMS	7	8879263799	Anand P
38	Shaikh MOHAMMED baif	SYBMS	40	7039747203	[Signature]
39	Sudheer Dafela	SYBMS	102	9890253781	[Signature]
40	Mustafa Pawastkar	SYBMS	93	9920579507	[Signature]



Date: - 20/07/22

**Faculty Attended / Participated**

Sr. No.	Name of the Faculty	Signature	Sr. No.	Name of the Faculty	Signature
1.	Ms. Sonal Jain		16.		
2.	Mrs. Vaishali Kothiya		17.		
3.	Mr. Darshan Joshi		18.		
4.	Mr. Amit Gupta		19.		
5.	Mrs. Rinkle Solanki		20.		
6.	Mr. Durgesh Gupta		21.		
7.	Mrs. Krishnalekha Nadar		22.		
8.	Mrs. Minu Khan		23.		
9.	Mrs. Jayashree Parmar		24.		
10.			25.		
11.			26.		
12.			27.		
13.			28.		
14.			29.		
15.			30.		

Signature:  \_\_\_\_\_

HoD – Ms. Sonal Jain

Dept. BMS

Date: - 20/07/2022

### Feedback Report

**NAME OF THE ACTIVITY:** Career Trend in Digital Marketing

**Name of the Programme:** - Career Trend in Digital Marketing **Batch:** 2022-2023

Semester: -

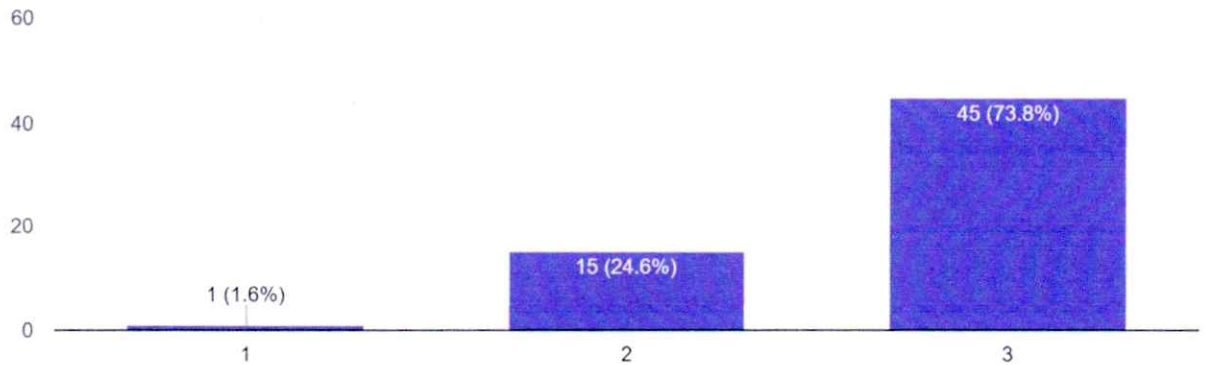
Section: -

Duration: -2 Hrs

The event was attended by 219 students. The feedback was given by 61 participants, out of which 73.8% students found the seminar useful. Around 48 students found the speaker effective. Approximately 77% students have given a higher grading to the resource person. Students found the content to be really effective. Around 50 students have found the overall seminar to be effective.

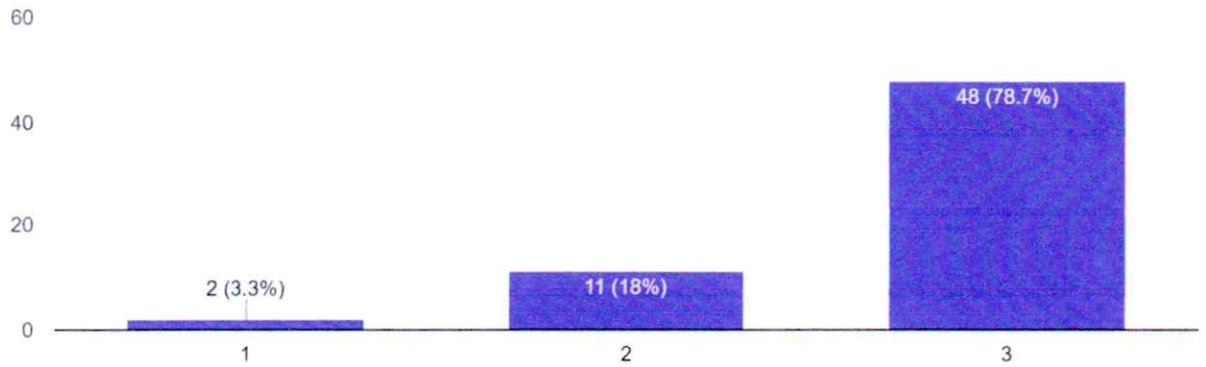
Usefulness of Seminar

61 responses



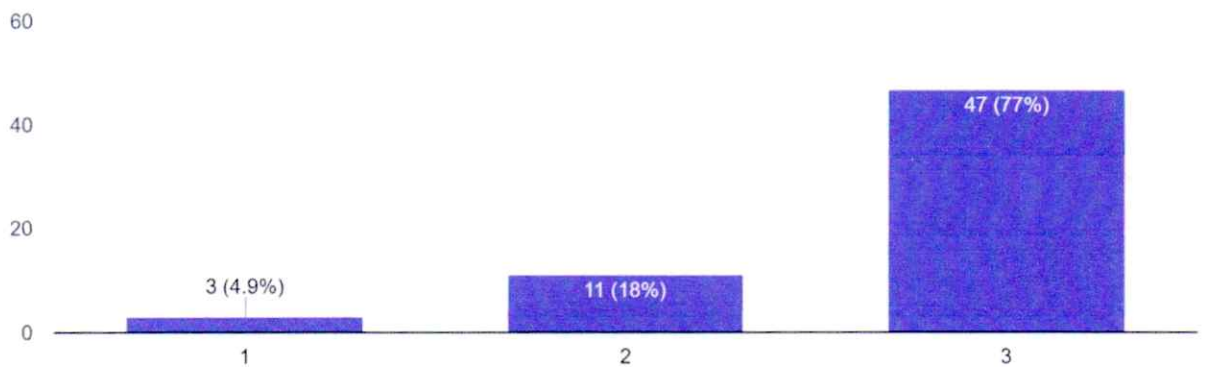
### Effectiveness of Speaker

61 responses



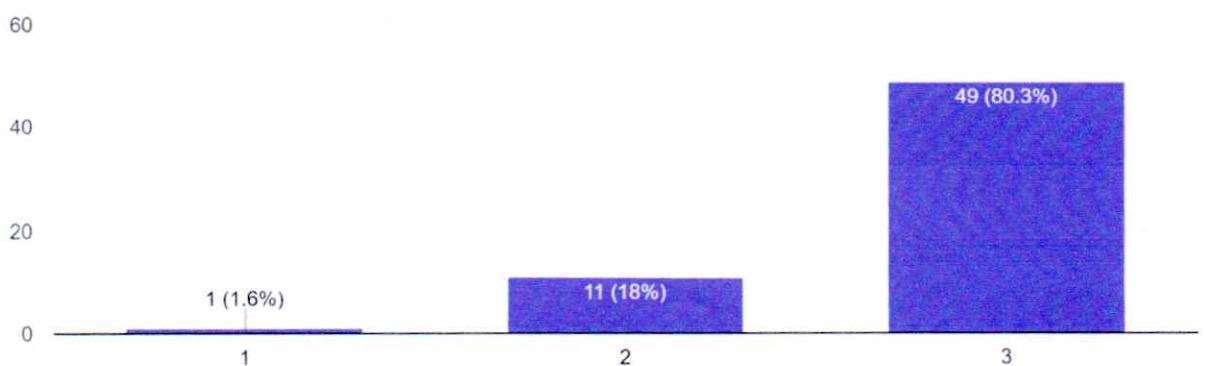
### Resource person

61 responses



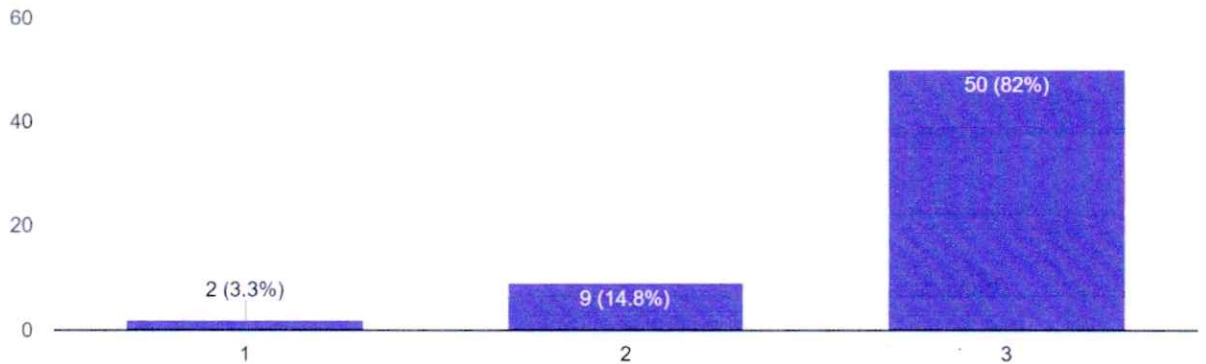
### Content

61 responses



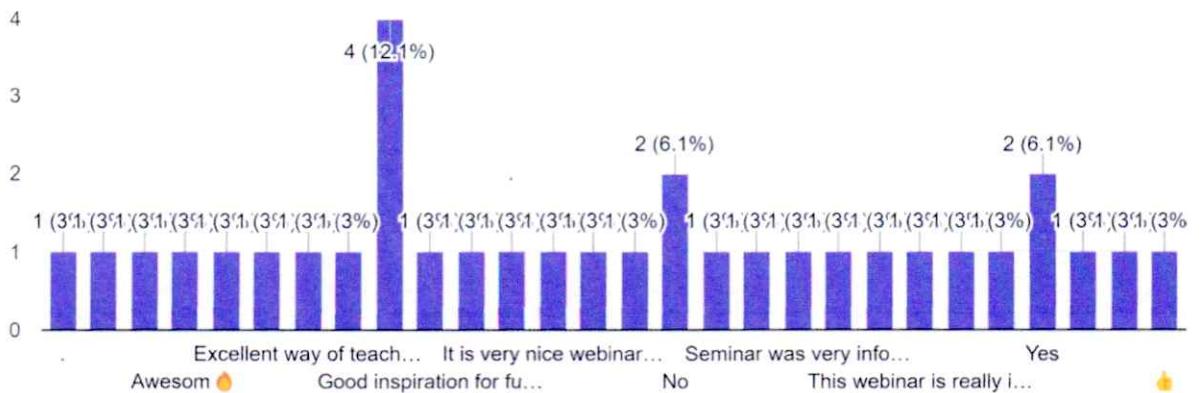
**Overall**

61 responses




**Suggestions / Comments**

33 responses



Regards,

Signature: 

HoD – Ms. Sonal Jain

Dept. BMS



Search in emails



Compose

Mail

Inbox

Chat Starred

Snoozed

Spaces Sent

Drafts

Meet More

Labels



sonal jain <sonaljain@rmc.edu.in>  
to chalmelameetesh, Dr

Respected Sir,  
Reena Mehta College of Arts, Science, Commerce and Studies, would like to invite you as a Resource Person for "Marketing" on 22nd July, 2022 from 9:00 am onwards. Kindly communicate your acceptance at the earliest so as event.

Thanks & Regards,  
Ms. Sonal Jain  
HOD (BMS)

Reena Mehta College of Arts, Science, Commerce and Management Studies  
(9920617150)



One attachment • Scanned by Gmail





Search in emails



Compose  
Mail

Inbox

Chat  
Starred

Snoozed

Spaces  
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Drafts

Meet  
More

Labels

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Meetesh Chalmela <chalmelameetesh@gmail.com>  
to me, Dr

Dear Sonal Mam',

Hope you are doing well.

Thank you for inviting me as the guest speaker for today's session.

Also, I would like to thank respected Principal Sir, You & Darshan Sir too for this opportunity.

I would deliver the best of my knowledge & experience in the Digital Domain to students with practical examples in

Warm Regards

Meetesh Chalmela  
+91 9768292666

"It's not about ideas, it's about making ideas happen"



JEEVAN JYOT EDUCATIONAL CHARITABLE TRUST

# REENA MEHTA COLLEGE

of ARTS, SCIENCE, COMMERCE & MANAGEMENT STUDIES

Affiliated to University of Mumbai | NAAC Accredited B Grade with 2.41 CGPA | ISO 9001:2015 | Gujarati Linguistic Minority  
Section 2 (f) of the UGC Act 1956

Date: 20/07/2022

To,  
Mr. Meetesh Chalmela,  
Digital Strategist

Subject: Guest Session on Career and Trends in Digital Marketing

Respected Sir,

Reena Mehta College of Arts, Science, Commerce and Management Studies, would like to invite you as a Resource Person for a one day seminar on "Career and Trends in Digital Marketing" on 22<sup>nd</sup> July, 2022 from 9:00 am onwards.

Kindly communicate your acceptance at the earliest so as to enable us to make necessary arrangements for the event.

Thanking you.

Ms. Sonal Jain  
HOD: BMS

Dr. (Mrs.) Satinder Kaur Gujral  
I/C Principal



Date: - 20/07/2022

Event Report

NAME OF THE ACTIVITY: Career and Trends in Digital Marketing

Name of the Programme: - Bachelor of Management Studies

Batch: - 2022-2023

Semester: - III & V

Section: -

Duration: - 2hrs.

**Career and Trends in  
Digital Marketing**

**MR. MEETESH CHALMELA**  
**DIGITAL STRATEGIST**

**BMS  
DEPARTMENT**

22ND JULY, 2022 & FRIDAY  
09:00 AM ONWARDS  
VENUE: COLLEGE AUDITORIUM







Regards

Signature: \_\_\_\_\_

HoD – Ms. Sonal Jain

Dept. BMS

I/C Principal  
Reena Mehta College of Arts, Science  
Commerce & Mgt. Studies  
Bhayandar (West), Dist. Thane 401 101

