

Dnyansagar Arts and Commerce College



Seminar on “Importance of Marketing”



Event Details:

Date: 13/09/2019

Time: 11.30

Venue: Seminar Hall

Resource Person: Vikas Jagtap

email admin@dacc.edu.in

phone : 8956238188

website- www.dacc.edu.in

About the Speaker

Mr. Vikas Jagtap is a highly experienced marketing professional known for his expertise in brand development, market research, and strategic marketing planning. His insights will help businesses and individuals navigate the ever-changing marketing landscape.

Why Attend?

- Gain insights into modern marketing strategies
- Learn how marketing drives business success
- Discover digital and traditional marketing trends
- Interact with an industry expert

Who Should Attend?

- ◆ Business Owners & Entrepreneurs
- ◆ Marketing Professionals & Students
- ◆ Anyone Interested in Business Growth
- ✦ Limited Seats Available! Register Now!



Mouli

Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.

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SEMINAR ON Importance of marketing

Resource person -
Mr. Vikas Jagtap

11.30 AM
13/09/2019

+91 8956238188

WWW.DACC.EDU.IN

REGISTER NOW



S. Jadhav
Principal
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M. M. M.
Principal
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Balewadi, Pune-411045.

RESUME

PERSONAL INFORMATION



Mr. Vikas Govind Jagtap

Flat No. 8, Sai Darshan Appartment, Rajyog colony, Walhekarwadi,
Akurdi, Pune- 33

Mob No.: 9423772611

Email ID: jagtapvikassmailbox@rediffmail.com

Date of Birth : 10/06/1989

Marital Status : Married

Nationality : Indian

Known Languages : English, Marathi, Hindi

CAREER OBJECTIVE

Secure and responsible career opportunity to fully utilize my training and skills,
while making a significant contribution to the success of company.

EDUCATION

Examination	Board / University	Year of Passing	Percentages
Ph. D.	University of Pune	Appearing	Appearing
MBA	YCM	2024	76.64
B. Ed.	SRTM University, Nanded	2019-20	79.35
GDC&A	State Co-Operative Board	2014-15	59.8
M. Com.	University of Pune	2012-13	70.23
B. Com.	University of Pune	2010-11	54.33
H.S.C.	Maharashtra State Board	2006-07	74.17
S.S.C.	Maharashtra State Board	2003-04	65.86

TECHNICAL SKILLS

Tally 9.0
MS Office
D.T.P.

RESEARCH PROJECTS & PAPERS

M. Com.

To Study the financial statement analysis of JayHind Co-Operative Bank Ltd,
Chinchwad. 2013-14

Avishkar: (Zonal Level- First Prize)

To Study the impact of Social Networking sites on youth. 2014-15

Research Papers:

Paper published in state level seminar on "Problems of women entrepreneurs in
India. -2016-17.

Paper published in National level Seminar on "Impact of GST on Small Scale
Business organizations." 2018-19.

2023-24

Paper published in National level Seminar on " **An Investigation of the Health-
Related Problems of Dal Mill Workers in Maharashtra.**"

2024-25 : Paper published in **International National level Seminar** on IKS:

1. AI's Role in Shaping the Future of Learning.
2. Evaluating the Impact of Cutting-Edge Technologies on Food Shelf Life.
3. The Lifestyles of Students from the Bachelors Degree in physical education

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Ph.D. (Pursuing):

To Study the Management And Administration of Pulse Mills in Latur District.

**WORK &
EXPERIENCE:**

- 1) Working as an Assistant professor in **PDEA's Prof, Ramkrishn More ACS College Akurdi, Pune** since 7 years.
 2. 3 years' experience as Computer operator and Account assistant in the **Abhay A.C.Services.**
-

S. J. K.

Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.



M. S.

Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.

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(AISHE Code: C- 41459)



Notice

Date: : 10/09/2019

Dear Students,

We are inform you that a Guest Session on the **Importance of Marketing** has been organized for all interested students. The session will be conducted by Vikas Jagtap an industry expert with extensive experience in marketing.

Topic: Seminar on "Importance of Marketing

Date: : 13/09/2019 Time: 11:00 am

Venue: Seminar Hall

The seminar will cover key topics, including:

- The fundamental principles of marketing
- The role of marketing in business strategy
- Digital marketing trends and techniques
- The relationship between marketing and customer satisfaction
- The impact of marketing on sales and brand development

We encourage all interested students to attend and actively participate in the session.

A handwritten signature in blue ink, appearing to be 'S. S. S.', is written over the printed name of the Principal.

Principal

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SKP Campus, Baner – Balewadi, Pune – 411045 ☎ :+91 – 8956238188/87

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Date : 11/09/2019

To,

Vikas Jagtap

Subject: Invitation letter for Seminar on "Importance of Marketing "

Venue: Seminar Hall

Dear Sir,

We are pleased to invite you to a **Seminar on "Importance of Marketing"**, designed to provide valuable insights into the pivotal role that marketing plays in the growth and success of businesses. The seminar will explore the key concepts of marketing, its strategic impact, and how effective marketing drives customer engagement and brand development.

Seminar Details:

- **Date:** 13/09/2019
- **Time:** 11:00

The session will be conducted by **Vikas Jagtap**, a distinguished expert in marketing and business strategy. With years of experience in the field, **Vikas Jagtap** will offer a comprehensive understanding of marketing principles and discuss emerging trends in digital marketing.

This seminar is an excellent opportunity for students, particularly those in the fields of business, marketing, and related areas, to deepen their understanding of marketing strategies and their practical applications in the business world.

We look forward to your participation in this informative and enriching session.

Thank you for considering our invitation.

Warm regards,

A handwritten signature in purple ink is written over the 'Warm regards,' text.

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Event Description:

The **Seminar on "Importance of Marketing"** aims to provide students, faculty, and industry professionals with a comprehensive understanding of the crucial role that marketing plays in the growth and success of businesses and organizations. This seminar will cover the fundamental principles of marketing, its strategic importance, and how marketing directly impacts customer acquisition, satisfaction, and retention. Additionally, the seminar will explore modern marketing strategies, including digital marketing, brand development, and the evolution of consumer behavior in today's market environment.

.Objectives of the event:

- To Understand the Importance of Marketing
- To Learn Key Marketing Concepts
- To Explore Marketing Strategies
- To Emphasize Customer-Centric Marketing
- To Examine the Role of Digital Marketing

Learning Outcome:

- Gain a Deeper Understanding of Marketing
- Develop Knowledge of Marketing Tools and Techniques
- Enhance Strategic Thinking
- Adapt to Emerging Trends
- Improve Career Readiness



A handwritten signature in blue ink, likely of the Principal, written over the printed name.

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Date:-13/09/2019

To

Vikas Jagtap

Subject: Appreciation Letter for Seminar on "Importance of Marketing "

Dear Sir,

On behalf of Dnyansagar Arts and Commerce College we extend our heartfelt gratitude to **Vikas Jagtap** for delivering a highly informative and engaging seminar on the "**Importance of Marketing**". Your expertise and deep understanding of marketing principles, strategies, and emerging trends provided valuable insights that will undoubtedly benefit our students in their academic and professional journeys.

The session on how marketing drives business success, customer engagement, and brand development was both enlightening and thought-provoking. Your practical examples, real-world case studies, and in-depth discussions on the role of digital marketing and consumer behavior have equipped our students with the knowledge and tools necessary to thrive in the marketing field.

We also appreciate the active participation of all attendees, whose questions and contributions enriched the seminar, making it an interactive and dynamic learning experience.

Once again, thank you for your participation. We look forward to seeing you achieve your career goals and hope to welcome you to future seminars and events.

Warm regards,

A handwritten signature in blue ink, appearing to be 'S. J.', is written over the typed name of the Principal.

Principal

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Dnyansagar Arts and Commerce College Balewadi
Seminar on "Importance of Marketing"
Students Attendences

Date :- 13/09/2019

BBA(CA) IIrd 2019-20.

Sr. No.	Students Name	Sign
1)	WAGHMARE SUYOG SANTAY	Waghmare
2	GARJE SHRADDHA PRABHAKAR	Garje Shradha
3	PANCHAL ATSHWIARYA SUBHASH	Panchal
4	PAWAR VAISHNAVI BABASAHEB	P. V. Pawar
5	SHELKE SUNARNA RAMESH	Sunarna
6.	SONAR RUCHIRA RATIKAI	Ruchira
7.	BALWADKAR PRATIKSHA MARUTI	B. Balwadkar
8	BALWADKAR PRATIKSHA DNANTAY	Pratiksha
9	BHAT PRARTHANA RAVINDRA	Bhat
10.	BHISE SONALI NETAJI	Sonali
11	BHARAM YUVRAT RAVINDRA	Bharam
12	CHAVAN DEEP UMESH	Chavan
13	DHANE AMIT SANJAY	Dhane
14	DIAIVEDI VTPIN BIHARI	Diaivedi
15	KOLI GANGU HANOMANTA	Koli
16	PAWAR RAMESH KISAN	Pawar
17	SAKAT URMILA SHARAD	Sakate
18	SALUNKE VIKAS ARTUN	Salunke

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19	JPTE NAMRATA NITIN	Jadu
20	SHAIKH NARGIS NABAB	Sharik
21	SHAIKH SUVARNA DAMES	
21	KAMBLE SAKSHI JAGDISH	Hamble
22	PANCHAL ATSHWARAYA SUBHASH	Buchhal
23	RATHOD RUSHIKESH BABAN	Rathod

BBA (CA) 2019-20

1	BHOSALE SHARAD RAVINDRA	Jadhale
2	Fernandes Lyonel Stephen	Fernandes
3	Dhanele Atul Kumar.	Dhale
4	Mishra AKANSHA K	K.Mishra
5	Pachule Vishal Chaudhari	Pachule



S. Jadhav

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CERTIFICATE

Seminar on “Importance of Marketing”

This is to certify that

Mr./Ms. *Sonar Ruchisa Ratikai*

has participate in Seminar on “Importance of
Marketing” from 13/09/2019 organized by
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Jagtap

Vikas Jagtap
Resource Person

S. Alvi

Dr. Sajid Alvi
Principal



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This is to certify that

Mr./Ms. *Cragee Shruddha Prabhakar.*

has participate in Seminar on "Importance of
Marketing" from 13/09/2019 organized by
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Vikas Jagtap

Vikas Jagtap
Resource Person

S. Alvi

Dr. Sajid Alvi
Principal

M. S. K.





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This is to certify that

Mr./Ms. *Waghmare Suyog Sanjay*

has participate in Seminar on “Importance of
Marketing” from 13/09/2019 organized by
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Jagtap

Vikas Jagtap
Resource Person

S. Alvi

Dr. Sajid Alvi
Principal

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This is to certify that

Mr./Ms. *Bhise Sonali Neeraj*

has participate in Seminar on "Importance of
Marketing" from 13/09/2019 organized by
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Vikas Jagtap

**Vikas Jagtap
Resource Person**

S. Alvi

**Dr. Sajid Alvi
Principal**

M. S. ...





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Mr./Ms. *Chavan Deep Umesh*
has participate in Seminar on “Importance of
Marketing” from 13/09/2019 organized by
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Jagtap

**Vikas Jagtap
Resource Person**

S. Alvi

**Dr. Sajid Alvi
Principal**

Principal

Principal
Dnyansagar Arts and Commerce College





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This is to certify that

Mr./Ms. *Salunke Vikas Arjun*

has participate in Seminar on “Importance of
Marketing” from 13/09/2019 organized by
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Jagtap.

Vikas Jagtap
Resource Person

Sajid

Dr. Sajid Alvi
Principal

M. S. ...

Principal



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This is to certify that
Mr./Ms. *Sakat Umila Sharad*
has participate in Seminar on “Importance of
Marketing” from 13/09/2019 organized by
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Jagtap.

**Vikas Jagtap
Resource Person**

Sajid

**Dr. Sajid Alvi
Principal**

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This is to certify that

Mr./Ms. *Koli Gangu Hanumanta*

has participate in Seminar on “Importance of
Marketing” from 13/09/2019 organized by
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Jagtap

Vikas Jagtap
Resource Person

S. Alvi

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Principal

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Principal





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This is to certify that

Mr./Ms. *Pawar Ramesh Kisan*

has participate in Seminar on “Importance of
Marketing” from 13/09/2019 organized by
Dnyansagar Arts and Commerce College.

Jagtap.

**Vikas Jagtap
Resource Person**

S. Alvi

**Dr. Sajid Alvi
Principal**

Mund



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This is to certify that
Mr./Ms. *Balwadkar Pratiksha Dhanjay*
has participate in Seminar on “Importance of
Marketing” from 13/09/2019 organized by
Dnyansagar Arts and Commerce College.

Jagtap

**Vikas Jagtap
Resource Person**

S. Alvi

**Dr. Sajid Alvi
Principal**

M. Alvi

Principal

