



Prerna College of Commerce

Reshimbag, Nagpur. (Run
By Prerna Sewa Mandal)
NAAC Accredited with "B Grade"

Extra-Curricular Activities Committee

Organizes



CERTIFICATE COURSE IN

E- COMMERCE

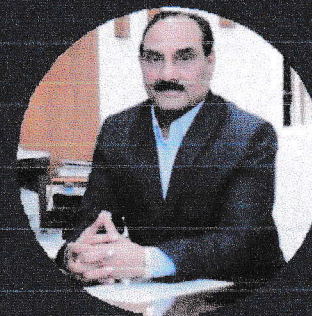
From: Monday 10th Oct., 2022
to
Thursday, 20th Oct, 2022

FROM: 4:00 PM ONWARDS.

Our Inspiration



Dr S. C. Gulhane
Secretary
Prerna Sewa Mandal
Nagpur.



Dr Pravin Joshi
Director
Prerna College of Commerce
Nagpur.

Day 1
Monday, 10th Oct. 2022



Dr. Hariom Puniyani
Professor and HOD
Dept Of Commerce,
Hislop College Nagpur

Day 2
Tuesday, 11th Oct. 2022



Ms. Sakshi Shivhare
Assistant Professor,
Perna College of Commerce

Day 3
Wednesday, 12th Oct. 2022



Dr. Kiran Sree Pokkuluri
Professor and HOD Of
Computer Science Shri
Vishnu Engineering College
Of Womens
Andhra Pradesh

Day 4
Thursday, 13th Oct. 2022



Ms. Afsha Khan
Assistant Professor,
Perna College of Commerce

Day 5
Friday, 14th Oct. 2022



Dr. Pushpendra Sir
Professor Dept of Marketing
and Research Methodology,
Kirorimal College,
University of Delhi.

Day 6
Saturday, 15th Oct. 2022



**Mr. Chandrashekhar
Tople**
Assistant Professor,
Perna College of Commerce

Day 7
Sunday, 16th Oct. 2022



Ms. Neha Samundre
IQAC Co-ordinator,
Perna College of Commerce

Day 8
Monday, 17th Oct. 2022



Dr. Pushpendra Sir
Professor Dept of Marketing
and Research Methodology,
Kirorimal College,
University of Delhi.

Day 9
Tuesday, 18th Oct. 2022



Dr. Bharti Deshmukh
Assistant Professor,
Perna College of Commerce

Day 10
Wednesday, 19th Oct. 2022



Dr. Pushpendra Sir
Professor Dept of Marketing
and Research Methodology,
Kirorimal College,
University of Delhi.

Day 11
Thursday, 20th Oct. 2022



Mr .Gaurav Gajbe
Assistant Professor,
Prerna College of Commerce

Officiating Principal



Dr. Liladhar Rewatkar
Prerna College of Commerce

Co-Ordinator



Ms. Neha Samundre
IQAC Co-ordinator,
Prerna College of Commerce

In Charge



Ms. Depawali Randive
Assistant Professor,
Prerna College of Commerce

PRERNA COLLEGE OF COMMERCE

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Reshimbag Square, Nagpur - 24

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NAAAC (UGC) ACCREDITED INSTITUTION 7th GRADE (CGPA - 2.32)

Ph: 2745296, 2746840

E-mail: prernacollegeofcommerce@gmail.com

Website: www.prernacollegeofcommerce.com

Department of Commerce and Management CERTIFICATE COURSE IN E-COMMERCE

Date: From 6th Oct 2022 to 18th Oct 2022

TIME TABLE

Time : 4.00 PM to 7.00 PM

SR. NO.	Day	Date	Topic	Resource Person	Anchoring and Vote of Thanks
1	Monday	10 th Oct 2022	The Fundamentals of E-Commerce	Dr. Hariom Puniyani	Ms. Dipawali Randive
2	Tuesday	11 th Oct 2022	Significance of E-Commerce and Its Benefits	Ms. Sakshi Shivhare	Ms. Deepa Upadhyay
3	Wednesday	12 th Oct 2022	You Tube Marketing - How To Create A Channel - How Thumbnails Impact Viewers	Ms. Dipawali Randive	Ms. Deepa Upadhyay
4	Thursday	13 th Oct 2022	How to Get Competitor Analysis	Ms. Afsha Khan	Ms. Sandip Alone
5	Friday	14 th Oct 2022	Video Keyword Research	Dr. Pushpendra Sir	Ms. Sakshi Shivhare



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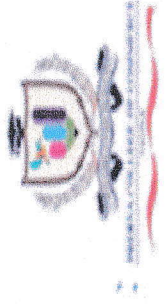
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6	Saturday	15 th Oct 2022	Videos In Accordance With Youtube SEO	Mr. Chandrashekar Tope	Ms. Sandip Alone
7	Sunday	16 th Oct 2022	Monetizing Your Channel	Ms. Neha Samundre	Ms. Shalaka
8	Monday	17 th Oct 2022	Facebook Marketing - Facebook Page Setup - Understanding Facebook Page Competitor	Dr. Pushendra Sir	Mr. Rahul Kharwade
9	Tuesday	18 th Oct 2022	Marketing Using Facebook Groups - Understanding Facebook Insights	Dr. Bharti Deshmukh	Ms. Priti Jais
10	Wednesday	19 th Oct 2022	Twitter Marketing - setting Up Profile, followers and Optimization	Dr. Pushendra Sir	Ms. Priti Jais
11	Thursday	20 th Oct 2022	Using Hashtags For Your Brand	Mr. Gaurav Gajbe	Ms. Priti Jais
			Valedictory Function	Dr. Pravin Joshi	

[Signature]

Program Coordinator

Ms. Dipawali Randive



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Website: www.pernacollegeofcommerce.com



Registration Link of Certificate Course in E-Commerce

<https://forms.gle/QEKJpjW1KTzB4iYw6>

Feedback Form Link:

<http://forms.gel/qyAvgQhFNPRz7M2D8>

Registration Form of Certificate Course In E-Commerce

Date : 10th October, 2022 to 20th October, 2022
Onwards

Time : 4:00 Pm

*** Required**

1. NAME OF THE STUDENT *

2. CLASS *

3. MOBILE NUMBER *

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Google Forms

It may affect the quality of your call





Dr. Harim Puniyani



dipawali randive



75 others

TEJASWINI MAR

Sanjana Johare

chhakuli mutkuri

You

P

C

S



Call controls: mute, video on/off, chat, full screen, end call.

People sidebar with search bar and list of participants.

Search for people

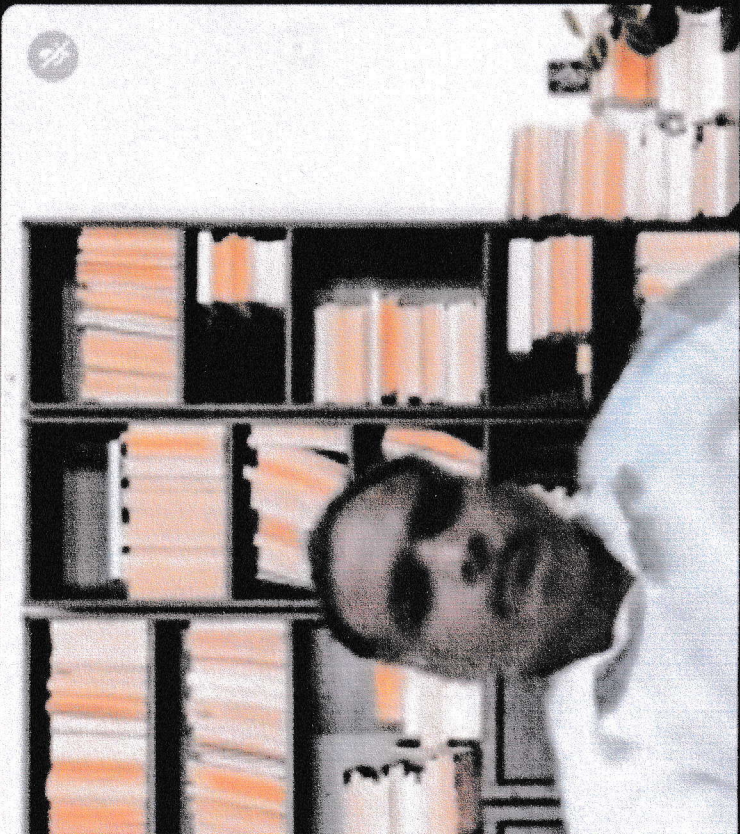
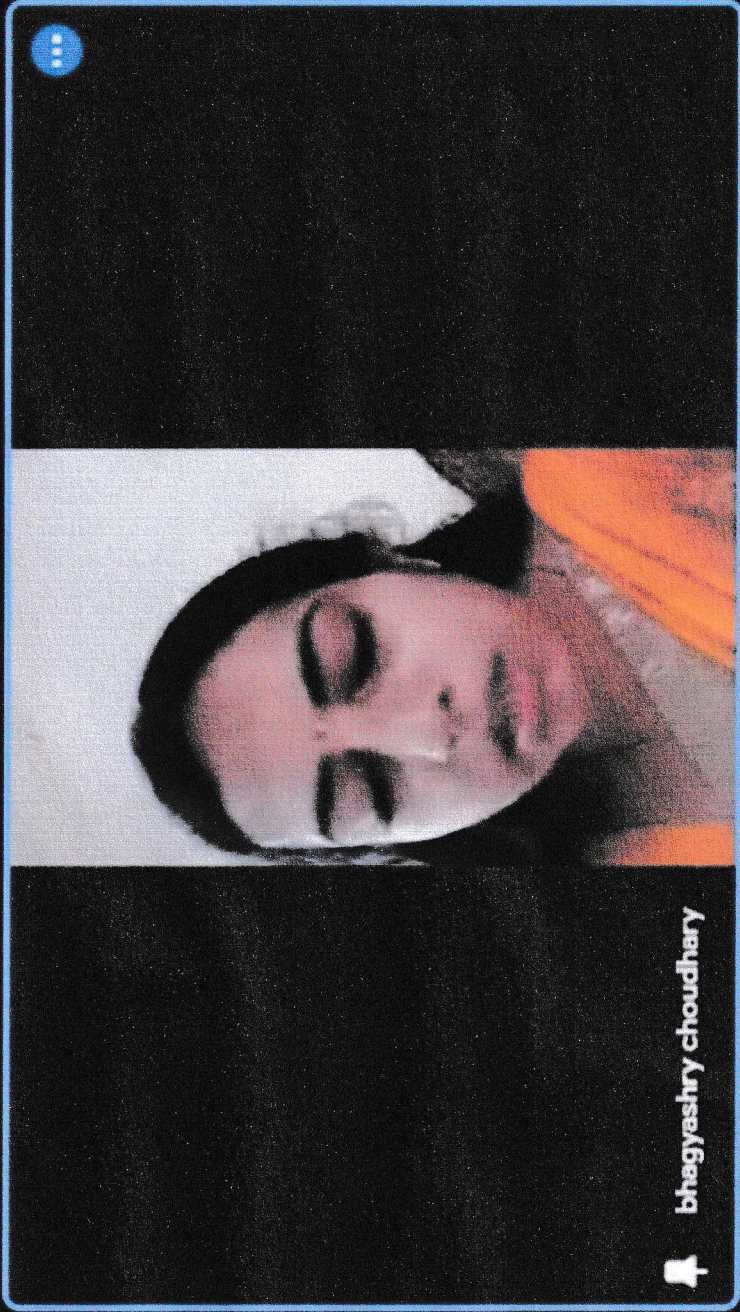
10 raised hands (first to last)

- mohmmodeisraail Khon
- akash dube
- Anushka Sonkar
- Akhil Motghare
- Shruti Bhude
- Pooja Sharma
- Pragati Rakhade
- Sonali Dhulas

People header with icons for Save attendance, Add people, and a dropdown arrow.

Participant thumbnails and names: You, spowari andne, Shruti Bhude, Anushka Sonkar, 63 others.

Call controls: mute, video on/off, chat, full screen, end call.



How to do a Competitive Analysis

- Determine who your competitors are
- Determine what products your competitors offer
- Research your competitors' sales tactics and results
- Take a look at your competitors' pricing, as well as any perks they offer.
- Ensure you're meeting competitive shipping costs
- Analyze how your competitors market their products
- Take note of your competition's content strategy
- Learn what technology stack your competitors use
- Analyze the level of engagement on your competitors' content
- Observe how they promote marketing content

Piyush Barnwade

Arpita Ulke

Pragati Rakhade

Sanjana Jhonare

Sanjana Jhonare has raised

randve is presenting

New Microsoft Office PowerPoint Presentation [Protected View] - PowerPoint

VIEW Be careful—files from the Internet can contain viruses. Unless you need to edit, it's safer to stay in Protected View. Enable Editing

MS. SAKSHI SHIVHARE
ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE

Topic : Significance and Benefits of E commerce
Certificate Course in E commerce

COM III FA

People

Save attendance

Add people

Search for people

7 raised hands (first to last)

Sanjana Johare

Khushi Narpande

HKS Hindi Education Academy

Priyanka Hivase

akash dube

Tejaswini Goje

Akshai Motghare

In call

dipawali randve (You) meeting host

Adarsh Gedam

You

dipawali randve

Tejaswini Goje

dipawali randve

48 others

Call

More

Chat

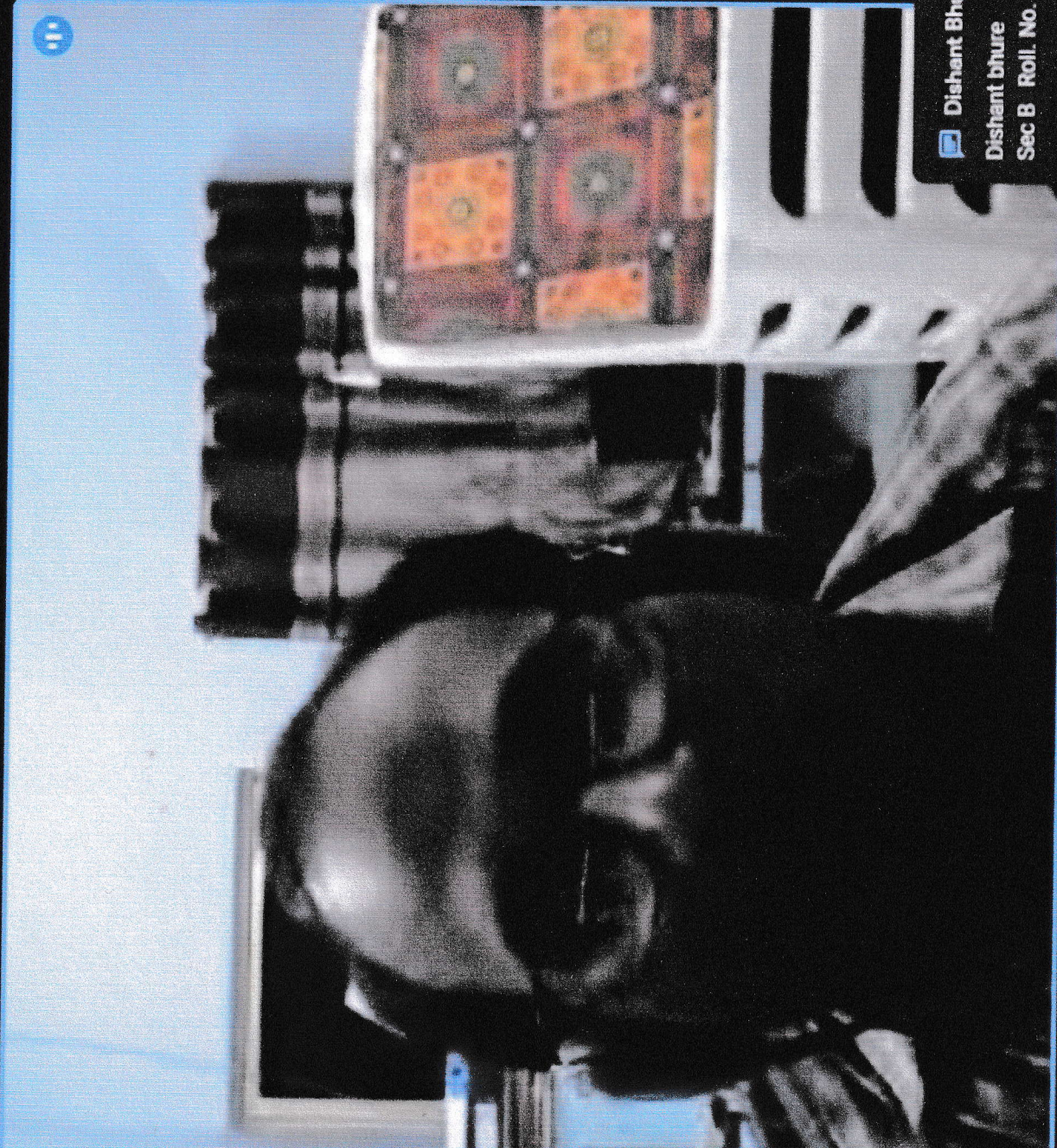
Share

Screen

Zoom

Microphone

Video



Dishant Bhure
Dishant bhure
Sec B Roll. No. 6



You

S

Shrikant Kumbhare



dipawali randive

Y

33 others

People

Save attendance

Add people

dipawali randive (You)
Meeting host

A Askanksha Ghawde

Aniket Nandanwar

Anushka Shahu

A Anushka Sonkar

a anushri Chincholkar

Apurva Balbudhe

A AYUSHI SHINDE

B Babu ulkey

Perna Sewa Mandal's

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Certificate Course In E-Commerce

Cerificate of participation

This certificate of Participation is being awarded to Mr/Ms Aniket Deotale of BBA III for
having actively participated in the Certificate Course in E-commerce
conducted by Prerna College of Commerce , Reshimbag, Nagpur from 10th Oct 2022 to 19 Oct 2022

Hearty Congratulations!

Pravin

Dr. Pravin Joshi
Director

Bewatkar

Dr. Liladhar Rewatkar
Officiating Principal

Dipawali

Ms. Dipawali Randive
Co-ordinator

Made for free with Certify'em



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REPORT ON

CERTIFICATE COURSE IN E- COMMERCE

Prerna College of Commerce

Program: Certificate Course in 'E- Commerce'

Speakers: Dr. Hariom Puniyani, Dr. Pushpendra Sir, Dr. Bharti Deshmukh, Mr. Chandrashekhar Tople, Ms. Dipawali Randive, Ms. Poorva Wagh, Ms. Afsha Khan, Ms. Sakshi Shivhare, Mr Gaurav Gajbe.

Date and Time: 10th October 2022 to 20th October 2022 from 04.00 pm to 7.00 pm.

Days: Monday To Thursday

Objectives: -

1. To make students understand importance of E- Commerce.
2. To cover all the aspects of E-Commerce right from the basics of E- Commerce to advanced concepts.
3. To know various definition and concept included in E-Commerce.
4. To grasp all the important aspects of E-Commerce to remove all the doubts relating to E-Commerce.
5. To Know how to do E- Commerce marketing on Facebook twitter and on You tube.

Highlights: -

1. Day 1 (The Fundamentals of E-Commerce) by Dr. Hariom Puniyani
2. Day 2 (Significance of E-Commerce and Its Benefits) By Ms. Sakshi Shivhare
3. Day 3 (You Tube Marketing) by Dipawali Randive
4. Day 4 (How to Get Competitor Analysis) by Ms. Afsha Khan
5. Day 5 (Video Keyword Research) by Dr. Pushpendra Sir



6. Day 6 (Videos In Accordance With Youtube SEO) by Mr. Chandrashekhar Tople
7. Day 7 (Monetizing Your Channel) by Ms. Poorva Wagh
8. Day 8 (Facebook Marketing) By Dr. Pushpendra Sir
9. Day 9 (Marketing using Facebook groups) by Dr. Bharti Deshmukh
10. Day 10 (Twitter Marketing) by Dr. Pushpendra Sir

Outcome: -

1. Students got to learn the basics of the E- Commerce.
2. Students learnt concept of E- Commerce.
3. Students got to know about Techniques and Impact on E-Commerce Service and Customer Engagement.
4. The course helped students to know importance of E-Commerce.
5. Students got to know that how to do E-Commerce marketing on Facebook, Twitter and You Tube etc.

No. of Beneficiaries: Around 250 students.

Programme Coordinator: Ms. Dipawali Randive



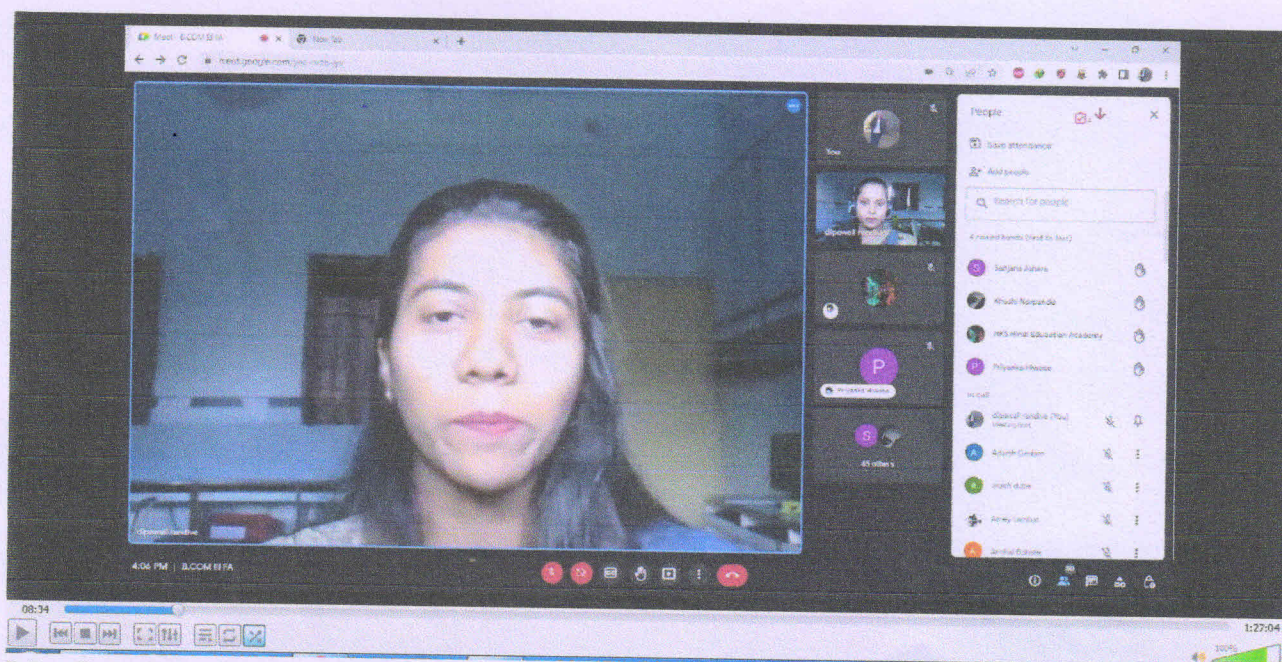
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Dr. Hariom Puniyani addressing the students.



Dr. Pushpendra Sir addressing the students.



Ms. Sakshi Shivhare addressing the students.

Rahul
15/11/2022