

**DEPARTMENT OF LIFELONG LEARNING AND EXTENSION**  
**INITIAL REPORT UNDER JEEVEN SHIKSHAN COURSES**

1. Name of Course : CERTIFICATE COURSE IN DIGITAL MARKETING

2. Name of the College/Departments : Department of Commerce & Management, Dr S C Gulhane  
 Prerna College of Commerce, Science & Arts, Nagpur

3. Name and Address of the  
 Course Co-Ordinator  
 Course Co-Ordinator E-mail : Dr Bharti Deshmukh, Department of Commerce &  
 Management  
 : phalkebharti3@gmail.com

Course Co-Ordinator Ph. No. 9403209892

4. Venue of the Course  
 with full address : Room no: 510, Ground Floor

5. Date of Starting the Course : 10<sup>th</sup> September 2025

6. Timings of the Course  
 (Attach a copy of Time-Table) : 11.15 AM – 12.30 PM

7. Duration : 30 Hrs.  
 (10<sup>th</sup> September – 10<sup>th</sup> October 2025)

8. Medium of Instruction : English & Hindi

9. No. of Students Admitted  
 (Attach a List with Names) : 50 (List Enclosed)

10. Accommodation available  
 (Class Rooms) with furniture  
 keeping in view the No. of  
 Candidates to be admitted to  
 The course. : Room no: 510

11. Information of Faculty Member

S.No.	Name	Topics to be Tought	Full Postal Address	Phone no. If Any
1	Dr. Bharti Phalke	All Syllabus		9403209892

12. Any Other Matter relating the Course : NIL

13. Total Fees Charges Per Student: Rs. 200

14. Amount of Enrolment Fees to be Deposited  
 with the Dept. 1000/-

**SIGNATURE & SEAL OF THE  
 COLLEGE/HEAD OF THE INSTITUTION**

**SIGNATURE & SEAL OF THE  
 COURSE CO-ORDINATOR**

**RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR**

**DR S.C. GULHANE PRERNA COLLEGE OF COMMERCE, SCIENCE AND ARTS**

**Under**

**JEEVAN SHIKSHAN ABHIYAN DEPARTMENT OF LIFELONG LEARNING AND  
EXTENSION,**

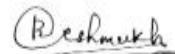
**Certificate Course in DIGITAL MARKETING**

**ACADEMIC SESSION 2025-2026**

## **Certificate Course in Digital Marketing**

### **COURSE OBJECTIVES:**

1. This course will familiarize students with digital marketing and its current and future evolutions. It further aims to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.
2. Provide students with the essential philosophies and practices of marketing and digital marketing technologies.
3. Equip students with specific knowledge in the areas of digital marketing communications
4. Familiarise students with methodologies, tools, and technologies involved in digital marketing.
5. Provide students with sufficient background that will allow them to pursue their careers in the digital marketing area.



Course Coordinator

**RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR**

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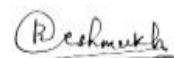
**Certificate Course in DIGITAL MARKETING**

**ACADEMIC SESSION 2025-2026**

## **Certificate Course in Digital Marketing**

**COURSE OUTCOMES:** At the end of this course, students will be able to:

1. Understand the concept of digital marketing and its real-world iterations
2. Articulate innovative insights into digital marketing enabling a competitive edge
3. Understand how to create and run digital media-based campaigns
4. Identify and utilize various tools such as social media etc.
5. Translate some of the key marketing and business models that will help to shape your digital marketing strategy
6. Review the history of digital marketing to give some perspective to your digital strategic plan
7. Describe online market presence, segmentation, and the 4 Ps of marketing and their implications for digital marketing
8. Discuss the opportunities and risks of integrated digital marketing
9. Outline an approach to developing a digital marketing plan
10. Explain the key digital marketing activities needed for competitive success



Course Coordinator

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**DR S.C. GULHANE PRERNA COLLEGE OF COMMERCE, SCIENCE AND ARTS**  
**Under**  
**JEEVAN SHIKSHAN ABHIYAN DEPARTMENT OF LIFELONG LEARNING AND**  
**EXTENSION,**  
**Certificate Course in Digital Marketing**  
**ACADEMIC SESSION 2025-2026**

**Detailed syllabus and Teaching plan**

**Total Teaching Hours – 45 Hours**

<b>UNIT</b>	<b>TOPIC</b>	<b>THEORY</b>
<b>UNIT 1</b>	<b>INTRODUCTION OF THE DIGITAL MARKETING-I</b>	
	Digital Marketing Vs Real Marketing	<b>02 Hrs</b>
	Digital Marketing Channels	<b>01 Hr</b>
	Creating initial digital marketing plan	<b>02 Hrs</b>
	Content Management	<b>01 Hr</b>
		<b>06 Hrs</b>
<b>UNIT 2</b>	<b>INTRODUCTION OF THE DIGITAL MARKETING-II</b>	
	SWOT Analysis	<b>01 Hr</b>
	Web Design	<b>02 Hrs</b>
	Optimization of web sites	<b>02 Hrs</b>
	MS Expression web	<b>01 Hr</b>
		<b>06 Hrs</b>
<b>UNIT 3</b>	<b>INTRODUCTION OF THE DIGITAL MARKETING-III</b>	
	SEO Optimization	<b>01 Hr</b>
	Writing the SEO Content	<b>02 Hrs</b>
	Google AdWords - Creating Accounts	<b>02 Hrs</b>
	Google AdWords - types	<b>02 Hrs</b>
		<b>07 Hrs</b>
<b>UNIT-4</b>	<b>INTRODUCTION TO CRM-I</b>	
	CRM Platform	<b>01 Hr</b>
	CRM models	<b>02 Hrs</b>
	Introduction to Web Analysis	<b>02 Hrs</b>
	Web analysis levels	<b>02 Hrs</b>
		<b>07 Hrs</b>
<b>UNIT-5</b>	<b>INTRODUCTION TO CRM-II</b>	
	Introduction of social media marketing	<b>01 Hr</b>
	Creating a Facebook page	<b>02 Hrs</b>
	Visual identity of a Facebook page	<b>01 Hr</b>
	Business opportunities and Instagram options	<b>02 Hrs</b>
		<b>06 Hrs</b>
<b>UNIT-6</b>	<b>OPTIMIZATION INSTAGRAM PROFILES</b>	
	Creating business accounts on YouTube	<b>02 Hrs</b>
	Youtube Advertising	<b>02 Hr</b>
	YouTube Analysis	<b>01 Hr</b>
	Facebook Ads.	<b>01 Hr</b>

Creating Facebook Ads.	<b>01 Hrs</b>
Email Marketing campaign analysis	<b>01 Hr</b>
Digital Marketing Budgeting	<b>01 Hr</b>
	<b>06 Hrs</b>
<b>Total Lectures</b>	<b>30 Hrs.</b>

Rakeshwar

Course Coordinator



**RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR**  
Original Copy

**Receipt No** : 940001/2526 **Date** : Wednesday, 8 October, 2025  
**Received From** : Dr.S.G.Guhane Prerna College, Nagpur  
**Narration** : 10% Fees Under JSA Courses  
**Email Address** : prernacollegengp@gmail.com **Mobile No.** : 9403209892

On Account Of	Amount [Rs]
1. 318 (N-17) Deparment Of Life Long Learning And Extension	0.00
2. 318A N1717A Praposal & Application & Registration Fee From Center	0.00
3. 318B N1717B Skillbased Course Fee From Center	0.00
4. 318C N1717C Student Fees Share & Exam Fee	0.00
5. 318D N1717D Institute Visit	0.00
6. 318E N1717E Proposal Form Fee JSA (GST Liabl) - Jivanshikshan Adbhiya Bhaiyan	0.00
7. 318F N1717F 10% Fees Under JSA Courses (Students Fees Share) - Jivan Shikshan Abhiyan	6,560.00
8. 318G N1717G Proposal Form Fee CEP (GST Liable) - Continuing Education Program	0.00
9. 318H N1717H 10% Fees Under CEP Courses (Students Fees Share) - Continuing Education Proogram	0.00
10. 318I N1717I Examination Fees - Continuing Education Program	0.00
11. 318J N1717J Proposal Form Fee Skill Based Courses (GST Liable) - Recognition To Skill Based Couses	0.00
12. 318K N1717K 10% Fees Under Skill Based Courses (Students Fees Share) - Recognition To Skill Based Couses	0.00
13. 318L N1717L Institute Visit Fee Etc (GST Liable) / Honorarium - Other Fee	0.00
<b>Subject To Relisation Receipt Total</b>	<b>6,560.00</b>

**Rupees (in words)** : Six Thousand Five Hundred Sixty Rupees Only.

**Payment Details : 1 Net Bank**

- 08.10.25 6,560.00 By Net Bank 25510425784, ORC for Token  
FSTKN0014754834847

Department : 20152 -Department Of Lifelong Learning And Extension (Other Department)

Receipt Type: StudentFees  
Receiver : Online Receipt Counter

For Superintendent (Income), RTMNU,  
Nagpur



**RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR**  
University Copy

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8. 318G N1717G Proposal Form Fee CEP (GST Liable) - Continuing Education Program	0.00
9. 318H N1717H 10% Fees Under CEP Courses (Students Fees Share) - Continuing Education Proogram	0.00
10. 318I N1717I Examination Fees - Continuing Education Program	0.00
11. 318J N1717J Proposal Form Fee Skill Based Courses (GST Liable) - Recognition To Skill Based Couses	0.00
12. 318K N1717K 10% Fees Under Skill Based Courses (Students Fees Share) - Recognition To Skill Based Couses	0.00
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<b>Subject To Relisation Receipt Total</b>	<b>6,560.00</b>

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Receipt Type: StudentFees  
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For Superintendent (Income), RTMNU,  
Nagpur

**RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY**

Established by Government of Central Provinces Education Department by Notification No. 513  
dated the 1<sup>st</sup> of August 1923 & presently a State University governed by Maharashtra University Act No. VI of 2017

**DEPARTMENT OF LIFELONG LEARNING AND EXTENSION**

Guru Nanak Bhavan, University Campus, Ambazari Bypass Road, Nagpur - 440033



Email ID : doltmrau@gmail.com  
Mob. No. 9921140553

Dr. Samit Mahore, (Director)

Date : 31.07.2025

No./DLLE/ /25

To,

**The Principal**Dr. S.C. Gulhane Prema College of Commerce,  
Science & Art's, Nagpur.

**Subject : Sanction for Conducting Short Term Courses under Jeevan Shikshan  
Abhiyan on No Grant Basis. (2025-26)**

Sir/Madam,

With reference to your proposal for conducting Short Term courses indicated below under Jeevan Shikshan Abhiyan of this Department, this is to inform you that your proposal has been accepted and your College has been granted permission to conduct the course on the following conditions:

**Details of the Course**

Sr. No.	Name of the Course	Name of Course Coordinator	Duration	Credit	No. of Candidates to be admitted	Fees to be Charged per Student	Fees to be Deposited With the Deptt.
1	Certificate Course in Problem Solving Through Programming in C Language	Dr. Bharti Deshmukh	45 hrs. T-15 hrs. P-30 hrs.	2	50	200/-	10%
2	Certificate Course in Financial Management	Mr. Gaurav Gajbe	52 hrs. T-52 hrs.	2	50	200/-	10%
3	Certificate Course in Basic Knowledge of Marathi Grammer	Prof. Jyotsana Channe	71 hrs. T- 45 hrs. P-26 hrs.	2	50	200/-	10%
4	Certificate Course in English Proficiency Skill	Ms. Snehal Rakunde	45 hrs. T-45 hrs.	2	30	200/-	10%
5	Certificate Course in Jeevan Vidya Mission's Life Skills for Success	Ms. Dipawali Randive	36 hrs. T- 28 hrs. P-08 hrs.	2	50	200/-	10%
6	Certificate Course in Digital Marketing	Dr. Bharti Deshmukh	30 hrs. T-30 hrs.	2	50	200/-	10%
7	Certificate Course in Yoga & Holistic Health	Mrs. Sarika Satish Gurve	75 hrs. T- 15 hrs. P-60 hrs.	3	50	200/-	10%

**Rules & Regulations of this Department regarding these courses should be strictly followed.**

- This sanction is valid for this particular Batch only.**
- Fees for the course should be charged as per the norms prescribed.
- Expenditure on the course should be incurred as per norms.
- Course should be started within a Month from **the date of sanction**.  
Please communicate your acceptance within **a month and submit the Initial Report**
- Submit the List of Students admitted in **the excel format attached** herewith.
- Send **Time Table** of the Course along with **Name of the Faculties**.
- Geotagged Photographs clicked during theory and practical classes have to be submitted along with the final report. **Other than geotagged photographs will not be accepted.**
- Complete details and evidences (**along with geotagged photographs**) for theory & practical exam / assessment will have to be submitted. Guidelines for allotment of grades should be strictly followed.
- After Completion of the course the dates for assessment /exam should be informed to the Department **at least 10 days in advance**.

Your's faithfully,



21/7/2025

Director

**RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY**  
**DR S. C. GULHANE PRERNA COLLEGE OF COMMERCE, SCIENCE AND ARTS, NAGPUR**  
**Under**  
**JEEVAN SHIKSHAN ABHIYAN DEPARTMENT OF LIFELONG LEARNING AND EXTENSION**  
**Certificate Course in ' Digital Marketing '**

**ACADEMIC SESSION 2025 - 2026**

Sr .N o.	Full Name of the Students	Photo	Gender	Date of Birth	Place of Birth	Category	Enrol. No./ Regi	Educational Qualification	Contact No.	Email.	Address
1	Aditya yograj karsarpe		Male	12/31/2004	State	OBC	3111	BCCA- I	6268923525	karsarpeadit ya4@gmail.com	Kukade layout, Rameshwari, manewada,nagpur
2	Aditya thakare		Male	7/2/2007	Home town	OBC	3847	BCCA- I	9518365627	adityathakre 841@gmail.com	Subhash road near Hanuman mandir trust shaniwari cotton market
3	Aman paunikar		Male	10/10/2006	Home town	SBC	3836	BCCA- I	7276697930	amanpaunik ar87@gmail.com	behind datt temple itwari peth umred
4	Aniket gopal gulghane		Male	11/15/2007	Home town	OBC	3840	BCCA-1	9022699157	aniketgudgh ane7044@gmail.com	Dr. S. C commerce, arts and science college
5	Anushka Jitendra Gupta		Female	7/7/2005	State	OBC	3861	BBA 2 ye	8830562045	anushkagupt a0707@gmail.com	Nirmal Nagri shitala mata mandir bhande plot Nagpur.

6	Ashika Vishwakarma		Female	4/26/2007	Nagpur	GEN	3815	BCCA- I	9730766108	aashika200726@gmail.com	153 PLOT CHANDRA NAGAR NEAR NAIK HOSPITAL NAGPUR
7	Ashlesha Arun Ughade		Female	10/1/2007	01- 10 2007	OBC	3817	BCCA- I	9112230045	ashuughade7@gmail.com	Plot .no.66 bharatwada , pardi nagpur
8	Atharva Fulbandhe		Male	7/21/2007	State	OBC	3125	BCCA- I	8657779022	Maroti fulbandhe@gmail.com	Veltur
9	Bhargav Samir Yerpude		Male	11/22/2007	Home town	OBC	3838	BCCA- I	7.5171E+10	bhargavyerpude767@gmail.com	382,B Chitnis Nagar, umred road, nagpur
10	Chayan suman Vishwas		Male	3/8/2008	Home town	GEN	3845	BCCA- I	9209190462	chayanvishwas957@gmail.com	viran chowk, new ideal school road, mangalwari peth, umred,dist:nagpur,
11	Hariom Nathu Padole		Male	7/11/2007	Home town	OBC	1243	BCCA- I	9270545846	hariompadole34@gmail.com	At Post Kujba Ta.Kuhi Dist. Nagpur
12	Harsh Rupesh bawane		Male	8/12/2007	State	SC	3835	BCCA- I	7517986538	Paribawane686@gmail.com	Bhande phot sevadal nagar
13	Harshitा Shashikant Wakode		Female	3/17/2008	Home town	NT	3899	BCCA- I	9999324711	harshitawakode467@gmail.com	Awdhut nagar Manewada Nagpur

14	KANAK SHANKA RSINGH RAGHUW		Female	1/17/2007	Homet own	GEN	3860	BBA 2 nd	9011904037	kanakraghu wanshi178 @gmail.com	Tukdoji putla nagpur
15	Kashish Madhukar Bire		Female	10/13/2006	Homet own	OBC	3802	BBA- 2nd	9372244973	kashishbire @gmail.com	Plot no 2 near Turning point public convent, dinbandhu nagar, pardi,
16	Kasturi Shailendra Sonawale		Female	8/20/2006	Homet own	SBC	3803	BBA 2nd	9284429009	kasturisona wale2006@ gmail.com	Plot No ,106 Ramna Maruti Nagar , Nagpur
17	Khushi Nageshwar Gajbhiye		Female	7/23/2005	Homet own	SC	3280	BCCA- I	8329263980	khushigajbh iye610@gm ail.com	22,jay hind nagar, bahadura fata,umred road, nagpur
18	Khushi Namdeo Umap		Female	3/5/2008	State	OBC	3820	BCCA- I	9923948701	khushiumap 48@gmail.c om	Garoba maidan mate chok Nagpur
19	Krutika Mahesh Pathare		Female	9/1/2008	State	OBC	3816	BCCA- I	8806601413	krutikapatha re98@gmail .com	Raghji nagar nagpur maharashtra
20	Laxman Govinda Shinde		Male	3/21/2007	Homet own	OBC	3837	BCCA- I	9373258108	laxmanshind e3346@gma il.com	Jijamata nager,kharbi, nagpur
21	Nailesh m panchtilak		Male	11/8/2007	Homet own	OBC	3857	BCCA 1	9175308618	naileshpanc htilak1@gm ail.com	Harshal nagar 3 outer Ring road Nagpur

22	Neha Raju Thombre		Female	6/10/2006	Homet own	OBC	3801	BBA 2nd	7249433188	thombreneha22@gmail.com	Railway colony dippty signal plot no 55 nagpur
23	Pranay bharat meshram		Male	6/18/2007	Homet own	NT	3855	BCCA- I	9834417101	Pranameshram687@gmail.com	Warambha
										reshmatalewal@gmail.com	Binaki mangalwari nagpur
24	Reshma sunil Talewale		Female	12/17/2006	Homet own	SBC	3862	Pursuing	9834502751		
25	Rituraj sukhraj shahu		Male	7/19/2008	State	OBC	3844	BCCA- I	7558516531	riturajshahu74@gmail.com	Laxmi nager kalmana road uppawadi nagpur
26	Ruchika umesh machale		Female	10/13/2007	Homet own	OBC	3872	BCCA- I	+9188395272	ruchikamacahale19@gmail.com	Plot no. 12 mitra vihar nagar . Ramna maroti ..nagpur
27	Rudra Narendra lende		Male	10/3/2007	Homet own	OBC	3913	BBA- 2nd	8788491712	rudralende7@gmail.com	Near kashibai temple Ramkular Chowk New Shukrawari Mahal
28	Sakshi ishwar thakre		Female	1/4/2008	State	SBC	3827	BCCA- I	7620586299	sakshithakre401@gmail.com	Near,priyanti English school, tarodi bu,kamptee, nagpur
29	Sharvari Shital Gedam		Female	11/9/2007	Homet own	SC	3873	BCCA- I	9975450793	www.msgedam@gmail.com	616A,New Nandanvan nagpur layout near Rani sati dham Nagpur

30	Samiksha Ashwin Sontakke		Female	7/19/2008	Homet own	OBC	3829	BCCA- I	9356932454	sontakkesamiksha21@gmail.com	At khairi nagoba, post nvegaaon isapur, tah umred, dist nagpur
31	Samiksha maroti shingade		Female	9/25/2007	25-9-2007	SC	3834	BCCA- I	8669739532	piyushshingade17@gmail.com	New subhedar sudarshan colony
32	SHREYES HI DURYOD HAN		Female	3/12/2008	District	ST	3823	BCCA- I	7276078144	shreyeshipandhare@gmail.com	Shitalwadi ,Ramtek, dist Nagpur
33	Sujal bhaskarrao gahukar		Female	3/3/2008	Homet own	OBC	3900	BCCA- I	9370526642	sujalgahukar75@gmail.com	Po. 114 Uday road sudarshan colony nagpur
34	Vansh banduji lambade		Male	8/8/2007	Homet own	OBC	3856	BCCA- I	8010790979	vanshlambade33@gmail.com	At chitapur po titur th kuhi di nagpur
35	Vinit Ishwar Shahu		Male	5/1/2006	Homet own	OBC	3839	BCCA- I	9309847931	vinitshahu2006@gmail.com	Bajrang nagar , manewada
36	Viraj P. Hudekar		Male	9/12/2007	Homet own	OBC	49	BCCA- I	9685560570	vaishalihudekar13@gmail.com	31B,dhangoli nagar,nagpur
37	Ragini Raju Thawkar		Female	10/19/2007	Homet own	OBC	3879	BCCA- I	8261807608	raginirthawkar@gmail.com	At warambha, post Ambadi, district Nagpur,tah Kamthee

38	Rashi Pradip Bhansali		Female	11/29/2005	Homet own	GEN	3824	BCCA- I	8788517595	rashibhansal i47@gmail. com	At post sindi rly, near bajar chawk dis -wardha Tah -sello
39	Samiksha sudhakar kotrunge		Female	10/4/2008	State	OBC	3828	BCCA- I	8788877197	Samikshako trunge@gm ail.com	Jay durganagar bhandewadi, pardi, nagpur
40	Rutuja Ramesh Korvekar		Female	9/14/2007	Homet own	OBC	3825	BCCA- I	9529807656	Korvekarrut uja@gmail.c om	Shastri ward, warthi dist.bhandara
41	Nidhi Naresh Merkhed		Female	7/26/2008	State	OBC	3821	BCCA- I	9921866815	nidhimerkhe d@gmail.co m	V.H.B colony Shanti nagar nagpur
42	Vedant prabhakar kawale		Male	12/15/2007	Homet own	OBC	3805	BCCA- I	9529255307	Vedantkawa le86@gmail. com	Lalganj, kairipura, Nagpur - 440002
43	Mitali Naresh Dhomne		Female	9/9/2007	Homet own	OBC	3830	BCCA- I	7620423976	dhommemita li@gmail.co m	Dr.s.c Gulhane Prerna College
44	Sneha kailash selokar		Female	9/4/2006	State	OBC	3826	BCCA- I	9226033983	khushiselok ar3@gmail. com	Shanti nagar nagpur
45	Punam Moreshwar Bhute		Female	12/14/2006	Homet own	OBC	3893	BBA 2nd	7058931431	punambhute 700@gmail. com	At: Reshimbagh Nagpur

46	Sanskriti Pradip Raut		Female	1/14/2007	Home town	OBC	3894	BBA 2nd	9021179650	sanskutiraut146@gmail.com	Nagpur hudkeshwar khurd
47	Samruddhi Rajesh Badwaik		Female	5/19/2007	Home town	OBC	3895	BBA 2nd	8446594250	badwaiksamruddhi@gmail.com	Nagpur
48	Vanshika mate		Female	4/23/2008	State	SC	3878	BCCA- I	9209850198	matevanshikaa8@gmail.com	Plot.197 roadkar layout puny dham mandir ingole nagar hudkeshwar nagpur
49	Prachi Rajendra lanjewar		Female	5/20/2008	State	OBC	3833	BCCA- I	8421185864	p6040383@gmail.com	Manewada besa road tata square diwan layout nagpur
50	Ishwari Raju Bokse		Female	5/6/2008	State	OBC	3848	BCCA- I	83299 76508	Ishwariboks.e@gmail.com	Plot.16, st.paul school shyam nagar hudkeshwar road nagpur

Course  
Coordinator

Dr Bharti  
Deshmukh