

Activity/ Event Report



Bhujbal Knowledge City, Adgaon, Nashik
MET's Institute of Engineering
Department of Information Technology

Activity/ Event Report

Title	2-day hands-on training session on Digital Marketing, social media & E-Commerce Tools.														
Date	23/03/2026 & 24/03/2026														
Venue	204 IOE, 2 nd Floor														
Association, if Any	Aryabhata IT Solutions, Nashik														
Objective	1. To gained valuable insights and practical experience in the latest digital marketing trends and tools.														
PO/PSO Addressed & Attainment	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Name of Incharge	Coordinator: Dr. Priti S. Lahane Co-Coordinator: Prof. Kishor Mahale Supporting Staff: Department of IT														
Approved By	HOD <input checked="" type="checkbox"/> Principal <input checked="" type="checkbox"/> Other <input type="checkbox"/> (Specify: _____)														
Detailed Report Attached	Yes														
Details of Guest/ Speaker/.....	Mr. Mayur Kathe, CEO, Aryabhata IT Solutions, Nashik, and Mr. Harshad Kadam														
Photograph/Video Available	Yes If Yes: Print / Soft and Submitted to ERP Department														
Feedback of Activity	: Collected														
Brief about Activity /Event	- Through live activities and projects, students gained hands-on experience, making the session highly impactful and industry-oriented. The event received positive feedback from all participants, who appreciated the practical approach and relevance of the training to current industry needs. Participants gained valuable insights and practical experience in the latest digital marketing trends and tools.														
Sign. of Coordinator															
Sign. of HOD															
Remark if Any (for office use)	MET's Institute of Engineering Department of Information Technology At Adgaon, Nashik-3														



List of Encl:- Attendance sheet , Snaps of Activity, Feedback Form, Report

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2-day's Hands-on Training session on Digital Marketing, social media & E-Commerce Tools

Event Details are as follows:

- **Event Name:** **2-day's Hands-on Training session on Digital Marketing, social media & E-Commerce Tools**
- **Class:** SE IT & Faculty Members
- **Semester:** II
- **Date and Time:** 23/03/2026 and 24/03/2026, 10:00am
- **Venue:** 204 2nd Floor, MET's IOE, Nashik
- **Number of Students and Faculty attended:** 60+
- **Coordinator:** Dr. P. S. Lahane & Prof. Kishor Mahale







Bhujbal Knowledge City, Adgaon, Nashik
MET's Institute of Engineering
Department of Information Technology

"Two Day's Hands-on Training on Digital Marketing Tools"

23 March 2026 - Day -1

Attendance Sheet

Sr. No	Name of Participants	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7
		10:30 - 11:15	11:15 - 12:00	12:00 - 1:15	1:45 - 2:45	2:45 - 4:00	4:00 - 5:00	5:00 - 5:45
1.	Om Dhananjay Shete	Om Shete	Om Shete	Om Shete	Om Shete	Om Shete	Om Shete	Om Shete
2.	Hardik Rajendra Tejarkar	Hardik	Hardik	Hardik	Hardik	Hardik	Hardik	Hardik
3.	Niraj Sattish Kottar	Niraj	Niraj	Niraj	Niraj	Niraj	Niraj	Niraj
4.	Vitesh Vinod Masatho.	Vitesh	Vitesh	Vitesh	Vitesh	Vitesh	Vitesh	Vitesh
5.	manish vivek Pawar	mpawar	mpawar	mpawar	mpawar	mpawar	mpawar	mpawar
6.	Sakshi tukaram Aher	SAKSHI	SAKSHI	SAKSHI	SAKSHI	SAKSHI	SAKSHI	SAKSHI
7.	Neha Hitesh Trivedi	Neha	Neha	Neha	Neha	Neha	Neha	Neha
8.	Atharva Rajesh Jagare	Rajesh	Rajesh	Rajesh	Rajesh	Rajesh	Rajesh	Rajesh
9.	Yash Sanjay Pagar	Yash	Yash	Yash	Yash	Yash	Yash	Yash
10.	Sanskar Mahesh Khairnar	SK	SK	SK	SK	SK	SK	SK
11.	Fasdeen Abid Nathani	Fasdeen	Fasdeen	Fasdeen	Fasdeen	Fasdeen	Fasdeen	Fasdeen
12.	Priya Dinkar Ugale	Priya	Priya	Priya	Priya	Priya	Priya	Priya
13.	Arya Prashant Gadekar	Arya	Arya	Arya	Arya	Arya	Arya	Arya
14.	Kashish Pravin Guryar	Kashish	Kashish	Kashish	Kashish	Kashish	Kashish	Kashish
15.	AtLarv Pandharinath Phad	A.P.Phad	A.P.Phad	A.P.Phad	A.P.Phad	A.P.Phad	A.P.Phad	A.P.Phad
16.	Manishkumar V. Singh	Manish	Manish	Manish	Manish	Manish	Manish	Manish
17.	Hemanshu Rajendra Patil	Hemanshu	Hemanshu	Hemanshu	Hemanshu	Hemanshu	Hemanshu	Hemanshu
18.	Shravan Uttam Kulkarni	Shravan	Shravan	Shravan	Shravan	Shravan	Shravan	Shravan
19.	Sakshi Bharat Jadhav	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi
20.	Bhumi Jyeshth Phadol	Bhumi	Bhumi	Bhumi	Bhumi	Bhumi	Bhumi	Bhumi
21.	Arpita Manoj Kasat	Arpita	Arpita	Arpita	Arpita	Arpita	Arpita	Arpita
22.	Disha Parash Patil	Disha	Disha	Disha	Disha	Disha	Disha	Disha
23.	Gayatri Dilip Dighe	Gayatri	Gayatri	Gayatri	Gayatri	Gayatri	Gayatri	Gayatri
24.	Om Dipak Gattkal	Om	Om	Om	Om	Om	Om	Om
25.	Vivek Akash Bhadane	Vivek	Vivek	Vivek	Vivek	Vivek	Vivek	Vivek
26.	Tejas Balasahel Chandre	Tejas	Tejas	Tejas	Tejas	Tejas	Tejas	Tejas
27.	Kunal Kailas Chaker	Kunal	Kunal	Kunal	Kunal	Kunal	Kunal	Kunal
37.	sakehi landge	Sandge	Sandge	Sandge	Sandge	Sandge	Sandge	Sandge
68.	Pruthi Jayade	Pruthi	Pruthi	Pruthi	Pruthi	Pruthi	Pruthi	Pruthi
60.	Pranali Anil Phore	Pranali	Pranali	Pranali	Pranali	Pranali	Pranali	Pranali
61.	Sonali Dhipsing Royput	Sonali	Sonali	Sonali	Sonali	Sonali	Sonali	Sonali

Dr. P S Lahane
 Prof. K M Mahale
 Co-ordinators

Dr. N R Kale
 HOD IT(Dept)

Bhujbal Knowledge City, Adgaon, Nashik
MET's Institute of Engineering
Department of Information Technology
"Two Day's Hands-on Training on Digital Marketing Tools"
 23 March 2026 - Day -1
Attendance Sheet

Sr. No	Name of Participants	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7
		10:30 - 11:15	11:15 - 12:00	12:00 - 1:15	1:45 - 2:45	2:45 - 4:00	4:00 - 5:00	5:00 - 5:45
54	Pragati shanteram rathod	<i>Pragati</i>	<i>Pragati</i>	<i>Pragati</i>	<i>Pragati</i>	<i>Pragati</i>	<i>Pragati</i>	<i>Pragati</i>
11	Sneha Binnar	<i>Sneha</i>	<i>Sneha</i>	<i>Sneha</i>	<i>Sneha</i>	<i>Sneha</i>	<i>Sneha</i>	<i>Sneha</i>
6	Kalyani Avhale	<i>Kalyani</i>	<i>Kalyani</i>	<i>Kalyani</i>	<i>Kalyani</i>	<i>Kalyani</i>	<i>Kalyani</i>	<i>Kalyani</i>
8	Sanjiv Baze	<i>Sanjiv</i>	<i>Sanjiv</i>	<i>Sanjiv</i>	<i>Sanjiv</i>	<i>Sanjiv</i>	<i>Sanjiv</i>	<i>Sanjiv</i>
4	Sanika Amrutkar	<i>Sanika</i>	<i>Sanika</i>	<i>Sanika</i>	<i>Sanika</i>	<i>Sanika</i>	<i>Sanika</i>	<i>Sanika</i>
53	Preema Patil	<i>Preema</i>	<i>Preema</i>	<i>Preema</i>	<i>Preema</i>	<i>Preema</i>	<i>Preema</i>	<i>Preema</i>
63	Siddharth Ranthur	<i>Siddharth</i>	<i>Siddharth</i>	<i>Siddharth</i>	<i>Siddharth</i>	<i>Siddharth</i>	<i>Siddharth</i>	<i>Siddharth</i>
62	Aadarsh Ranmale	<i>Aadarsh</i>	<i>Aadarsh</i>	<i>Aadarsh</i>	<i>Aadarsh</i>	<i>Aadarsh</i>	<i>Aadarsh</i>	<i>Aadarsh</i>
44	Pooja P. Mose	<i>Pooja</i>	<i>Pooja</i>	<i>Pooja</i>	<i>Pooja</i>	<i>Pooja</i>	<i>Pooja</i>	<i>Pooja</i>
12	Mansi Birkhade	<i>Mansi</i>	<i>Mansi</i>	<i>Mansi</i>	<i>Mansi</i>	<i>Mansi</i>	<i>Mansi</i>	<i>Mansi</i>
17	Hemangi Chavan	<i>Hemangi</i>	<i>Hemangi</i>	<i>Hemangi</i>	<i>Hemangi</i>	<i>Hemangi</i>	<i>Hemangi</i>	<i>Hemangi</i>
25	Amit Gulake	<i>Amit</i>	<i>Amit</i>	<i>Amit</i>	<i>Amit</i>	<i>Amit</i>	<i>Amit</i>	<i>Amit</i>
5	Pranali P. Apende	<i>Pranali</i>	<i>Pranali</i>	<i>Pranali</i>	<i>Pranali</i>	<i>Pranali</i>	<i>Pranali</i>	<i>Pranali</i>
18	Aryan chavale	<i>Aryan</i>	<i>Aryan</i>	<i>Aryan</i>	<i>Aryan</i>	<i>Aryan</i>	<i>Aryan</i>	<i>Aryan</i>
24	Madhuri S Gite	<i>Madhuri</i>	<i>Madhuri</i>	<i>Madhuri</i>	<i>Madhuri</i>	<i>Madhuri</i>	<i>Madhuri</i>	<i>Madhuri</i>

Dr. P S Lahane
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 HOD IT (Dept)

Bhujbal Knowledge City, Adgaon, Nashik
MET's Institute of Engineering
Department of Information Technology
"Two Day's Hands-on Training on Digital Marketing Tools"
 24 March 2026 - Day -2
Attendance Sheet

Name of Participants	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7
	10:30 - 11:15	11:15 - 12:00	12:00 - 1:15	1:45 - 2:45	2:45 - 4:00	4:00 - 5:00	5:00 - 5:45
Pranali Dilip Singh Rajput	<u>Sd Rajput</u>	<u>Sd Rajput</u>	<u>Sd Rajput</u>	<u>Sd Rajput</u>	<u>Sd Rajput</u>	<u>Sd Rajput</u>	<u>Sd Rajput</u>
Pranali Anil Rehane	<u>Yahes</u>	<u>Yahes</u>	<u>Yahes</u>	<u>Yahes</u>	<u>Yahes</u>	<u>Yahes</u>	<u>Yahes</u>
Nandini Yogesh Patil	<u>Ubatib</u>	<u>Ubatib</u>	<u>Ubatib</u>	<u>Ubatib</u>	<u>Ubatib</u>	<u>Ubatib</u>	<u>Ubatib</u>
Antara Kute	<u>Aheli</u>	<u>Aheli</u>	<u>Aheli</u>	<u>Aheli</u>	<u>Aheli</u>	<u>Aheli</u>	<u>Aheli</u>
Aditi Mistary	<u>Aditi</u>	<u>Aditi</u>	<u>Aditi</u>	<u>Aditi</u>	<u>Aditi</u>	<u>Aditi</u>	<u>Aditi</u>
Malika Rao	<u>Malika</u>	<u>Malika</u>	<u>Malika</u>	<u>Malika</u>	<u>Malika</u>	<u>Malika</u>	<u>Malika</u>
Sakshi Aher	<u>Aher</u>	<u>Aher</u>	<u>Aher</u>	<u>Aher</u>	<u>Aher</u>	<u>Aher</u>	<u>Aher</u>
Neha Trivedi	<u>Neha</u>	<u>Neha</u>	<u>Neha</u>	<u>Neha</u>	<u>Neha</u>	<u>Neha</u>	<u>Neha</u>
Manish Kumar Singh	<u>Manish</u>	<u>Manish</u>	<u>Manish</u>	<u>Manish</u>	<u>Manish</u>	<u>Manish</u>	<u>Manish</u>
Om Dhananjay Shinde	<u>Om Shinde</u>	<u>Om Shinde</u>	<u>Om Shinde</u>	<u>Om Shinde</u>	<u>Om Shinde</u>	<u>Om Shinde</u>	<u>Om Shinde</u>
Harshik Rafendra Tejankar	<u>Harshik</u>	<u>Harshik</u>	<u>Harshik</u>	<u>Harshik</u>	<u>Harshik</u>	<u>Harshik</u>	<u>Harshik</u>
Ashw. Pandharinath Phad	<u>A.P. Phad</u>	<u>A.P. Phad</u>	<u>A.P. Phad</u>	<u>A.P. Phad</u>	<u>A.P. Phad</u>	<u>A.P. Phad</u>	<u>A.P. Phad</u>
Rathamesh Wagh	<u>Rathamesh</u>	<u>Rathamesh</u>	<u>Rathamesh</u>	<u>Rathamesh</u>	<u>Rathamesh</u>	<u>Rathamesh</u>	<u>Rathamesh</u>
Aniket D. Bat	<u>Aniket</u>	<u>Aniket</u>	<u>Aniket</u>	<u>Aniket</u>	<u>Aniket</u>	<u>Aniket</u>	<u>Aniket</u>
Priya Dinkar Ugale	<u>Priya</u>	<u>Priya</u>	<u>Priya</u>	<u>Priya</u>	<u>Priya</u>	<u>Priya</u>	<u>Priya</u>
Anya Prashant Gadekar	<u>Anya</u>	<u>Anya</u>	<u>Anya</u>	<u>Anya</u>	<u>Anya</u>	<u>Anya</u>	<u>Anya</u>
Kashish Pravin Gurav	<u>Kashish</u>	<u>Kashish</u>	<u>Kashish</u>	<u>Kashish</u>	<u>Kashish</u>	<u>Kashish</u>	<u>Kashish</u>
Niraj Satish Kotkar	<u>Niraj</u>	<u>Niraj</u>	<u>Niraj</u>	<u>Niraj</u>	<u>Niraj</u>	<u>Niraj</u>	<u>Niraj</u>
Nash Sanjay Pagar	<u>Nash</u>	<u>Nash</u>	<u>Nash</u>	<u>Nash</u>	<u>Nash</u>	<u>Nash</u>	<u>Nash</u>
Pragati Shankaran Rathod	<u>Pragati</u>	<u>Pragati</u>	<u>Pragati</u>	<u>Pragati</u>	<u>Pragati</u>	<u>Pragati</u>	<u>Pragati</u>
Aryan Parash Chavale	<u>Aryan</u>	<u>Aryan</u>	<u>Aryan</u>	<u>Aryan</u>	<u>Aryan</u>	<u>Aryan</u>	<u>Aryan</u>
Hemangi Ashok Chavan	<u>Hemangi</u>	<u>Hemangi</u>	<u>Hemangi</u>	<u>Hemangi</u>	<u>Hemangi</u>	<u>Hemangi</u>	<u>Hemangi</u>
Pranali P. Apsunde	<u>Pranali</u>	<u>Pranali</u>	<u>Pranali</u>	<u>Pranali</u>	<u>Pranali</u>	<u>Pranali</u>	<u>Pranali</u>
Siddharth D. Ranshur	<u>Siddharth</u>	<u>Siddharth</u>	<u>Siddharth</u>	<u>Siddharth</u>	<u>Siddharth</u>	<u>Siddharth</u>	<u>Siddharth</u>
Sakshi Landge	<u>Sakshi</u>	<u>Sakshi</u>	<u>Sakshi</u>	<u>Sakshi</u>	<u>Sakshi</u>	<u>Sakshi</u>	<u>Sakshi</u>
Pruthvi Tayade	<u>Pruthvi</u>	<u>Pruthvi</u>	<u>Pruthvi</u>	<u>Pruthvi</u>	<u>Pruthvi</u>	<u>Pruthvi</u>	<u>Pruthvi</u>
Tejas Chandras	<u>Tejas</u>	<u>Tejas</u>	<u>Tejas</u>	<u>Tejas</u>	<u>Tejas</u>	<u>Tejas</u>	<u>Tejas</u>
Rutuja Chandhas	<u>Rutuja</u>	<u>Rutuja</u>	<u>Rutuja</u>	<u>Rutuja</u>	<u>Rutuja</u>	<u>Rutuja</u>	<u>Rutuja</u>

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Department of Information Technology
"Two Day's Hands-on Training on Digital Marketing Tools"
 24 March 2026 - Day -2
Attendance Sheet

Name of Participants	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7
	10:30 - 11:15	11:15 - 12:00	12:00 - 1:15	1:45 - 2:45	2:45 - 4:00	4:00 - 5:00	5:00 - 5:45
Vivek Akash Bhadane	✓	✓	✓	✓	✓	✓	✓
Sonji Bare	✓	✓	✓	✓	✓	✓	✓
Kailas Chakor	✓	✓	✓	✓	✓	✓	✓
Prakash Kantilal hinge	✓	✓	✓	✓	✓	✓	✓
Vitesh Vinod Masathe	✓	✓	✓	✓	✓	✓	✓
Arbharva Rajesh Pagare	✓	✓	✓	✓	✓	✓	✓
manish Vivek Pawar	✓	✓	✓	✓	✓	✓	✓
Madhuri Gite	✓	✓	✓	✓	✓	✓	✓
Ampit Gulathe	✓	✓	✓	✓	✓	✓	✓
Hemanshu Patil	✓	✓	✓	✓	✓	✓	✓
Shravan Kadam	✓	✓	✓	✓	✓	✓	✓
Arpita Kasat	✓	✓	✓	✓	✓	✓	✓
Oisha P. Patil	✓	✓	✓	✓	✓	✓	✓
Bhumi Jushay Phadli	✓	✓	✓	✓	✓	✓	✓
Sakshi Bharat Jadhav	✓	✓	✓	✓	✓	✓	✓
Gayatri Dilip Dighe	✓	✓	✓	✓	✓	✓	✓
Gneha Binnar	✓	✓	✓	✓	✓	✓	✓
Kalyani Avhal P	✓	✓	✓	✓	✓	✓	✓
Pooja P. More	✓	✓	✓	✓	✓	✓	✓
Manasi G. Bithade	✓	✓	✓	✓	✓	✓	✓
Sonika Y. Amrutkar	✓	✓	✓	✓	✓	✓	✓
Preema Pandit Patil	✓	✓	✓	✓	✓	✓	✓
Om Kitan Ubale	✓	✓	✓	✓	✓	✓	✓
Om Gattkal	✓	✓	✓	✓	✓	✓	✓
Muralini Chandhary	✓	✓	✓	✓	✓	✓	✓

Dr. P S Lahane
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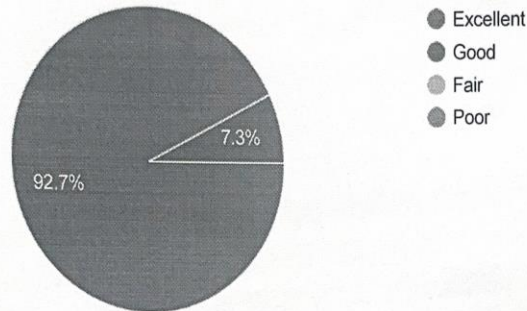
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Quality of Communication.

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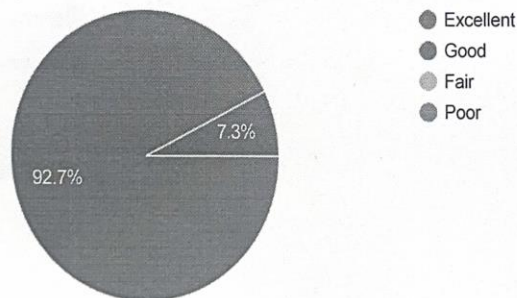
41 responses



Interaction with Participants.

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41 responses



Bhujbal Knowledge City, Adgaon, Nashik
MET's Institute of Engineering
Department of Information Technology

**Feedback Analysis of "Two Day's Hands-on
Training on Digital Marketing Tools"**

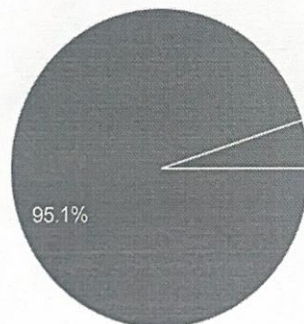
41 responses

Quality of Contents .



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41 responses



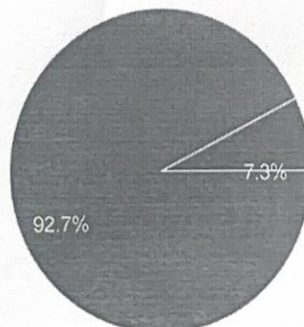
- Excellent
- Good
- Fair
- Poor

Quality of Presentation.



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41 responses



- Excellent
- Good
- Fair
- Poor



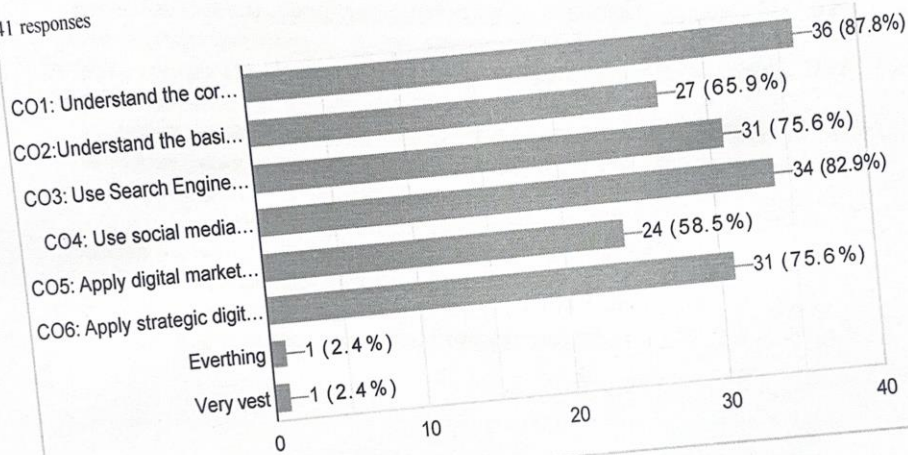
Bhujbal Knowledge City, Adgaon, Nashik
MET's Institute of Engineering
Department of Information Technology

(Tick the most appropriate choices in the following as per your opinion)

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1. In your opinion, which of the following CO/CO's is addressed in today's session?

41 responses

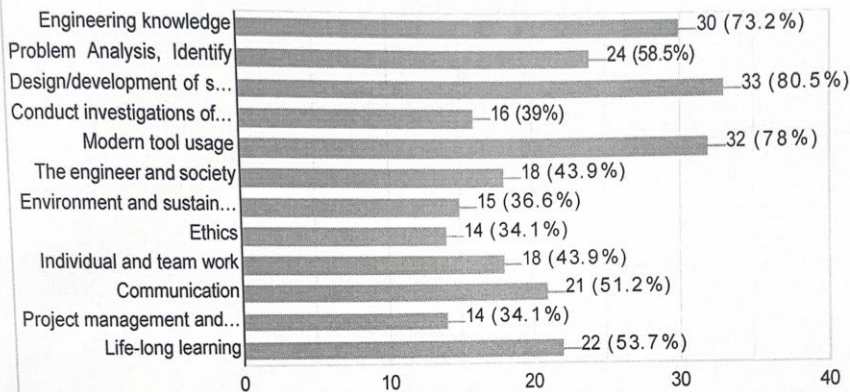


Bhujbal Knowledge City, Adgaon, Nashik
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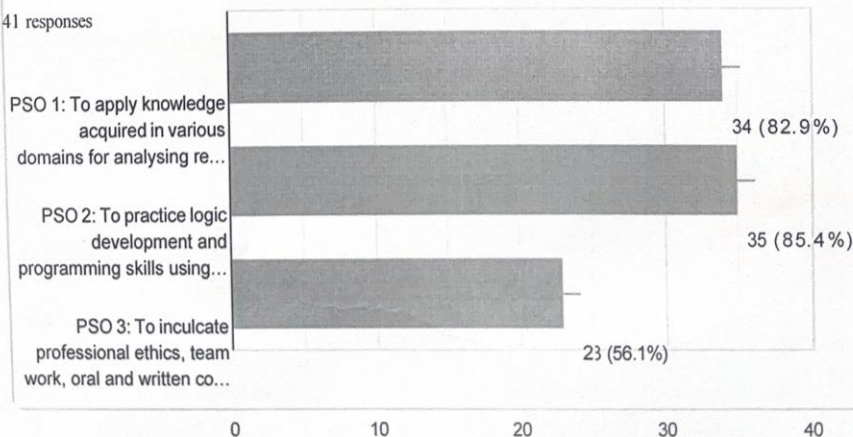
In your opinion, which of the following PO/PO's is addressed in today's session?

41 responses



1. In your opinion, which of the following PSO/PSO's is addressed in today's session?

41 responses



Bhujbal Knowledge City, Adgaon, Nashik
MET's Institute of Engineering
Department of Information Technology

Overall Feedback Summary

1. Total responses: 41
2. The session received overwhelmingly positive feedback.
3. Around 90–95% participants rated content, presentation, communication, and interaction as “Excellent”, with a small percentage rating “Good”.
4. Participants appreciated the practical exposure, interactivity, and usefulness of the session.
5. Minor suggestions included reducing session duration and conducting more such sessions.

CO (Course Outcome) Attainment

1. CO1 (Concept understanding): 87.8%
2. CO2 (Basic knowledge): 65.9%
3. CO3 (SEO tools usage): 75.6%
4. CO4 (Social media usage): 82.9%
5. CO5 (Application of digital marketing): 58.5%
6. CO6 (Strategic digital marketing): 75.6%

PO (Program Outcome) Attainment

Highest addressed:

- a. PO3 (Design/Development): 80.5%
- b. PO5 (Modern tool usage): 78%
- c. PO1 (Engineering knowledge): 73.2%

Moderate:

- a. PO2 (Problem analysis): 58.5%
- b. PO12 (Life-long learning): 53.7%
- c. PO10 (Communication): 51.2%

Lower:

- a. Other POs (ethics, environment, investigations, etc.) ranged between 34–44%

PSO (Program Specific Outcome) Attainment


- PSO1 (Application of knowledge): 82.9%
- PSO2 (Programming & tools): 85.4%
- PSO3 (Ethics, teamwork, communication): 56.1%

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Department of Information Technology

Final Conclusion

- The training was highly effective and well-received, especially in practical digital marketing tools and applications.
- Strong alignment with technical COs, POs, and PSOs.

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