



“Education for Knowledge, Science and Culture”  
-Shikshanmaharshi Dr. Bapuji Salunkhe

VIVEKANAND COLLEGE, KOLHAPUR  
(AUTONOMOUS)  
**INTERNAL QUALITY ASSURANCE CELL**  
**2019-20**



Criteria V

Activities Report

1. **Name of Department:** B.Voc Animation and Film-making
2. **Name of Organized Activity:** Guest Lecture On “**Social Media Marketing**”
3. **Date:** 22/07/2019 **Duration:** 2 hrs.
4. **Aims and Objectives:** An educational visit, often referred to as a field trip or excursion, is a purposeful journey undertaken by students outside the classroom to enhance their learning experiences
5. **No. of beneficiaries:** (Participants) 24
6. **Expenditure & funding agency/collaborators:** 1500/- **Total Expenditure -** 1500/-
7. **Brief description:** Discuss the principles that guide the organization of the visual elements, such as balance, contrast, unity, emphasis, rhythm, and proportion.
8. **Outcomes:** Highlight that art can encompass various forms, including visual arts, performing arts, literature, and more
9. **Photos:**



# Seminar on Social Marketing

Date:22/07/2019

Mr. Manoj Kotak



10. Signatures of coordinator/ organizer:



  
**HEAD**  
B. VOC. ANIMATION & FILM-MAKING  
VIVEKANAND COLLEGE, KOLHAPUR  
(AUTONOMOUS)



“Education for Knowledge, Science and Culture”  
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**VIVEKANAND COLLEGE, KOLHAPUR**  
(AUTONOMOUS)  
**INTERNAL QUALITY ASSURANCE CELL**  
**2019-20**



Date: 15-07-2019

## Permission Letter

To,

The Principal,  
**Vivekananda College, Kolhapur.**  
(Autonomous)

**Subject: Guest Lecture on “Social Media Marketing”**

Respected Sir,

B.Voc. Animation & Film-making Department going to arrange a Guest Lecture on **“Social Media Marketing”** on **22/07/2019** at 9.00 am. The Resource Person is **Mr. Manoj Kotak**. Professional Marketing Head.

So, please give permission for this Guest Lecture.

Thanking you.

  
**Nodal Officer**  
B.Voc. & Community College Unit  
Vivekanand College, Kolhapur

  
**PRINCIPAL**  
Vivekanand College  
Kolhapur

  
**HEAD**  
B. VOC. ANIMATION & FILM-MAKING  
VIVEKANAND COLLEGE, KOLHAPUR  
(AUTONOMOUS)



Date:-16/07/2019

**Vivekanand College (Autonomous), Kolhapur,  
B. Voc. and Community College**

**Notice**

All students in the Department of B. Voc. Animation and Film-making at Vivekanand B. Voc. and Community College (Autonomous), are informed that Department is going to arrange a Guest Lecture on **"Social Media Marketing"** on **22/07/2019** at 09.00 am. However, all the students should be present on time.

Yours faithfully



  
**HEAD**  
**B. VOC. ANIMATION & FILM-MAKING**  
**VIVEKANAND COLLEGE, KOLHAPUR**  
**(AUTONOMOUS)**



“Education for Knowledge, Science and Culture”  
-Shikshah Maharshi Dr. Bapuji Salunkhe  
**VIVEKANAND COLLEGE, KOLHAPUR**  
(EMPOWERED AUTONOMOUS)  
**INTERNAL QUALITY ASSURANCE CELL**  
**2019-20**



## Report

Date – 22/07/2019

Guest Lecture on: - Guest Lecture on “**Social Media Marketing**”

Introduce the basic visual elements of art: line, shape, color, texture, form, space, and value

1. Introduction: Asst. Professor Mahesh Mali Sir

2. Guidance:

- a) Explain the goals and objectives of your lecture
- b) Mention what the audience can expect to learn or gain from the lecture
- c) Discuss the broad and evolving definition of art
- d) Explore how art reflects and influences society

3. Gratitude: By Asst. Professor Shabnam Mulla Ma’am.





# श्री स्वामी विवेकानंद शिक्षण संस्थेचे विवेकानंद कॉलेज, कोल्हापूर (अधिकारप्रदत्त स्वायत्त)

२१३०,ई, ताराबाई पार्क, कोल्हापूर, ता. करवीर, जि. कोल्हापूर - ४१६००३  
शिवाजी विद्यापीठ, कोल्हापूर संलग्नित  
नॅक मानांकन : "A" ( सी.जी.पी.ए. ३. २४)  
कॉलेज उईथ पोटेन्शियल फॉर एक्सलन्स, यु.जी.सी., न्यु दिल्ली  
स्टार कॉलेज - डी.बी.टी. - भारत सरकार  
आय. एस. ओ. १००१:२०१५



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संस्थापक  
डॉ. बापूजी साळुंखे  
D.Lit.

अध्यक्ष  
मा. आमदार चंद्रकांत दादा पाटील  
MLA

कार्याध्यक्ष  
प्राचार्य अभयकुमार साळुंखे  
M.A.

सचिव  
प्राचार्या सौ. शुभांगी गावडे  
M.Sc., B.Ed.

प्राचार्य  
डॉ. आर आर कुंभार  
M.Sc., M.Phil., Ph.D.

जावक क्रमांक व्हि.सी.के. /

दिनांक : 18/07/2022

## INVITATION LETTER

To,

**Mr. Manoj Kotak**

Professional Marketing Head

At Kolhapur

**Subject:** Invitation for Guest Lecture on “**Social Media Marketing**” for B. Voc Animation & Film-Making Department.

Respected Sir,

We are pleased to invite you for a Guest Lecture on “**Social Media Marketing**” on 22/07/2019 at 9.00 am. at Vivekananda Collage (Autonomous), Kolhapur. In this Lecture you could explain need of foundation of art in animation industry

Please make it convenient for the seminar on time.

  
PRINCIPAL  
Vivekanand College  
Kolhapur





# श्री स्वामी विवेकानंद शिक्षण संस्थेचे विवेकानंद कॉलेज, कोल्हापूर (अधिकारप्रदत्त स्वायत्त)

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प्राचार्य अभयकुमार साळुंखे  
M.A.

सचिव  
प्राचार्या सौ. शुभांगी गावडे  
M.Sc., B.Ed.

प्राचार्य  
डॉ. आर आर कुंभार  
M.Sc., M.Phil., Ph.D.

जावक क्रमांक व्हि.सी.के. /

दिनांक : 22/07/2020

## LETTER OF THANKS

To,

**Mr. Manoj Kotak**

Professional Marketing Head

At Kolhapur

sir,

We are very much thankful to you for taking a Guest Lecture on "**Social Media Marketing**" on **22/07/2019** at 9.00 am. At Vivekananda Collage (Autonomous), Kolhapur.

Your deliberations and suggestions are quite useful for our college.



  
PRINCIPAL  
Vivekanand College  
Kolhapur

Date :- 22/07/2019

**Vivekanand College, Kolhapur (Autonomous)**  
**Department of Animation & Film-Making**

Boys

Subject :- Guest Lecture On "Social Media Marketing"

NO.	Name of Student	Sign
1	CHANDARKAR ATHARAV RAVINDRA	C.A. Ravindra
2	DESAI RANJEET SANGRAM	R.S. Desai
3	GAVALI RUSHIKESH SUBHASH	Gavali
4	KAGALE RAHUL BHAGAWAN	R.K.
5	KAGILKAR SHUBHAM DEVDAS	SH
6	KAMBLE PRAVIN LAXMAN	P.Kamble
7	KATE VINAY ANIL	V.A. Kate
8	KURDEKAR VISHAL VENKATESH	V.Kurdekar
9	MAHAMUNI KETAN BHARAT	Kun
10	NAIR KARTHIK ANIL	NKA
11	PATIL PRIYANKA DATTATRAY	P.D.Patil
12	PATIL TEJENDRA KIRTIKUMAR	T.Patil
13	POWAR SOURABH BABURAO	SB
14	SALGAONKAR YASH TUSHAR	Y.T.
15	SHINGADE PANDURANG BHAGAPPA	SB
16	YADAV SHREYASH SUBHASH	Shan
17	CHOUGALE PRATHAMESH PRAVIN	CP
18	POWAR SOURABH BABURAO	S.P.
19	CHANDARKAR ATHARAV RAVINDRA	A.R. Chandarkar
20	KAGALE RAHUL BHAGAWAN	R.K.B.





Date :- 22/07/2019

**Vivekanand College, Kolhapur (Autonomous)**  
**Department of Animation & Film-Making**

Girl

Subject:- Guest Lecture On "Social Media Marketing"

NO.	Name of Student	Sign
1	BAMANE ANKITA DHANAJI	<i>A. Dhanaji</i>
2	JADHAV SHREYA VISHNU	<i>Shreyas</i>
3	PATIL PRIYANKA DATTATRAY	<i>P.D. Patil</i>
4	POWAR ANKITA ANIL	<i>AA Powar</i>



# Guest Lecture on "Social Media Marketing"

## Seminar on Social Marketing

Date: 22/07/2019

Mr. Manoj Kotak

