**Deshbhakta Ratnappa Kumbhar College of Commerce, Kolhapur**

One Day Workshop

**Under lead College Activity**

**On**

**“Application of Digital Marketing in today’s Managerial Decision Making”**

**Date: 4 / 02 / 2022**

**Programme Schedule**

**Inaugural Function:**

**1) Welcome & Introduction speech :** Asst. Prof. Mrs. S. S. Benade

**2) Address by Chief Guest :** Adv. V. N. Patil

**3) Presidential Address** : Prin. Dr. V. A. Patil

**Session I**

**1) Introduction of Resource Person :** Mrs. S. S. Benade

**2) A key note Address :** Dr**.** Dipti Barge

**3) Discussion along with student participation**

**4) Vote of Thanks :** Asst. Prof. Ms. P. G. Surve

**Session II**

**1) Introduction of Resource Person :** Asst. Prof. Mrs. S. S. Benade

**2) Speech of Resource Person :** Dr. P. S. Jadhav

**3) Discussion along with student participation**

**4) Vote of Thanks :** Asst. Prof. Ms. P. G. Surve

**Session III**

**1) Introduction of Resource Person :** Asst. Prof. Mrs. S. S. Benade

**2) Speech of Resource Person :** Asst. Prof. Mrs. Madhuri Wadkar

**3) Discussion along with student participation**

**4) Vote of Thanks :**  Asst. Prof. Ms. P. G. Surve

Over all Vote of Thanks : Asst. Prof. Ms. P. G. Surve

Principal