



Zeal Education Society's

Zeal Institute of Business Administration, Computer Application & Research

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(Approved by A.I.C.T.E., Recognized by DTE (Govt. of Maharashtra) and

Affiliated to Savitribai Phule Pune University)

REPORT

On

ZEAL PACE

Certification Program

On

Digital Marketing,
Web Design &
Android Development

Date: 20th Dec to 24th Dec 2016

Time: 10:00 am - 05:00 pm

Report Prepared By:

Prof. Poonam Bhosale, Assistant Professor, ZIBACAR

Report Verified By:

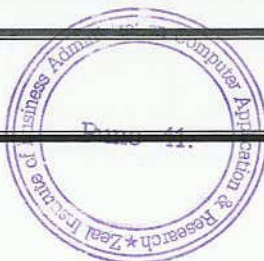
Dr. Neha Sharma, Director, ZIBACAR

EVENT DETAILS

Event Type	: Value Addition Program Certification Program on Digital Marketing, Web Design & Android Development
Description	: Training & Certification for Students to provide an opportunity to learn practically current work practices through interaction with industries, working methods & to make them familiar with current technologies by sharpening their skills in order to provide a practical perspective & to face challenges of Digital world.
Venue	: Zeal Education Society, Narhe Digital Marketing - Auditorium Web Designing – CFC Lab Android Development – CFC Lab
Date & Duration	: 20 th Dec to 24 th Dec 2016 10:00 am - 05:00 pm
Reference	: Dr. Neha Sharma

1. CONCEPTION OF THE PROGRAMME

To enhance the knowledge of students and make them familiarize with the practical aspects of corporate world. This program will help them to become more competent with excellent skills and knowledge to face challenges of the digital world. The important reason to organize this Program is to make them more valuable for companies by making their marketing skills more valuable to their customers by giving them opportunities to not only hear but interact with Industrial Experts & Influencers. Breaking out of the College life, sitting in a new space, they can spark with new approaches that will increase their knowledge and confidence by learning effective skills and technologies which will help them to develop their own Professional personality. This will help to make them aware of the advantages, challenges and scope of Digital world in terms of Digital marketing, web designing and android development.



2. OBJECTIVES

- To provide a practical perspective for professional development of the student.
- To make them more valuable for companies as the event digital marketing is an emerging job opportunity that involves mastering the technical skills.
- To give them exposure to current work practices and technologies.
- To prepare them for Interviews and other challenges by giving them opportunities to not only hear but interact with industrial experts & influencers.
- To provide them an opportunity to interact with industries and know more about industrial environment.
- To help them develop their personality with effective skills, knowledge & confidence.
- To make them aware of the advantages, challenges and scope of Digital world in terms of Digital marketing, web designing and android development.

3. PREPARATION OF THE EVENT

Preparation of Certification Program had started before one month from the date of commencement of the Program. The approval for the Certification Program was sought almost two weeks in advance. The circular, training brochure, proposal letter and agenda was circulated among the faculty members for their information. Emails were sent to the faculty members and students to address and invite students from different colleges in Pune. The venue was booked well in advance. Finally, faculty members and student of various colleges were addressed and students were invited for this Program.

4. RESOURCE PERSONS

A) SPES Manning Solutions: (Training)

The trainers were associated with SPES Manning Solutions. SPES provides businesses with customized workforce design include recruiting, assessment, development, workforce planning and retention keeping all required industry standards.

SPES, are specialized in providing variety of services, including temporary help, permanent placement, temporary-to-permanent placement, long-term and contract help, managed services, training and human resource solutions. SPES is currently serving Leading organizations across IT; ITES segments by managing close to 450 associates at all levels.



Profile:

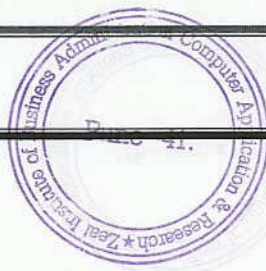
- Augmenting public speaking skills and personality development
- Imparting soft skills and communication training to a diverse audience encompassing students, professionals, entrepreneurs and academia
- Sensitizing participants to cross cultural communication sensitivities to augment better understanding
- Evolving & executing customized training programs for participants to address their specific needs
- Enhancing writing skills for business correspondence, presentations and day to day correspondence
- Preparing students for GD's and PI
- Develop and execute internal and external communications programs to augment mission objectives to internal and external audiences
- Design and customize outreach programs for senior leadership to connect with hard- to-reach, Black and Ethnic Minorities (BME).
- Prepare marketing collaterals, develop content for website and white papers, and manage entire brand communication activities with internal teams and external vendors.

B) Amazon.com (Recruitment for the post of Customer Service Associate):

Amazon.com – a place where builders can build. We hire the world's brightest minds and offer them an environment in which they can invent and innovate to improve the experience for our customers. A Fortune 100 company based in Seattle, Washington, Amazon is the global leader in e-commerce. Amazon offers everything from books and electronics to apparel and diamond jewelry. We operate sites in Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Netherlands, Spain, United Kingdom and United States, and maintain dozens of fulfillment centers around the world which encompass more than 26 million square feet.

C) Polyplastics Industries, Ranjangaon: (Industrial Visit):

Polyplastics Industries India Pvt Ltd provides Plastic Bags and Plastic Pipe services, which is located in MIDC Ranjangaon Ganpati, Pune. They are World Leaders in Automotive Decorative Plastics.



Mission:

Polyplastics is gearing to be the leader by increasing its market share in Indian and Global markets and by expanding its customer base and product range. We are committed to meet the customer requirements & specifications, supplier needs and employees satisfaction. Also To achieve business turnover of 500 Crores by the year 2015 by achieving Customer satisfaction through manufacturing excellence, quality, services & Technology including employee satisfaction, enhancing values for stake holders and caring for environment & safety.

5. ITINENARY**Five Days Certification Program 2016****Agenda – Day 1: 20th December 2016**

Date & Time	Scheduled Activity
09:00 a.m. to 10:30 a.m.	Registration of Students Institute wise
10.30 a.m. to 11.30 a.m.	Welcome and Felicitation of Guests
11.30 a.m. to 01.15 a.m.	Topic : Introduction to Digital Marketing
01:15 a.m. to 02:00 p.m.	Lunch
02.00 p.m. to 05.00 p.m.	Digital Marketing (Venue – Auditorium) Web Designing & Android Development (Venue – CFC Lab)

Five Days Certification Program 2016**Agenda – Day 2: 21st December 2016**

Date & Time	Scheduled Activity
09:00 a.m. to 10:00 a.m.	Registration of Students
10:00 a.m. to 01:00 a.m.	Digital Marketing (Venue – MBA Class - 1) Web Designing & Android Development (Venue – Auditorium)
01:15 a.m. to 02:00 p.m.	Lunch
02.00 p.m. to 05.00 p.m.	Digital Marketing (Venue – MBA Class - 1) Web Designing & Android Development (Venue – CFC Lab)

Five Days Certification Program 2016**Agenda – Day 3: 22nd December 2016**

Date & Time	Scheduled Activity
09:00 a.m. to 10:30 a.m.	Registration of Students Institute wise for Placement drive



10.30 a.m. to 11.30 a.m.	Welcome and Felicitation of Guests
11.30 a.m. to 01.15 a.m.	Interview Process: Personal Introduction Round
01:15 a.m. to 02:00 p.m.	Lunch
02:00 p.m. to 03.00 p.m.	Interview Process: Personal Introduction Round
03:00 p.m. to 04:00 p.m.	Result Declaration, Form filling procedure of selected Students
04:00 p.m. to 05:00 p.m.	Creating LinkedIn A/c of Students (Venue – CFC Lab)

Five Days Certification Program 2016
Agenda – Day 4: 23rd December 2016

Date & Time	Scheduled Activity
08:00 a.m. to 08:30 a.m.	Arrival of Students in College
08.30 a.m.	Departure for Industrial Visit at Polyplastics Industries, Ranjangaon
04.30 p.m.	Arrival in College
04:30 p.m. to 05:00 p.m.	Feedback Form Collection

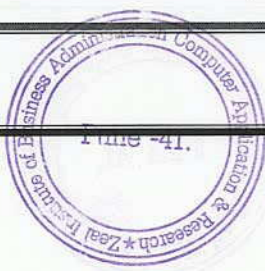
Five Days Certification Program 2016
Agenda – Day 5: 24nd December 2016

Date & Time	Scheduled Activity
09:00 a.m. to 10:00 a.m.	Tea & Breakfat
10.00 a.m. to 01:00 a.m.	Digital Marketing (Venue – MBA Class - 1) Web Designing & Android Development (Venue – CFC Lab)
01:00 a.m. to 02:00 p.m.	Lunch
02:00 p.m. to 04.00 p.m.	Competitions in the 3 areas of Certification Program
04:00 p.m. to 04:15 p.m.	Speech by Dr. Neha Sharma, Director, ZIBACAR
04:15 p.m. to 04:45 p.m.	Prize Distribution
04:45 p.m. to 05:00 p.m.	Vote of thanks by Dr. Pravin Mahamuni Feedback Form Collection

6. EXECUTIVE SUMMARY

Day 1:

All participants from various colleges registered their names in the registration form on the first day of the Certification Program from 09:00 a.m. to 10:30 a.m. at Chatrapati Shivaji Maharaj



Auditorium. Certification kit was issued to all the students. After Inauguration of the program, Felicitation of Guests was done Dr. Neha Sharma from 10:30 to 11:30 a.m, The HR of SPES Manning Solutions introduced their company profile and trainer's profile. Then a session on Introduction & Evolution of digital marketing was conducted by one of the trainer from 11:30 to 01:15 p.m. After lunch a practical session was conducted for students registered for web designing and android development in CFC Lab.

Day 2:

On day 2, morning session for digital marketing was conducted in MBA Class-1 & web designing and android development in Auditorium, where as afternoon practical session for web designing and android development in CFC Lab.

Day 3:

On day 3, Students registered their names in the registration form for the placement drive and submitted their resume from 09:00 a.m. to 10:00 a.m. Felicitation of Guests was done by Dr. Neha Sharma. The recruiters were from Amazon who was going to conduct placement drive for the post of Customer Service Associate. The Interview process started with Personal Introduction Round from 11:00 a.m. to 03:00 p.m. The results were declared in half an hour and selected students were asked to fill the selection forms to record their information.

Day 4:

On day 4, Students were taken for the Industrial visit at Polyplastics Industries, Ranjangaon from 08:30 a.m. to 04:30 p.m. as per the schedule.

Day 5:

On the last day of the certification program session for digital marketing was conducted in MBA Class-1 where as session for web designing and android development in CFC Lab, where as in afternoon sessions competitions were conducted for web designing and android development in CFC Lab and competitions for digital marketing were conducted in MBA Class-1. Certifications and trophies were awarded to the winners and participants of the various completions.



Last but not the least the program was concluded with vote of thanks. However, the main objective of organizing a Certification Program was to enhance the knowledge of students and to make them familiarize with the practical aspects of corporate functions. Gives you confidence and establishes you as a continuous learner. Employers are always looking for people who never want to stop learning. Learning is a value unto itself, and those around you will respect and admire you for it. The certification itself is a strong credential that helps illustrate your knowledge in a specific technology.

7. DETAILS OF CERTIFICATE PROGRAM

A certificate program is a training program on a specialized topic for which participants receive a certificate after completing the course. Certificate programs are a growing segment of the continuing education marketplace. These programs generally recognize a relatively narrow scope of specialized knowledge used in performing duties or tasks required by a certain profession or occupation. Certification does not mean merely printed paper or card, signed by some authority, telling about your expertise. Rather certification is a process in which you prove your technical skills through the serious of tests. Certification program provides industry-specific knowledge and access to professional connections, and are therefore valuable for job seekers. The Certification program enables you to better evaluate the talents and skills of others. With the discipline to master the material for the certification, you are in a better position to evaluate the skills of others. You have had the opportunity to evaluate your own strengths and weaknesses in the process of earning the certification, and have a broader understanding of the skills and toolsets that can be effective. This program gets your foot in the door in the new area. Many career changers turn to certifications to get themselves into a new area. For example, many technical people who want to advance will earn the certification in order to move into a position of greater responsibility.

8. PARTICIPANTS

The entire participants were students from 16 different colleges in Pune.

9. FEEDBACK OF THE ZEAL PACE EVENT

To confirm the impact of the Certification Program, a feedback session was organized at the end of Program. The feedback was gathered with the help of exclusive form designed for the same



purpose. All the participants shared that this was the best Training and certification Program ever attended before and organized very well. They shared the experience of learning and gaining practical working practices, knowledge of advanced technologies as well as Interview skills in terms of soft skills & hard skills which will help them in developing a professional personality and increase their confidence to meet the challenges in the competitive world. Almost all of them wished to have such programs for future as well.

Interpretation: The feedback analysis illustrates that all the students had enriching experiences in the Certification Program.

10. FINANCIAL IMPLICATIONS

Financial implications of the Certification Program was Rs. 100/- per student.

11. CONTRIBUTION OF THE MANAGEMENT

Management was very supportive during the planning and overall conduct of the Certification Program organized by ZES'S ZIBACAR.

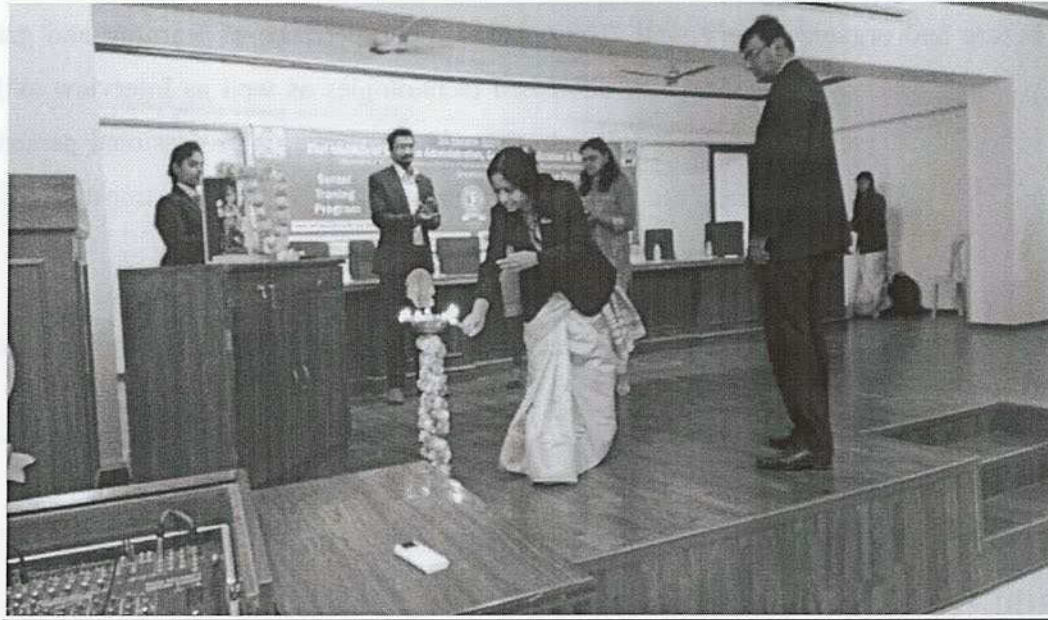
12. IMPACT OF ZEAL PACE EVENT

The Training & Certification program organized for UG Students provided them an opportunity to learn practically current work practices through interaction with industries, working methods & to make them familiar with current technologies by sharpening their skills in order to provide a practical perspective & to face challenges of Digital world. This program leads to enhance the knowledge of students and to make them familiarize with the practical aspects of corporate functions. This program provided them a platform to explore their skills and talent and sharpen them in order to develop a professional personality and to increase confidence to meet any challenges in the competitive world. They can practice everything done in the certification program in future with the help of CD's provided to them by the Institute.

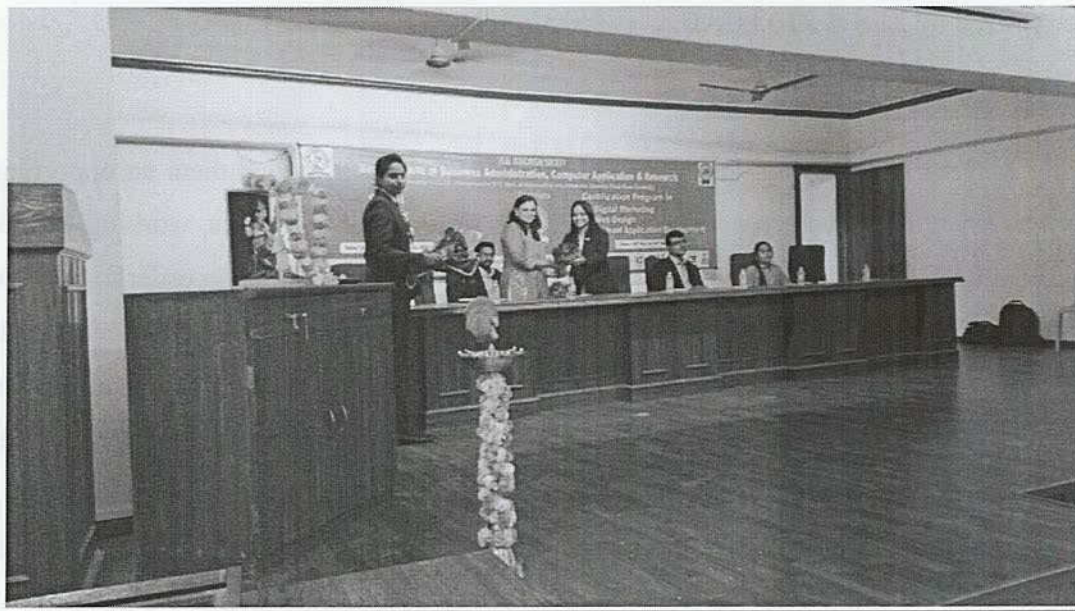
13. DOCUMENTATION

Certification Program was captured well with the help of photographs.





Snapshot 1: Inauguration of Certification Program



Snapshot 2: Felicitation of Guests (SPES Manning Solutions)





Snapshot 3: Digital Marketing Session by Trainer from SPES Manning Solutions



Snapshot 4: Web Design & Android Development session by Trainer from SPES Manning Solutions

