

**YASH INSTITUTE OF PHARMACY, CHHATRAPATI
SAMBHAJINAGAR
Add-On Bridge Cell
EVENT REPORT**

CMF-EVT-F006/V00 W.e.f.:01-January-2020

Brief details of the activity:

Activity Register Number (To be issued from IQAC Cell):	2025-26-117
Activity Title:	30 hours add on course on "Digital Marketing"
Activity Date:	16/04/2026 to 30/04 /2026
Session:	January – June 2026
Academic Year:	2025-26
Type of activity:	Add on course
Portfolio Cell/ Committee:	Add-on Bridge cell
Teacher I/c:	Ms. D.B.Gaike
Student I/c:	Gayatri Jadhav
Objective:	To provide basic knowledge of digital marketing concepts, tools, and platforms like SEO, social media, and email marketing. To train students in executing real-world digital marketing activities such as campaign creation, content development, and online promotions.
Target audience:	First year students
No. of participants:	UG Student: 106

Brief proceedings of the event:

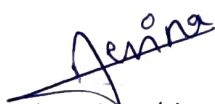
The Add-on Bridge Cell of Yash Institute of Pharmacy successfully organized a 30-hour Add-on Course on Digital Marketing through the Career Katta App. The course was designed to provide students with fundamental and practical knowledge of digital marketing techniques and their application in today's business environment.

Course Highlights:

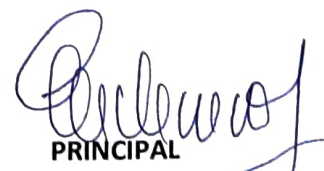
- The course covered essential topics such as social media marketing, SEO, email marketing, and online advertising
- Practical exposure to content creation and branding strategies
- Understanding of customer engagement techniques and digital platforms
- Interactive sessions that helped students grasp real-world marketing application.
- Use of Career Katta App for structured and flexible learning

Outcomes of the Program:

From this Digital Marketing course, students gained knowledge of the basics of promoting products and services online. They learned:


(Teacher I/c)


(IQAC I/c)


PRINCIPAL

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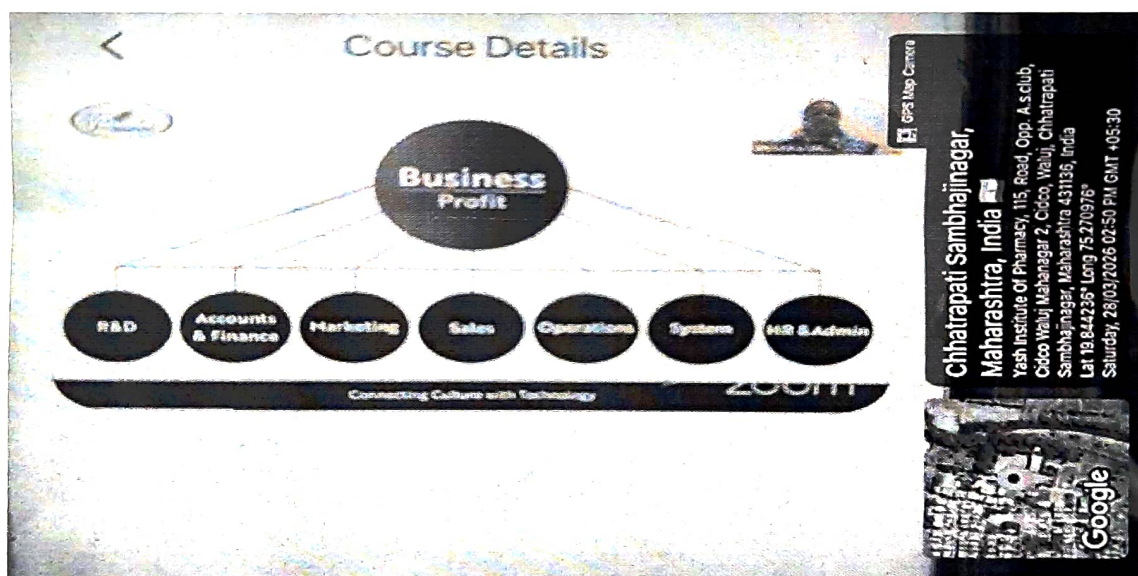
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- Social media marketing strategies
- Online advertising techniques
- Content creation and branding
- SEO (Search Engine Optimization) fundamentals
- Email marketing approaches
- Customer engagement strategies
- The role of digital platforms in business growth

Assessment & Certification:

Participants were assessed through quizzes, attendance, and a final evaluation. Certificates were awarded to students who successfully completed all sessions and assessments.

Representative Photographs of the Event:



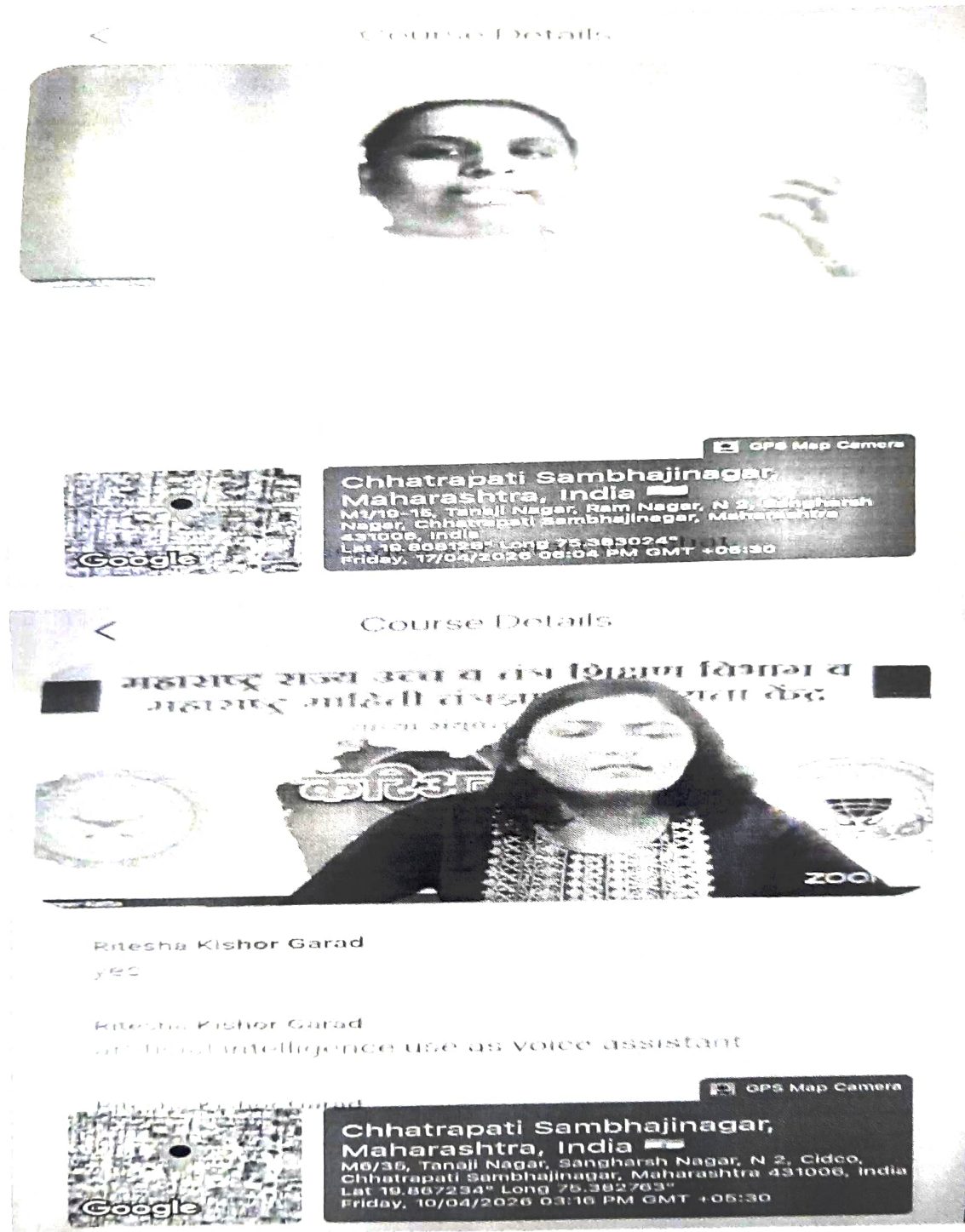
Ashna
(Teacher I/c)

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(IQAC I/c)

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PRINCIPAL

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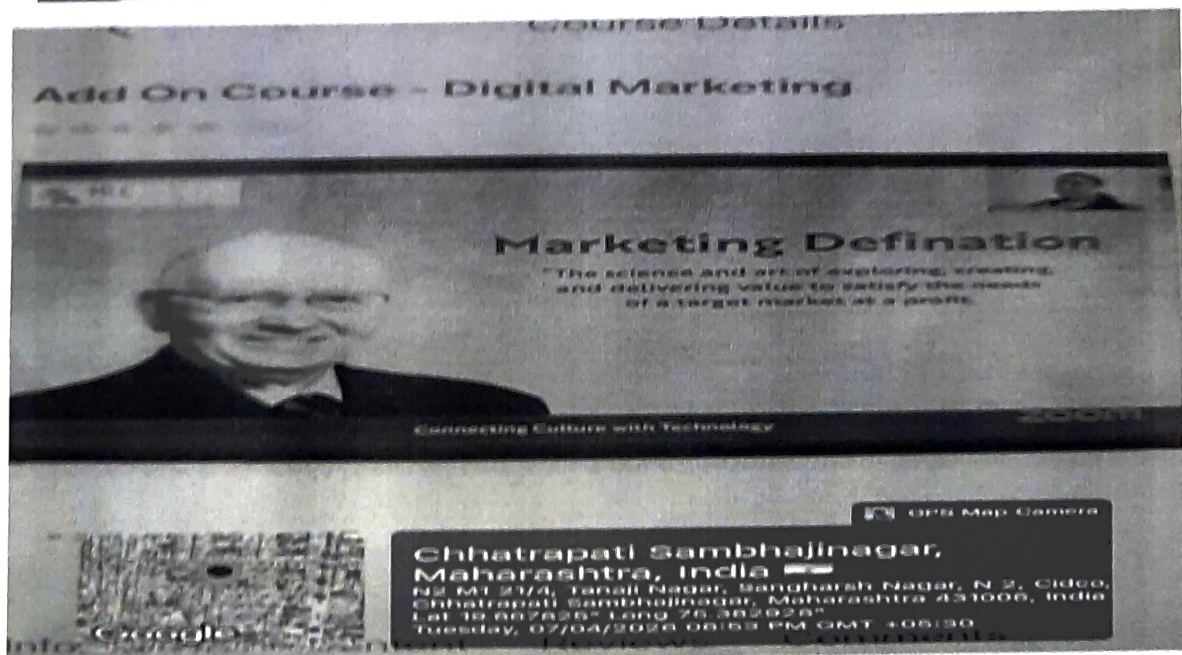
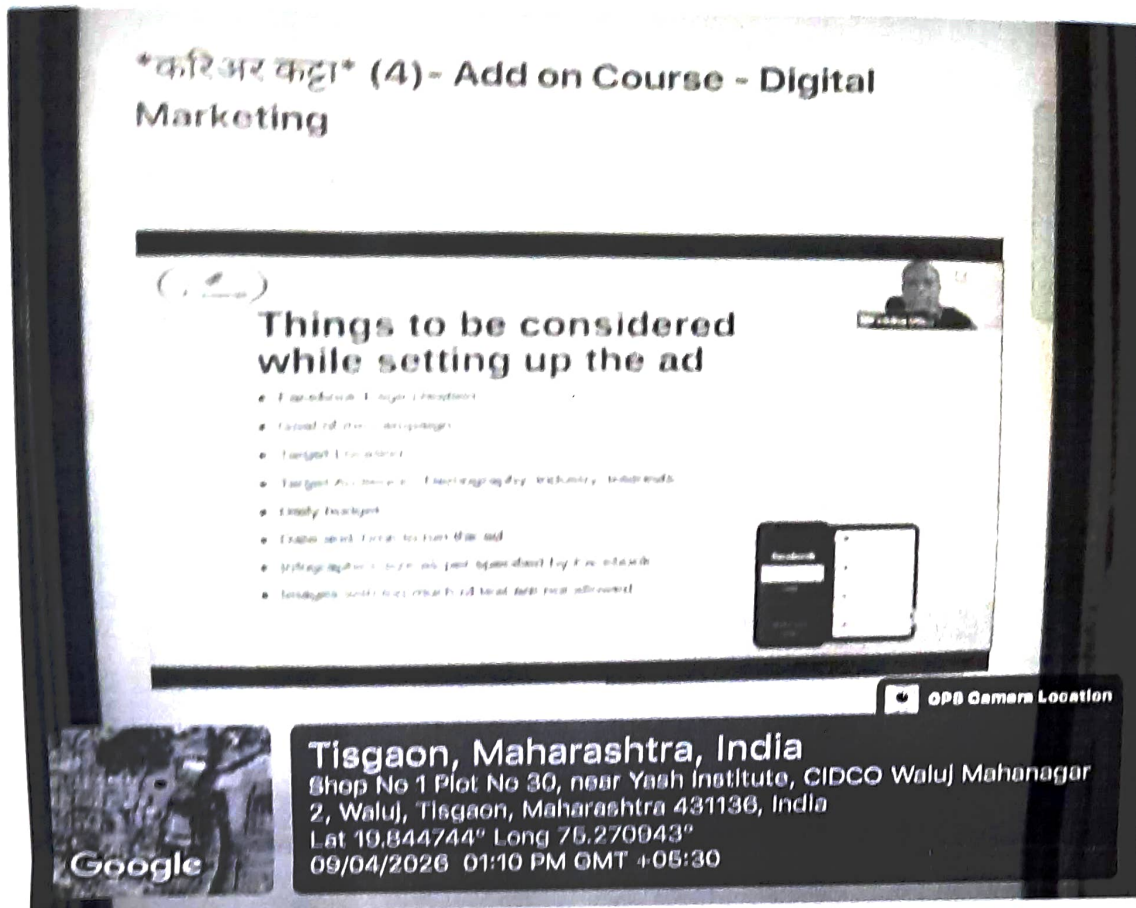
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Aerina
(Teacher I/c)

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(IQAC I/c)

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 (Teacher I/c)

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 (IQAC I/c)

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 PRINCIPAL



DEPARTMENT OF HIGHER AND TECHNICAL EDUCATION, MAHARASHTRA STATE
MAHARASHTRA INFORMATION TECHNOLOGY SUPPORT CENTER



CAREER KATTA



This is to certify that

AGLAVE SHIVAM GANESH

has successfully completed Certificate Course in

***Career Katta* (4)- Add on Course - Digital Marketing**
& pass the exam with the grade **O**

Duration : **30 Days**

Certificate ID : **S16654**

College AISHE Code : **C-34256**

held in the month of **Apr - 2026**



Amruta Patil
Administrative Coordinator
Career Katta