

Nutan Shikshan Prasark Mandal, Desaiganj's

ADARSH ARTS AND COMMERCE COLLEGE, DESAIGANJ (WADSA)

Dist- Gadchiroli (Maharshtra) 441207 Affiliated to Gondwana university, Gadchiroli Re-accredited by NAAC 'B' with 2.15 CGPA

SELF STUDY REPORT 2017-18 to 2021-22

CRITERION - III

RESEARCH, INNOVATIONS & EXTENSION

METRIC NO. :- 3.5 Collaboration

METRIC NAME

:- 3.5.1 Number of functional MoUs /linkages with institution/ industries in India and abroad for internship, on- job-training, Project work, students/faculty exchange and collaborative research during the last five years.

SSR: 2017-18 to 2021-22: Criteria-III- Research, Innovations & Extension

Details of the Activities under the Collaboration MOUs

Collaborative Activities with the

AMERICA INDIA FOUNDATION (AIF)

- ➤ Workshop on Employment: On December 13, 2022, Department of Employment Guidance and Competitive Examination and America India Foundation jointly organized One day workshop on employment guidance in the college. Principal Dr. Shankar Kukreja was chairman of the workshop while Sachin Shedmake and Mr. Shubham Shekokar, Programme Coordinator, America India Foundation, Mr. Akshaya, Head of Placement, America India Foundation and Head of Employment Guidance and Competitive Examination Department Prof. Nihar Bodele were present on this occasion.
 - Objectives of the Program: To inform the students about various skillful courses to make students employable.
 - Format of the Programme: The program was in workshop format
 - Nature and Number of Beneficiary: College Students Total 165
 - **Results**: The students got the information about the skill course and many students were positive to do the certificate course in addition to the regular course.



Dr. Shankar Kukreja, Principal of the college, addressing the students during the one day workshop on Career Guidance while Mr. Sachin Shedmake, AIF, Mr. Shubham, AIF and others on the dais look on.



Mr. Shubham, addressing the students during the one day workshop on Career Guidance while AIF Dr. Shankar Kukreja, Principal of the college, Mr. Sachin Shedmake, AIF, and others the dais look on.



विकास दिशा

डॉ. शंकर कुकरेजा यांचे आवाहन

विष्याचा वेध घेत कौशल्य विक

बदलत जाणाऱ्या ट्रेंडनुसार विद्यार्थ्यांनी नवनवीन क्षेत्रातील ज्ञानार्जन करावे. भविष्याचा वेध घेत ती कौशल्य विकसित करावीत, असे आवाहन प्राचार्य डॉ. शंकर कुकरेजा यांनी केले. आदर्श कला, वाणिज्य महाविद्यालयातील रोजगार मार्गदर्शन व स्पर्धा परीक्षा विभाग, अमेरिकन इंडिया फाउंडेशन यांच्यातर्फे एक दिवसीय कार्यशाळेचे आयोजन करण्यात आले होते. यावेळी अध्यक्षस्थानावरुन मार्गदर्शन करताना ते बोलत कार्यशाळेस प्रमुख अतिथी म्हणून एआईएफचे कार्यक्रम समन्वयक शुभम

आदर्श महाविद्यालयात रोजगार कार्यशाळा रोजगार उपलब्ध होण्यासंबंधी मार्गदर्शन



शेकोकर, सचिन शेडमाके, प्लेसमेंट विभागाचे अक्षय, रोजगार व मार्गदर्शन विभाग

निहार बोदेले प्रमुख प्रा. उपस्थित होते. कार्यक्रमाचे प्रास्ताविक रोजगार मार्गदर्शन व

कार्यशाळेत अमेरिकन इंडिया फाउंडेशनतफें महाविद्यालयीन विद्यार्थ्यांसाठी बँकिंग, रिटेल, लॉजिस्टिक आणि अकाउंटिंग इत्यादी रोजगाराभिमुख ऑनलाइन अभ्यासकम सुरू करण्यात येणार अस्त्याचे संगण्यातआले. ऑनलाइन अभ्यासकम सुरू करण्यात येणार अस्त्याचे संगण्यात आले. सदर अभ्यासकम पूर्ण झाल्यानंतर विद्यार्थ्यांना संबंधित क्षेत्रात रोजगार उपलब्ध होण्यासंबंधी त्यांना मार्गदर्शन उपलब्ध करून ट्रेण्यात येणार असल्याचे प्रोग्राम समन्वयक शुभम शेकोकर यांनी सांगितले.

विद्यार्थ्यांना बनविणार रोजगाराभिमुख

अभ्यासक्रमासोबतच विद्यार्थ्यांच्या व्यक्तिमत्व विकासासाठी विविध सॉफ्टस्कील आणि संवाद कौशल्य, नेतृत्वगुण याबाबतसुद्धा विद्यार्थ्यांना साफ्टरकारु आण सवाद काशल्य, नतुत्त्रगुण यावावतसुद्धा विद्यार्थ्यान प्रशिक्षण देण्यात येणार आहे. विद्यार्थाना रोजगाराभिमुख बनवण्याचे का या माध्यमातुन केले जाणार असल्याचे सचिन शेडमाके योनी सांगितले. प्लेसमेंट समन्वयक अक्षय यांनी खासगी क्षेत्रातील रोजगारासंदर्भात मुलाखती आणि निवड प्रक्रियेवावत विद्यार्थ्यांना मार्गदर्शन केले.

स्पर्धा परीक्षा विभाग प्रमुख प्रा. निहार बोदेले, संचालन प्रा. मिथुन राऊत यांनी तर आभार

आकनुरवार यांनी अमन मानले. कार्यशाळेत बहुसंख्य विद्यार्थी उपस्थित होते.

Gadchiroli Edition 18 January 2022 Page No. 2 epaper.navarashtra.com

NEWS of the event





• **Graduation Ceremony and Job Fair-** department of Employment guidance and Competitive Examination cell and America India Foundation jointly organized Graduation Ceremony and Job Fair on **9 March 2022.**



Dr. Shankar Kukreja, chairperson of the programme, Addressing the students on the Certificate Distribution and Job Fair program while Miss Vasundhara Malhotra, State Placement head, AIF and other Dignitaries on the dais look on. 9 March 2022



Dr. Shankar Kukreja, chairperson of the programme, Miss Vasundhara Malhotra, State Placement head, AIF and other Dignitaries, giving the Certificate of online course to the students at Graduation ceremony and Job Fair program



Students' participation in job fair and placement camp



नवराष्ट्र

आदर्श महाविद्यालयात रोजगार मेळावा

🕽 देसाईगंज, (वा.) स्थानिक आदर्श कला वाणिज्य व विज्ञान महाविद्यालयात रोजगार मार्गदर्शन व स्पर्धा परीक्षा विभाग आणि अमेरीका इंडिया फाउंडेशन संस्था यांच्या संयुक्त विद्यमाने नुकताच महाविद्यालयीन विद्यार्थ्यासाठी आयोजित रोजगार मेळावा थाटात पार पडला.प्राचार्य डॉ. शंकर कुकरेजा यांच्या अध्यक्षतेखाली पार पडलेल्या रोजगार मेळाव्याचे उद्घाटन अमेरिका इंडिया फौंडेशन महाराष्ट्र प्लेसमेंट प्रमुख वसुंधरा मल्होत्रा यांच्या हस्ते करण्यात आले. याप्रसंगी प्रमुख अतिथी म्हणून अमेरिका इंडिया फौंडेशनचे सिटी मनेजर दिपक घोष, सचिन शेडमाके, रोजगार मार्गदर्शन व स्पर्धा परीक्षा प्रमुख निहार बोदेले होते. महाविद्यालयीन विद्यार्थ्यांना पदवी सोबतच कौशल्यपुर्ण शिक्षण



अधिक करून रोजगारभिमुख बनविण्यासाठी रोजगार मार्गेदर्शन व स्पर्धा परीक्षा विभागाने आदर्श महाविद्यालय व अमेरिका इंडिया फॉऊंडेशन यांच्यामध्ये झालेल्या सामंजस्य करारानुसार रिटेल क्षेत्र व बँकिंग क्षेत्रासाठी रोजगारभिमुख ऑनलाईन कौशल्यपूर्ण अभ्यासक्रम चालविण्यात आले. या अभ्यासक्रमात सहभागी विद्यार्थ्यांना प्रमाणपत्राचे वितरण करण्यात आले. या रोजगार मेळाव्यात 10 कंपन्यांनी सहभाग घेतला. यामध्ये मिशो, नवभारत फर्टीलाईझर लिमिटेड, एसबीआय कार्ड व्हीआर सर्विसेस, बिग बास्केट, नुबेनो हेल्थकेअर, फिल्पकार्ट वेअरहाऊस, बायोफ्लांटटेक लि. आदी कंपन्यांचे एचआर सहभागी झाले होते. या मेळाव्यात निवडीसाठी विद्यार्थ्यांच्या मलाखती घेत काही विद्यार्थ्यांची निवडही करण्यात आली. प्रास्ताविक प्रा. निहार बोदेले यांनी केले. आभार शुभम सेलोकर यांनी मानले.

Gadchiroli Edition 20 March 2022 Page No. 3 epaper.navarashtra.com

NEWS of the event, published in the Newspaper

SA STATE OF COLOR

PRINCIPAL
Adarsh Arts & Commerce College,
Desaigani (Wadsa) Dist.- Gadchiron

Collaborative Activities with the

MAHARASHTRA CENTER FOR ENTERPRENEURSHIP DEVELOPMENT (MCED), GADCHIROLI



Dr. Shankar Kukreja, Principal of the college, Mr. Nilesh Bhute, Project Coordinator and Dr. S.G. Gahane, Head IQAC Signing the MOU and hand-overing the document

• Guest lecture - Students Welfare Department organized personality development camp in the college from 2 March to 7 March 2020. During this camp on 6 march 2020 Guest lecture was organized on "Self-Employment and Entrepreneur stieship Guidance" Mr. Nilesh Bhute, project coordinator, MCED guided the students about various Self Employment & Entrepreneurship.



Dr. H. M. Kamdi, Vice Principal of the college, addressing the students while Mr. Nilesh Bhute, project coordinator and others on the dais look on - 6 March 2020



Mr. Nilesh Bhute, Project Coordinator, MCED Addressing the Students on Self Employment



PRINCIPAL
Adarsh Arts & Commerce College,
Desaiganj (Wadsa) Dist.- Sadchiroli

Collaborative Activities with the AROGYA PRABODHINI, DESAIGANJ

• **Guidence Programme :** Guidence prograame was organised on Sunday 2nd January 2020 on the topic "Rural Female Tobacco Consumption: Survey, Results and Solutions" at adopted village Gandhinagar. The program was chaired by Prof. Dr. D. N. Kamdi, Head of Department of History, Adarsh Arts & Commerce College, Desaiganj, hon. Dr. Suryprakash Gabhane, Director of Arogya Prabodhini, Desaiganj was the resource person of the programme.

At this time, more information about this subject was obtained by doing a survey by the volunteers and after analyzing the information obtained, Dr. Gabane present their view on the topic and guidnace to participants about Tobacco addiction.



Dr Suryaprakash Gabhane, Director of AROGYA PRABODHINI NGO addressing the Students & Villagers on "Tobacco Addiction in rural Woman: Survey, Discussion and Remedies" at Gandhinagar - 2 Jan 2020



Dr Suryaprakash Gabhane, Director of AROGYA PRABODHINI NGO, Students & Villagers take oath on Tobacco awareness at Gandhinagar village - 2 Jan 2020



Dr Suryaprakash Gabhane, Director of AROGYA PRABODHINI NGO, Students & Villagers during the Tobacco awareness programme at Gandhinagar village - 2 Jan 2020





Guidance programme: Constitution Day was celebrated on 26th November 2021 college. On this occasion the Department of National Service Scheme and Cultural Department of the college Jointly organised Guidance Programme on "Constitution and its Impact on Indian Women". Principal Dr Shankar Kukreja chaired the program, Dr Suryaprakash Gabhane, Director, Arogya Prabodhini, was the chief guest of the programme while Dr. Hitendra Dhote, Dr. H. M. Kamdi, Dr. J. P. Deshmukh, Prof. Nihar Botele were mainly present. On this occasion, the Chief Guest Dr Suryaprakash Gabhane gave appropriate guidance on the justification of the Constitution and on thisoccasion, the purpose of the Constitution was read by those present. Awareness to be the objective of the program. Students celebrate Indian Constitution Day and celebrate the Constitution Nature and Number of Beneficiaries - Students Total Total - 74 • Results Due to the orientation program of the Constitution Day, the students understood the importance of the Constitution, its creation, the rights and duties of the citizens under the Constitution.



Dr Suryaprakash Gabhane, Director of AROGYA PRABODHINI NGO, Desaiganj addressing the students on "Constitution and its Impact on Indian women" while Principal Dr. Shankar Kukreja and other dignitaries on the dais look on



PRINCIPAL
Adarsh Arts & Commerce College,
Desaigani (Wadsa) Dist.- Sadchiroli

Collaborative Activities with

DISHA DIVYANG TALUKA SANGATHANA, DESAIGANJ



Dr. Shankar Kukreja, Principal of the college and Mrs Sheikh signing the MOU and hand overing the MOU

Monthly Meeting of Disha Divyang Sangthana-



Dr. Shankar Kukreja, Principal of the college, addressing the members of Divyang Sangathana in the monthly gathering of the Dishya divyang Sangathana



NEWS of the event published in digital media





 Divyang Person Employment and Self Employment Guidance Programme – On the occasion of International day of disable person - 3 Dec 2021 Divyang Person Employment and Self Employment Guidance Programme was conducted at college.



Mrs. Tumade addressing the gathering in the *Programme on Employment and Self Employment of Divyang* on the occasion of International Day of disabled Persons - 3 Dec. 2021 while Hon. Trustees of the college and Principal Dr. Shankar Kukreja, prominently present on the dais, look on.



सरकारी योजनाओं का लाभ लें दिव्यांग



समाज कल्याण अधिकारी पेंदाम ने की अपील

देसाईगज (मं). दिल्यामां के लिए सत्कार ने कई योजनाए यूह की हैं. स्वीर्थय योजना, सरकारम्बर से विलीय लाम योजना, विवाह प्रोत्स्वाहन संविध्य योजना, विवाह प्रोत्स्वाहन योजना, दिल्याम व्यक्ति छात्रवृत्ति, जैसकत मशीन, विकल्यामां के कल्याण के लिए स्थानीय व्यवाय संस्था में 5 प्रतिशत आर्थाल निर्माण का विवाह के व्यवह को 50,000 रूपये प्रोत्स्वाहन निर्माण सहायक उपकरण, रोजनामं के लिए विधित्व सामग्री आदि योजनाओं का दिल्यामां से लाभ लेने को अपील समाजन कल्याण अधिकारी सुरेश पेदाम ने की अपील समाजन कल्याण। अधिकारी सुरेश पेदाम ने की अपील समाजन कल्याण। अधिकारी सुरेश पेदाम ने की अपील समाजन करत्याण अधिकारी सुरेश पेदाम ने की अपील समाजन करत्याण। आध्या विवाह व जनकल्याण विव्याम सहावद्यालय दुमाईगंज, दिशा दिल्याम पंगटन व जनकल्याण दिल्याम जनसंगठन गड़ियाली, चहुपुर, भड़ारा, गांदिया की ओर में विथय दिल्याम जनसंगठन गड़ियाली, चहुपुर, भड़ारा, गांदिया की ओर में विथय दिल्याम दिने के उपलब्ध में दिल्याम व्यक्ति रोजगार, मार्गदर्शन सम्मेलन आयोजिन किया गया, प्रमुख अतिर्थ के रूप में प्रा. शंकर सुकलेजा, नगराध्यक्ष शालुताई देखना, राष्ट्रीय ग्राम जीवन्तीत अभ्यक्ष नाजगार प्रारक्ष अपस्थत सहाराष्ट्र तहसील समन्वयक बहै, दिशा दिल्याम संगठन तहसील अध्यक्ष नाजमा राख उपस्थित थे.

देसाईगंज येथे दिव्यांग मार्गदर्शन मेळावा

देसाईगंज : जागतिक अपंग दिनाचे औचित्य साधून देसाईगंज येथील आदर्श महाविद्यालयात ३ डिसेंबर रोजी दिव्यांग व्यक्तींना मार्गदर्शन करण्यासाठी मेळाव्याचे आयोजन करण्यात आले आहे. मेळाव्याचे उद्घाटन आ. कृष्णा गजबे यांच्या हस्ते होई ल. अध्यक्षस्थानी संस्थेचे सचिव तथा नगरपरिषदेचे उपाध्यक्ष मोतीलाल ककरेजा राहतील. मेळाव्याला एसडीओ विशाल मेश्राम, समाज कल्याण अधिकारी सुरेश पेंदाम, नगराध्यक्ष शालू दंडवते आदी उपस्थित राहतील. दिव्यांगांना विविध योजनांची माहिती व्हावी यासाठी सदर मेळावा आयोजित केला आहे. दिव्यांगांनी याचा लाभ घ्यावा, असे आवाहन प्राचार्य डॉ. शंकर कुकरेजा व मेळावा आयोजन मिनिहों केला आहे. 💭 Comment

NEWS of the event published in the Newspaper

PRINCIPAL Adarsh Arts & Commerce College, Desaigani (Wadsa) Dist.- Gadchiroli



Monthly Gathering of Disha Divyang Sangathana Members, held on $3^{\rm rd}$ day of every month organized at the college.

Help for the disabled during the corona period:-

Due to CORONA, many people lost their jobs and incomes and many people went hungry. Especially the disabled lost their jobs during this period and they were subjected to sub-war. In such situation, with the initiative of the Department of NSS in the college, On April 23, 2020, Disha Divyang Sanstha was donated food kits by all the employees of the college. Food kits were provided to 22 members of the organization in Desaiganj. This food kit included essential materials like rice, dal, edible oil, chillies, turmeric, etc.

- Program Objectives To assist the needy and disabled persons in the face of the coronavirus pandemic.
- Nature and number of beneficiaries: Total 22 disabled citizens

Outcome: 22 persons with disabilities were supplied with essential items



Food kits distribution to Disha Divyang Taluka Sanghathana Members during COVID-19 pandemic lockdown.



Food kits distribution to Disha Divyang Taluka Sanghathan Members during COVID-19 pandemic lockdown.



PRINCIPAL
Adarsh Arts & Commerce College,
Desaigani (Wadsa) Dist.- Sadchiroli

Collaborative Activities with DR, BABASAHEB AMBEDKAR COLLEGE, BRAHMAPURI

• Seminar on Introduction to Soft Skill-

A Seminar entitled "Introduce to Soft Skill" was organized on 28 Sept 2018. 50 students with 4 teachers of Dr. Babasaheb Ambedkar College, Bramhapuri and the students of the Adarsh college along with the Dr. S. G. Gahane participated in this programme



Dr. Arneja, Director of Physical Education and Sports, Dr. Ambedkar College Bramhapuri, addressing the Students during faculty exchange activity organized at Adarsh Arts & Commerce College, Desaiganj while Dr. S. G. Gahane Dept. of English, Dr. H. M. Kamdi, Head, Commerce dept. of Adarsh College and Dr. Tufan Awatade, Dept of English Dr. Ambedkar College, Bramhapuri on the dais look on

Nutan Shikshan Prasarak Mandal's

ADARSH ARTS AND COMMERCE COLLEGE

DESAIGANJ (WADSA)
Dist.: Gadchiroli (M.S.) 441 207

DR. H. M. KAMDI

M.A. (Eco.), M.Com., M.phil., Ph.D.

Offi. Principal



Fax No.: 07137-273823 (O): 07137-272554 (R): 07137-273330

Website: www.adarshcollegedesaiganj.com E-mail: adarsh desaiganj@rediffmail.com

NAAC Re-accredited: 'B' Grade CGPA 2.16

Ref. No. : AMV/349/18

Date: 6/10/2018

To,

Dr. Azizul Haque,

Principal,

Dr. Babasaheb Ambedkar College of Arts, Commerce and Science,

Bramhapuri, Dist- Chandrapur.

It gives us immense pleasure to state that according to the Memorandum of Understanding for Quality Enhancement of Higher Educational Institutions, you sent a team of four teachers with near about 50 students of your college to our college under Collaboration for Students exchange and Faculty exchange on 28th September 2018. The students of your college interacted with our faculty on various academic issues, visited the Library and Gymnasium, talked with the students of our college, exchanged their views on various topics, and participated in a Seminar on "Introduction to Soft Skills" engaged by Prof. Dr. Shriram G. Gahane, IQAC Coordinator of our college.

The disciplined behaviour of your students was really commendable. Prof. Tufan Awatade and Dr. Aneja displayed very responsible leadership while leading the team.

We express our heartfelt gratitude to you for initiating such an innovative and creative activity with the help of your faculty. We hope to see many such activities with your cooperation and participation in near future.

Thank you!

OFFICIATING PRINCIPAL
Adarsh Art's Commerce College
Desaiganj (Wadsa) Dist. Gadchiroli

Hear.

PRINCIPAL Adarsh Arts & Commerce College, Desaiganj (Wadsa) Dist.- Gadchiron



One Day Workshop — One day Workshop on Teaching, Learning and Evaluation was organised at Dr. Babasaheb Ambedkar College, Bramhapuri, Dist- Gadchiroi on 6 Oct. 2018.
 Dr. S. G. Gahane, Dept of English, Adarsh Arts and Commerce College, Desaiganj participated in the workshop as resourse person



Dr. S. G. Gahane addressing the Students during one day workshop on teaching Learning and Evaluation organized by Dr. Babasaheb Ambedkar College, Brahmapuri on 6 oct 2018 while Dr. Kose, Dept. of English, Dr.Snigdha Kamle, Dept of Sociology, Dr. Fulzele, Dept. of English Dr. Ambedkar College, Bramhapuri on the dais look on



PRINCIPAL
Adarsh Arts & Commerce College,
Desaigani (Wadsa) Dist.- Sadchiroli

• **Guest Lecture:** Dept. of Sociology of the college organized special guest lecture on "Gender Equality" on 10 Dec. 2021. Dr. Snigdha Kamble, Head, Dept of Sociology, Dr. Ambedkar College, Bramhapuri addressed the gathering on the occasion as chief guest.



Dr. Snigdha Kamle, Dept. of Sociology, Dr. Ambedkar College, Bramhapuri addressing the Students during Sociology Students Study council programme under the faculty exchange activity organized by Dept. of Sociology of College while Dr. Shankar Kukreja, Principal of the college, Dr. S D Upate, Dr. V G Chvhan, Dept of Sociology look on.



Dr. Shankar Kukreja, Principal of the college, addressing the Students as a chairperson of the event during Sociology Students Study Council programme under the faculty exchange activity organized by Dept. of Sociology of College while Dr.Snigdha Kamle, Dept of Sociology, Dr. Ambedkar College, Bramhapuri, Dr. Upate, Dr. Chvhan dept of Sociology look on.



NEWS of the Event published in the Newspaper



NEWS of the Event published in the Newspaper





One Day Seminar – A Seminar entitled "Literature and Society" was organized by
Language and Literature students' study council in the college on 19 sept. 2019. Dr. D. B.
Fulzele, Dept. of English, and Prof. Jagdish Meshram, Department of Marathi, Dr.
Babasaheb Ambedkar College, Bramhapuri addressed the students on the topioc.



Dr. D B. Fulzele, Dr. Ambedkar College, Bramhapuri addressing the students during the guest lecture on "Literature and Society" under the faculty exchange activity while Chairperson of the event Dr. Shankar Kukreja, Principal of the college, Dr. H. B. Dhote and Prof. Ramesh Dhote look on.



NEWS of The Event published in the Newspaper





Collaborative Activities with NEVJABAI HITKARINI COLLEGE, BRAHMAPURI

On Wednesday, 13/09/2019, a lecture series was organized on the topic "Easier financial transactions due to Net Banking" by Commerce Student Study Board. Dr. H. M. Kamdi Presided over while Prof. Dr. Bhaskar Lengare Nevjabai Hitkarni College, Bramhapuri, Prof. Dr. J. P. Deshmukh, Prof. Nilesh Halami addressed the students on the topic. On this occasion, various ways of net banking system, how to make financial transactions easier and also information about changes to be taken while doing financial transactions were explained. was mainly present.



Dr Bhaskar Lengure, Associate Professor, department of commerce, Nevjabai Hitkarini College, Bramhapuri addressing the students on "Net Banking: Easy financial Transaction" while Dr J P Deshmukh, Dr. H. M. Kamdi, Miss Donadkar, department of Commerce of the college look on.



NEWS of the event published in the Newspaper



PRINCIPAL
Adarsh Arts & Commerce College,
Desaigani (Wadsa) Dist.- Sadchiron

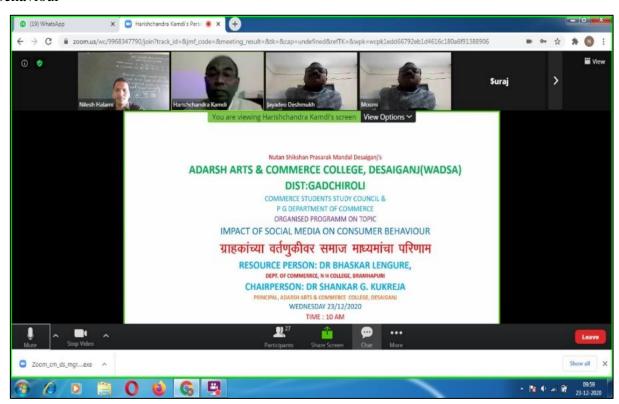
Online Lecture: - Online Lecture on "Impact of Social Media on Consumer Behaviour" on Wednesday 23/12/2020 was organized by Commerce Students Study council. On this occasion Honorable Principal Dr. Shankar Kukreja was the President and the Chief Guest was Prof. Dr. Bhaskar Lengre, Nevjabai Hitkarini College, Bramhapuri, Head of Department of Commerce Prof. Dr. H.M. Kamadi Sir Prof. Dr. J.P. Deshmukh Sir and Prof. Nilesh Halami, Convener of Commerce Student Study Board were mainly present. On this occasion the students were guided on how social media influences consumer behaviour.

Program / Undertaking Objective-

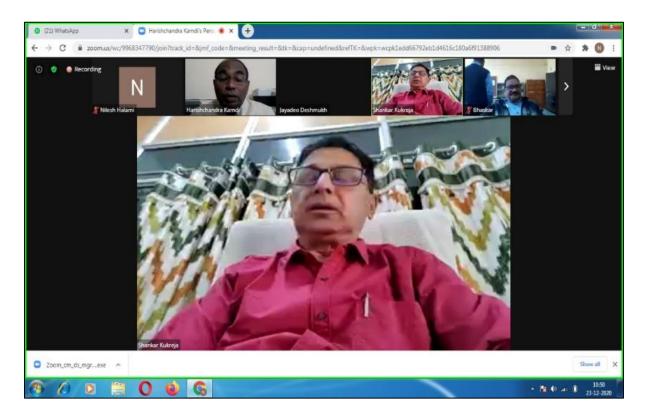
- To make students aware of the impact of social media.
- To inform students about the impact of social media on consumer behaviour
 - To add to the student's knowledge.

Target : All Commerce students. Beneficiary / Participating All students of Commerce stream. Number and Nature of Beneficiaries: 169 students including 52 boys and 117 girls participated in this activity.

Proof of success: College students became aware of the impact of social media on consumer behaviour



Digital Banner of the event, participants and faculty



Dr Shankar Kukreja, Principal of the college, addressing the participants as chairperson of the event while Dr Bhaskar Lengure, resource perosne, other faculty of the college look on



Screenshot of event - Dr Bhaskar Lengure, addressing the students with PPT presentation in the event while faculty & participants look on

समाज माध्यम प्रभावी साधन : प्रा. डॉ. लेनगुरे

देसाईगंज, ता. २५ : प्रत्येक व्यक्ती समाज माध्यमाशी जुळलेला असल्याने त्याद्वारे उत्पादित वस्तूची जाहिरात मोठ्या प्रमाणात होत आहे. स्पर्धात्मक युगात उत्पादने आणि सेवा ग्राहकांपर्यंत पोहोचविण्यासाठी समाज माध्यमे विपणनासाठी प्रभावी ठरत आहेत, असे प्रतिपादन नेवजाबाई हितकारणी महाविद्यालय ब्रह्मपुरीचे प्रा. डॉ. भास्कर लेनगुरे यांनी केले.

आदर्श महाविद्यालयात वाणिज्य विद्यार्थी अभ्यास मंडळाच्या उद्धाटन व प्राहकांच्या वर्तणुकीवर समाज माध्यमाचे परिणाम या विषयावर मुख्य मार्गदर्शक म्हणून ते बोलत होते. कार्यक्रमाच्या अध्यक्षस्थानी प्राचार्य डॉ. शंकर कुकरेजा होते. तसेच वाणिज्य विभागाचे प्रमुख डॉ. एच. एम. कामडी यांची प्रमुख उपस्थिती होती. अध्यक्षस्थानाहून बोलताना प्राचार्य डॉ. शंकर कुकरेजा यांनी सोशल मिडिया प्रभावी साधन असले तरी त्याचा विचारपूर्वक वापर करण्याचे आवाहन केले. तसेच यांवेळी वाणिज्य विद्यार्थी अभ्यास मंडळाचे सत्र २०२०-२१ करिता नवीन कार्यकारिणी जाहीर केली. या कार्यकारिणीच्या अध्यक्षस्थानी प्रा. डॉ. एच. एम. कामडी, उपाध्यक्षपदी प्रा. डॉ. जे. पी. देशमुख यांची निवड करण्यात आली. सदस्यांमध्ये प्रथम नागपुरे, अलका गायकवाड, निखिल मुंडले व श्वेता मेश्राम, बादल डांगे व गायत्री साखरे यांचा समावेश आहे.

सचिवपदी स्नेहा उरकुडे, तर संघटक म्हणून प्रा. नीलेश हलामी यांची निवड करण्यात आली. तत्पूर्वी प्रा. डॉ. एच. एम. कामडी यांनी कार्यक्रमाचे उद्देश व रूपरेषा प्रास्ताविकातून विशद केली. संचालन प्रा. डॉ. जे. पी. देशमुख यांनी केले, तर प्रा. नीलेश हलामी यांनी उपस्थितांचे आभार मानले. महाविद्यालयातील सर्व प्राध्यापक व विद्यार्थी मोठ्या संख्येने उपस्थित होते.

News of the event published in the Newspaper

COMMERCO COLUMN

PRINCIPAL Adarsh Arts & Commerce College, Desaiganj (Wadsa) Dist.- Sadchiroli **Guest Lecture**: Guest Lecture on 'Bamboo Farming and Bamboo Industry: A Profitable Option' was organized on dt. 26 March 2022 at 3 PM. The keynote speaker for this lecture was Dr. Prof. Akash Meshram, Department of Commerce, N H College, Bramhapuri while the lecture was chaired by Prof. Dr. Jaydev Dashemukh, Department of Commerce, Adarsh College, Vadsa. The speaker gave detailed guidance on Babu agriculture and Babu industry.



Mr. Akash Meshram, Dept. of Commerce, Nevjabai Hitkarini College, Bramhapuri addressing the students and villagers on "Bamboo farming and Bamboo industry – a benefited option" during the Special camp at Gandhinagar while Dr J. P. Deshmukh in the chair look on.



