



M.E.S. VASANT JOSHI COLLEGE OF ARTS AND COMMERCE
ZUARINAGAR, GOA - 403726



**DEPARTMENT OF COMMERCE,
INFORMATION TECHNOLOGY & IQAC**

In Collaboration with

Directorate of Higher Education, Government of Goa

And

Goa Technology Association

Organizes

State Level Workshop

For Students and Teachers

On

Building and Marketing Online Presence:

**A Workshop on Website Creation and Digital
Marketing for E-Commerce**

18th January 2025

Venue: Principal M.S. Kamat Seminar Hall

Phone: 0832 2555772 | E-mail: mesjoshicollege@gmail.com

Website: <https://mescollege.org/>

About the College - Murgaon Education Society's Vasant Joshi College of Arts & Commerce, Goa

M. E. S. (Murgaon Education Society's) Vasant Joshi College of Arts and Commerce is located at Zuarinagar, just alongside the port city of Vasco-da-Gama, Goa. The college was founded by Late Shri Vasantrao S. Joshi in 1971 with the noble goal of providing educational facilities at Vasco-da-Gama and in other parts of Mormugao Taluka. M.E.S. Vasant Joshi College offers undergraduate courses in Arts, Commerce, BCA and BBA and post graduation i.e. Masters in Commerce.

The Department of Commerce is the oldest department in the college, offering specialization in Accounting, Cost Accounting, Banking and Financial Services and Business Management. The department has successfully organized international, national and state level seminars and workshops in the past. Our faculty members are actively involved in presenting and publishing research articles at various conferences and seminars and have also authored books. Our faculties also have been resource persons for various academic conferences and seminars.

For more details about the college and workshop, please visit college website: www.mescollege.org

DETAILS OF THE WORKSHOP

In today's digital age, a strong online presence is crucial for the success of any business. The rapid growth of e-commerce has transformed the way businesses operate, making it essential for entrepreneurs and small business owners to master the art of website creation and digital marketing. To address this need, we present a comprehensive workshop titled 'Building and Marketing Online Presence: A Workshop on Website Creation and Digital Marketing for E-Commerce.'

This workshop aims to equip participants with the knowledge and practical skills needed to create a professional website and implement effective digital marketing strategies. By providing hands-on training and expert guidance, the workshop will empower attendees to establish a robust online presence, reach a broader audience, and drive e-commerce ventures to new heights.

Participants will learn to build visually appealing and functional websites, optimize them for search engines, and leverage various digital marketing channels to attract and engage customers.

The sessions of the workshop intends to highlight important e-commerce marketing strategies such as Search Engine Optimization (SEO) for online stores, Pay-Per-Click (PPC) advertising and Google Ads, Social media marketing strategies, Email marketing campaigns, Analytics and performance tracking.

OBJECTIVES OF THE WORKSHOP

- To help participants to develop website on their own.
- To equip students with skills of online marketing strategies.

Registration Fees

Students (UG & PG) Minimum Five Students	Rs. 150/- per student
Faculties (Two teachers per institution)	Rs.250/- per teacher

All participants will be provided with working lunch and tea during the workshop. No TA and DA will be paid to the participants.

Mode of Payment

Payment should be made by Demand draft/Cheque drawn in favour of: "MESCollege, Dept of Commerce", payable at Zuarinagar, Goa. The registration fees once paid will not be refunded. Cash Payment will be allowed on the day of Workshop. The following are the details for payment of fees for NEFT transaction;

Name of the account	MES Vasant Joshi College, Dept of Commerce
Name of the Bank	Indian Overseas Bank
Address of the Branch	Near MES College Junction Sancoale, South-Goa Pin Code: 403726
Account Number	290301000001613
IFSC Code	IOBA0002903
MICR	403020022

Note: In case of NEFT transaction, kindly provide us the transaction ID Number and Date by mail

Certificate and Registration

Participation Certificate will be given to all participants only if one registers himself/herself and pays the registration fees. Participants are required to attend all sessions conducted during the workshop.

Important Dates

Last date for registration 31st December 2024
Date of the Workshop 18th January 2025

Resource Persons



Mr. Mahadev Parsekar
Project Lead, Sierra Circuits (India) Private Ltd



Shri Sarvesh Rane
Digital Marketing Strategist,
FLR Spectrun Ltd

Program Schedule

9.00 am to 9.30 am	Registration and Breakfast
9.30 am to 10.45 am	Inaugural Function and Key Note Address
10.45 am to 11.00 am	Tea Break
11.00 am to 12.15 pm	Session – I- Creation of Website
12.15 pm to 1.15 pm	Session –II- Creation of Website
1.15 pm to 2.00 pm	Lunch Break
2.00 pm to 3.30 pm	Session- III Digital Marketing
3.30 pm to 3.45 pm	Tea Break
3.45 pm to 4.30 pm	Valedictory
4.30 pm to 4.45 pm	Photo Session

Organizing Committee

Department of Commerce

Assoc. Prof. Dr. Sancheliana Faria (H.O.D)

Assoc. Prof. Dr. Champa R. Parab

Assoc. Prof. Rochana Kharangate (Vice-Principal)

Assoc. Prof. Dr. Ashish M. Joshi

Assoc. Prof. Dr. Savia Mendes

Assoc. Prof. Sanjiv K. Shirodkar

Asst. Prof. Swati Shigaonkar

Asst. Prof. Shveta Desai

Asst. Prof. Safal S. Narvekar

Department of Information Technology

Assoc. Prof. Sandeep M. Kadam (H.O.D)

Asst. Prof. Sandiya Stefi Dourado

Asst. Prof. Dr. Atmaram Tarpe

Asst. Prof. Teja Temkar

Asst. Prof. Narendra Gaonkar
(Co-ordinator)

Asst. Prof. Seltan Gomes

Asst. Prof. Thomasin D'Souza

Asst. Prof. Sanjana Halarnkar

Asst. Prof. Shubhada Parab

Asst. Prof. Vasant Pednekar

Asst. Prof. Kalash Kankonkar

Asst. Prof. Suhani Desai

Shri Aniketh Dessai, Lab
Assistant

Registration Link

- **Registration for Faculties and Student Participant:**
<https://forms.gle/azo5vLYSkJVUxjBJ6>



Dr. Sancheliana Faria

Convenor of the Workshop

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Dr. Manasvi M. Kamat

Professor and Principal

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Co-ordinator of the Workshop

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IQAC coordinator

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