

REPORT ON CAREERE COUNSELLING (Digital Marketing)



R.A.C.E. Committee of Automobile Department, SCOE
Bringing you the series of
WEBINARS BY ALUMNI ENTREPRENEURS

A series of webinars conducted by the seniors of our department.
students who truly justifies our college motto
LEARN, LIVE, ACHIEVE AND CONTRIBUTE

Starting with our Second webinar of this series



Digital Marketing | Field Marketing | Sales

Heavy Commercial Vehicle's, Light Commercial Vehicle's, Intermediate Commercial Vehicle's,
Small Commercial Vehicle's, Pickups, Buses, Minivans, Construction Equipments ETC.

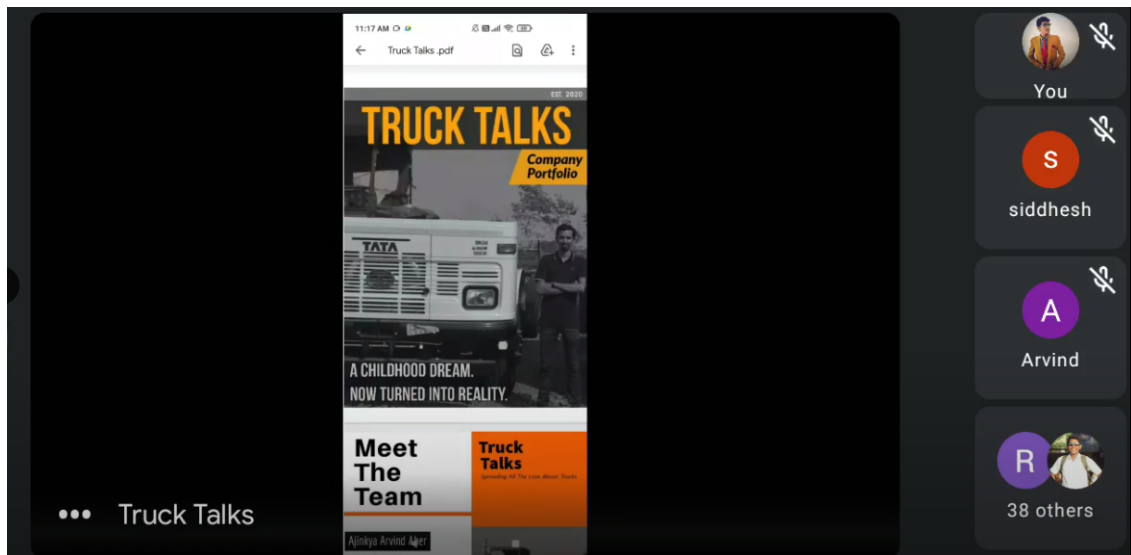
Guest
Ajinkya Arvind Aher
Youtuber

Subject : Career Counselling (Digital Marketing).
Date : 20th February 2021

Event Platform : Google Meet App
Time : 11:00 AM

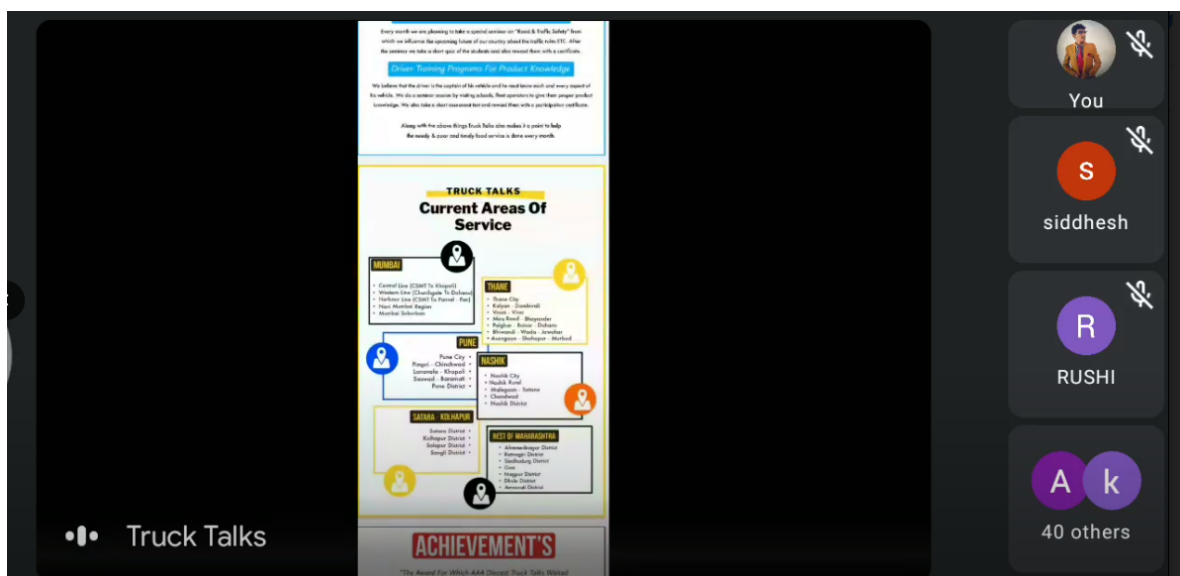
1. Introduction:-

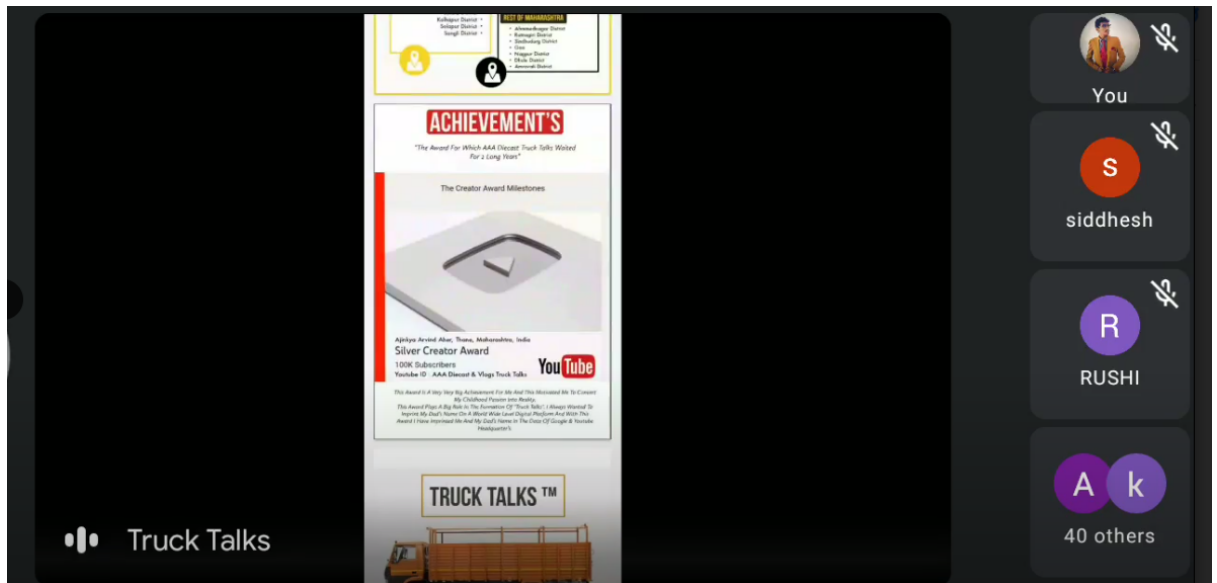
This was the one hour session, which conducted on 20th Feb, 2021 at 11:00 am onwards.. This session was about to introducing the Career Counselling on Digital marketing with engineering students, so students can choose this option as a Career. Our Guest has his own youtube channel with more than 2 lakh subscribers. He also have consultancy business on Goods transport, Passenger Transports , etc.



2. Conduction of Session :-

The Guest was Mr. Ajinkya Aher, he is a Digital Marketer. And our Host for this session is Mr. Kiran Kumar. He welcomes our Guest and gave introduction to all of us. After introduction session was handover to our Guest. He tell us about how he started his YouTube journey. Also he taught us about how engineer can work as a Digital marketer / YouTuber. He took almost 30 to 40 mins to understand us.





3. Interaction of Session :-

After 11:45 we started our students and Guest interaction session. One of the students asked him, how we can start our youtube Channel / Digital Marketing?

On this question he gave us proper information about it.

4. Thank You :-

In last 10 minutes we took Thanking session for our Guest. By the end of this session, we had lot of information about Digital Marketing.