

## **Digital Marketing and E-Commerce Payment Gateways**

A State level seminar was organised on 16<sup>th</sup> December 2017 inaugurated by Mr. Vishal Chaudhary, Founder Director Insignytics Pvt. Ltd. In his key note address he spoke about Changing India and role of students in Digital India. He spoke about importance of digitalization and how students should update themselves to face the challenges in the digital world. Students should possess knowledge and should also have different skills to sell themselves in the competitive market.

Dr. Shripad Pendse, Mumbai Retd. General Manager IDBI and Faculty to Yashada, spoke about Digital Payments, various tools challenges and opportunities. He expressed that the new generation should be well versed with the latest technologies and various applications used for Digital Payments like Paytm and Bhim app. He explained the challenges faced in the world of digital payments. He showed a live demo of various security checks one must consider before paying online.

Mr. Viraj Bhosale, MITCON Head Consultant and Prof. in Engineering College, Solapur enlightened the audience about Search Engine Optimization (SEO) and Search Engine Marketing (SEM). He explained how different search engines like google and msn work. When searching for a particular site or product, there are various pop ups displayed on the right side of the page and these are search engine marketing spaces. In this way companies optimize the space allocated on the website for marketing their products. He explained the procedure for Search Engine Optimization and Search Engine Marketing.

Mr. Devendra Ramteke, Management Consultant, Director Raisonni Management College, Nagpur delivered his address on Digital Traffic and Content Management. He said developing content for any product is the most important requirement for content management. Content Management enables the user to

locate a product of his or her choice. He explained how servers respond to enormous users at the same time. In Real time systems, the servers' queue the various requests allot time and respond to the request.

Mr. Abhishek Verma, Senior Regional Manager HR, Collebera, Vadodara spoke about Mobile Marketing, Email marketing and Google AdWords. He explained the use of mobiles and email marketing for buying and selling a product. He also spoke about different apps that can be downloaded and used for online shopping and online payments. He showed different mobile apps and their uses. He explained that Google AdWords is an online advertising service developed by Google, where advertisers pay to display brief advertising copy, product listings, and video content within the Google ad network to web users. He also explained how to reach new customers online with the help of Google AdWords.

Mr. Satish Singh Ethical Hacker and Freelancer, SYSAP Technologies, spoke about Cyber Security and Secured payment gateways. Online payments through various means like Paytm, Bhim, Paypal and Strip has increased due to increase in volume of online transactions. While making payments the customers use their email ids and passwords. Such personal details can be hacked and used for unethical or crime purposes, so how to take care while dealing with online payments and personal data was explained by him. Live demos on hacking of email id, WhatsApp etc. was shown by him.

75 students and 25 outsiders participated in the seminar. The Principal felicitated the guests. The seminar was coordinated by Dr. Mrs. Varsha Borgaonkar, Ms. Deepa Nathwani and Mrs. Bijal Thakker. Certificates were issued to all the participants.