



Sinhgad Institutes

Sinhgad Technical Education Society's
SINHGAD INSTITUTE OF MANAGEMENT
(Affiliated to Savitribai Phule Pune University, Approved by AICTE
& Accredited by NAAC)

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ACTIVITY REPORT ON FUEL

Activity Title	" FUEL ”	Date & Time	27 th March 2023 to 1 st April 2023, 10:00 am to 4:00pm
Activity Category	Placement Activity	Activity Venue	G10
Participants	MBA 1 st year students	Numbers of Participants	295
Name of the Organizing Institute	Friends Union for Energizing Lives	Faculty Coordinator	Neelam Edake

The document on hand is a narration of the details of the events and proceedings of the workshop on “Placement Training” that was conducted by Sinhgad Institute of Management, Pune; in collaboration with “Friends Union for Energizing Lives” have organized Student grooming activity from 27th March 2023 to 1st April 2023. This grooming programme was inaugurated by Dr. Daniel Penkar, Director SIOM in presence of Dr. Sagar Pawar, Academic Head and faculties of SIOM. Sessions of FUEL activity started from 10:00 am to 4:00pm. This five-day training program held under the speaker Mr. Sanket Lute, Mr. Amit Aswale and Ms. Asmita Lodam at Sinhgad Institute of Management, Vadgaon, Pune.

Placement Activity by FUEL specifically focused on digital marketing through nine modules of training contains various aspects of digital marketing. Students were introduced with the various aspects of digital marketing through Explanation of theories by trainer, videos and practical activities. In the rapidly evolving landscape of digital technology and marketing, staying abreast of the latest trends and acquiring practical skills is crucial for professional success. This training program provides opportunities to students to enhance their understanding of the latest digital technologies, tools, and methodologies. Enable participants to apply marketing concepts in real-world scenarios, fostering a deeper understanding of market dynamics and consumer behavior.



295 students participated into FUEL activity. Students actively participated in various activities taken in training program. Certificates for participation were directly sent to the students by the trainer.




Trainer of placement activity training to the students



Certificate by FUEL to students


Dr. Sagar Pawar
Academic Head




Dr. Daniel Penkar
Director, SIOM