

**Dr. D. Y. PatilUnitech Society's**  
**Dr. D.Y. PATIL INSTITUTE OF MANAGEMENT & RESEARCH**  
**Sant Tukaram Nagar, Pimpri, Pune-411018**  
Approved by All India Council for Technical Education (ID) No. AICTE-1-7427161)  
Recognized by the Savitribai Phule Pune University (SPPU-IMMP014220) AISHE CODE C-42109

Recipient of the "Best College Award"  
of Savitribai Phule Pune University

Accredited by NAAC with "A Grade  
(CGPA 3.29)

ISO 9001:2015 and ISO 14001:2015

<b>Activity Name</b>	Digital Media Writing
<b>Activity Type</b>	Self Driven
<b>Theme</b>	Innovation and Creativity
<b>Mode of Conduct</b>	2nd Floor Digital Classroom, DYPIMR
<b>Day and Date</b>	20th June 2023
<b>Workshop Details</b>	DYPIMR, in collaboration with Dvio, recently conducted a highly informative Digital Media Writing Workshop for MBA Marketing and MBA DM students. The event featured an esteemed speaker, Ms. Puja Kudia, who holds the position of Group Head of Copywriting and Strategy. The workshop aimed to enhance the participants & understanding and skills in the field of digital media writing.
<b>Objective</b>	Effective digital media writing in today & dynamic business landscape.
<b>Feedback</b>	The event served as a reminder of the transformative power of yoga and its ability to create a positive impact on individuals and society as a whole.
<b>Output</b>	It not only showcased the institution's commitment to promoting holistic wellness but also brought together the entire community in a spirit of unity and mindfulness.

## Flyer of Events



Dr. D. Y. Patil Unitech Society's  
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Sant Tukaram Nagar, Pimpri, Pune 411018



A Digital Marketing Workshop on

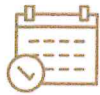
# DIGITAL MEDIA WRITING

Trainer:

**Pooja Kudia**

Group head

Copy writing & strategy



**20 JUNE 2023, TUESDAY**  
**11AM- 5PM**

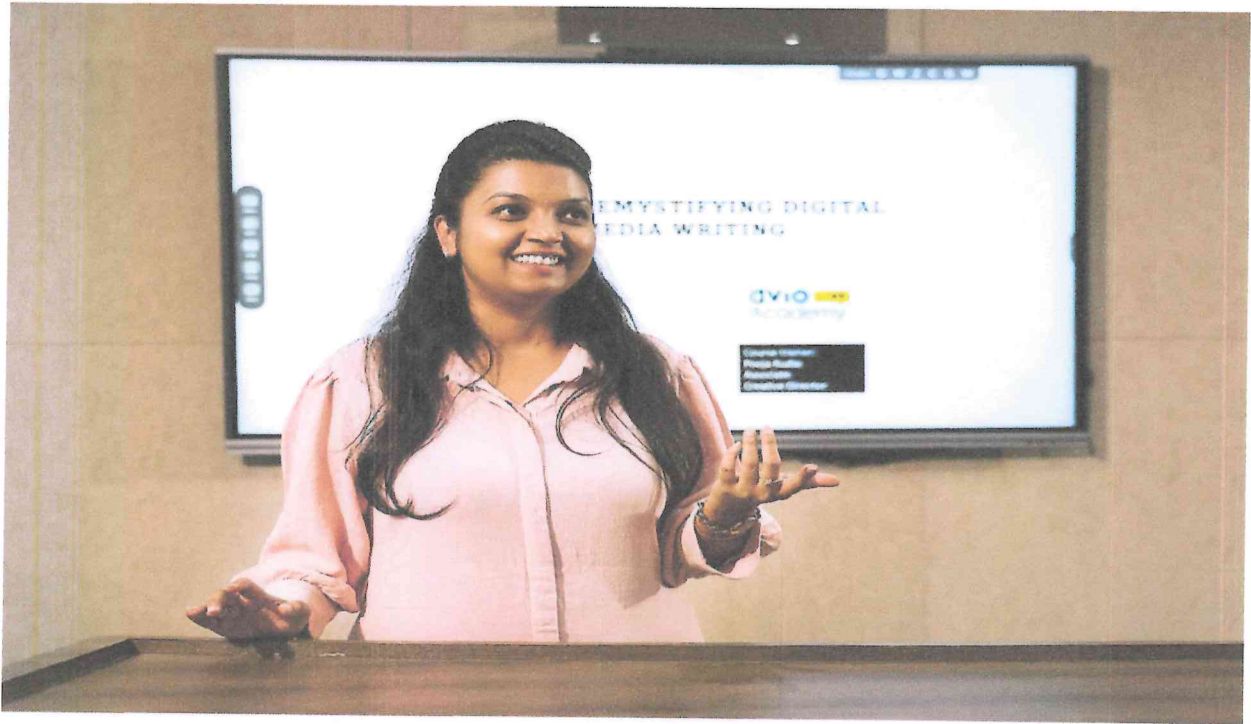
The workshop is being arranged by **DYPIMR**  
in association with **dvio**.

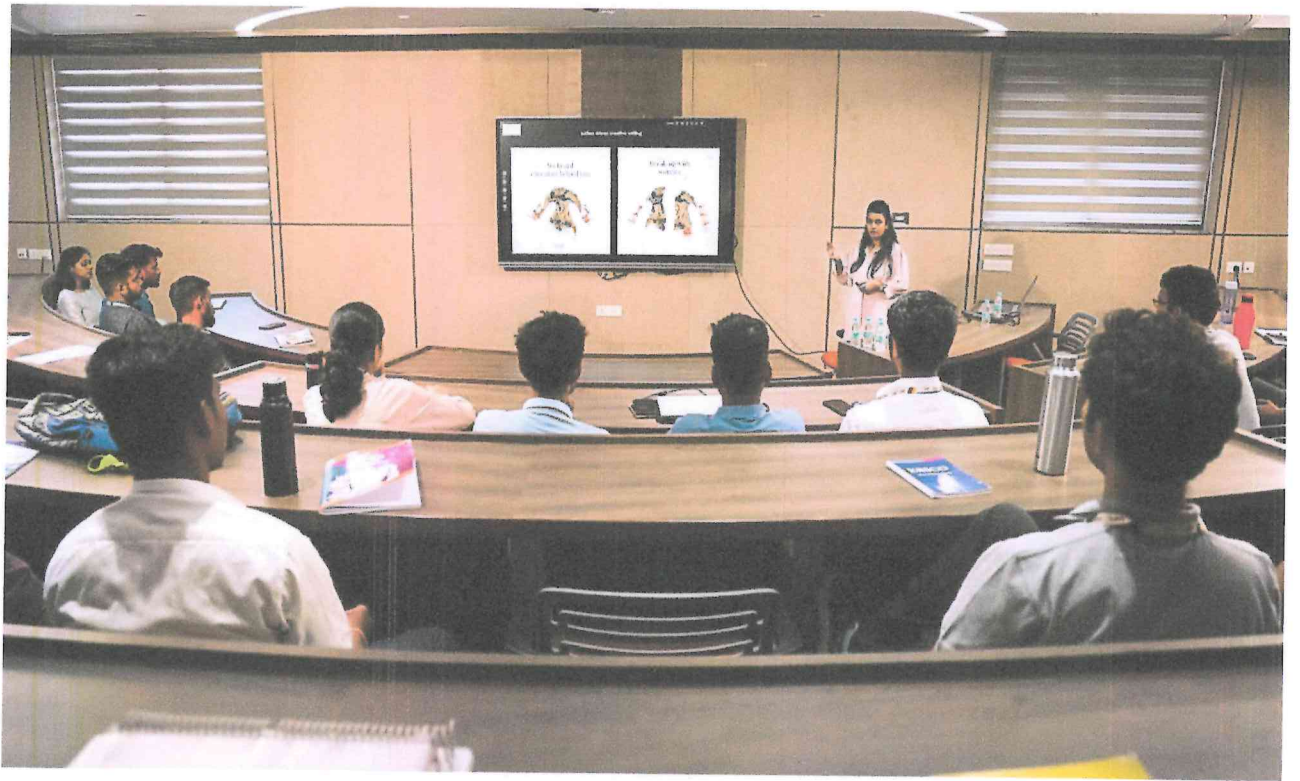


Attendance

	Name	Roll No.	Sign
1)	Shantanu Chaudhari	199	
2)	Vinayak Patil	204	
3)	Shivani Sahu	115	
4)	Pranina Terore	126	
5)	mane Rutuja S	56	
6)	pardeshi gaurav	31	
7)	prince pise.	183	
8)	Kirity Kalwal	162	
9)	Nikhil Jadhav	155	
10)	yashukesh Neekar	66	
11)	Kampale Amal	40	
12)	Sonali S. Gadhane	152	
13)	Aditya K. Bele	140	
14)	Tusha Kawale	41	
15)	Yash Nardre	64	
16)	Kaustabh Gaitwad	164	
17)	Sanket Kothe	163	
18)	Bhushan Nikam	178	
19)	Jitenhra Supe	121	
20)	Aman Nagtode	175	
21)	Tushar Jadhav	158	
22)	Kunal Kadlag	77	
23)	Prasad Patil	185	
24)	chovan Rushikesh	191	
25)	Bhushan Sunil Pawar	84	
26)	Aditya Laxman Shinde	196	
27)	chaitanya Kave	70	
28)	Shravani Pacharne	197	
29)	Nishant Jewkar	158	

Glimpses of Event







**Dr. Shradha Dudhani**  
**Prof. Shilpa Dubey** *shilpa*  
**IIC Coordinator**



**Dr. Meghana Bhilare**  
**Director**