

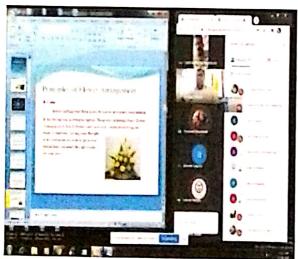
USE OF SOCIAL MEDIA

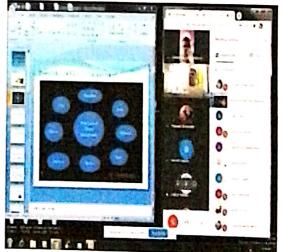


Director Shri Sharda Bhavan Education Society's Institute of Technology and Management, NANDED. The way and what children learn in the classroom have altered as a result of recent technological advancements. Students now have better access to tools for learning and conducting research thanks to the internet. Students can also participate in service learning by collaborating with other organisations to address issues and develop new initiatives, as well as active learning by using technology to participate in their field. Many people view the internet as an opportunity for peer support. Students can rely on one another through social media and other online resources.

Several social media platforms are being incorporated into instructional systems at SSBES' INSTITUTE OF TECHNOLOGY AND MANAGEMENT, NANDED to enhance communication with students and the overall experience of being a student. It gives college a simple, quick means of contact and enables to give and receive student feedback.

To supplement classroom instruction, the teachers make use of a variety of instructional technology. Due to COVID-19 constraints, teachers primarily delivered regular lectures in the academic year 2020–2021 online using tools like Google Meet and Zoom platform.





Mr. B. B. Shinde, Asst. Professor, Dept. of

HS delivering his lecture through Google Meet platform.





Dr. P.R. Patil, Asst. Prof., Dept. of CS, and Mr. P.U. Shegaonkar, HOD, Dept. of HS also delivered their lectures through ZOOM and Google Meet Platform respectively.

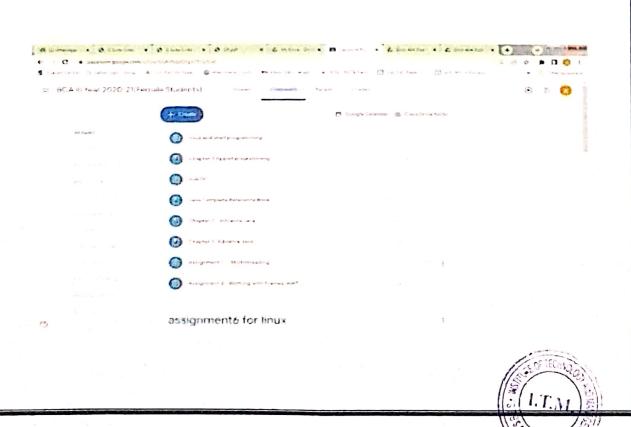


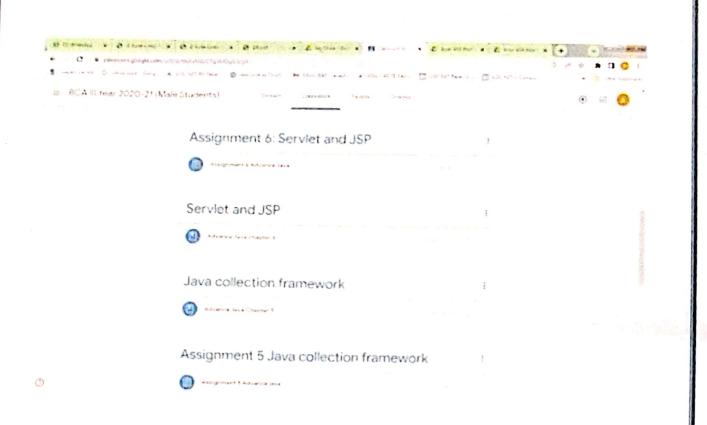
Hon. Director of the institute, Dr. S.B. Thorat sir, motivated the students during pandemics through online platform.

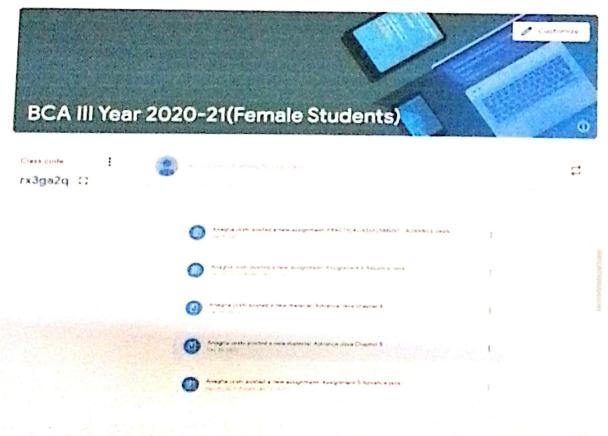
Institute uses online platform such as Google class room to provide assignments, study material, etc to the students so that they can take advantages of these material at their own time.

Faculties form the institution form Google Classroom for various classes and instructs the students.



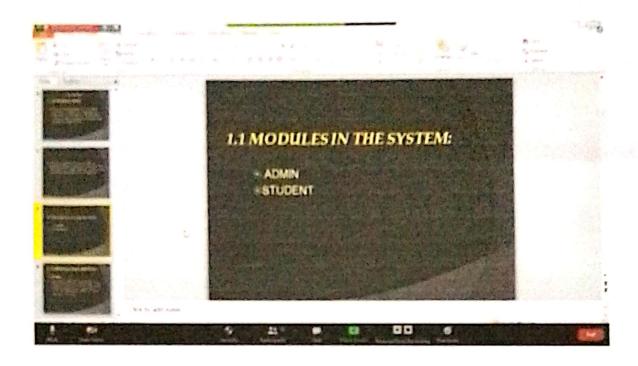


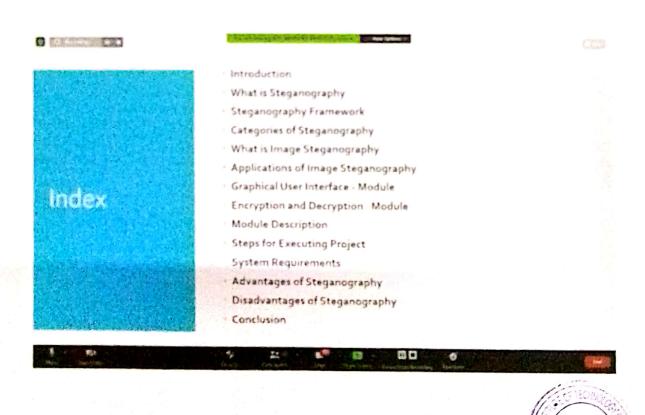


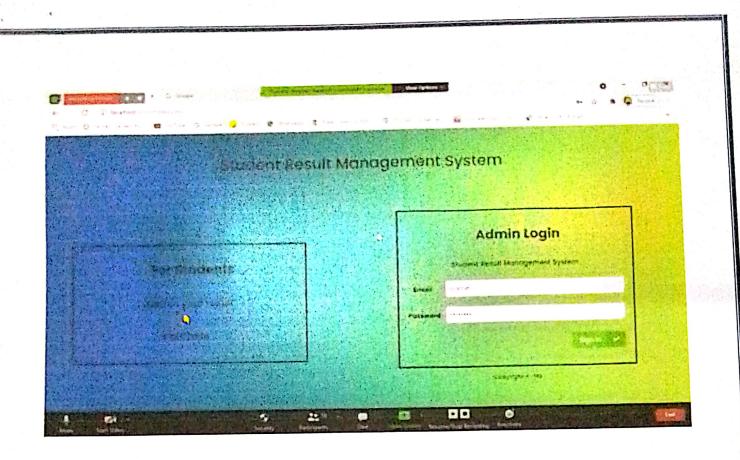




Students took the advantage of these online platform to represent seminar and to give project demonstration to their respective project guides. Here are the some of the screen shots:









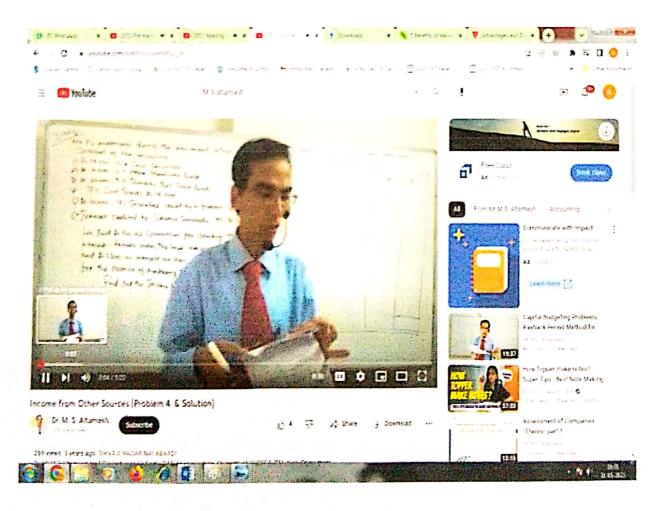


YouTube is a popular social media platform. Students can view academic videos, respond to questions, and discuss the subject matter.

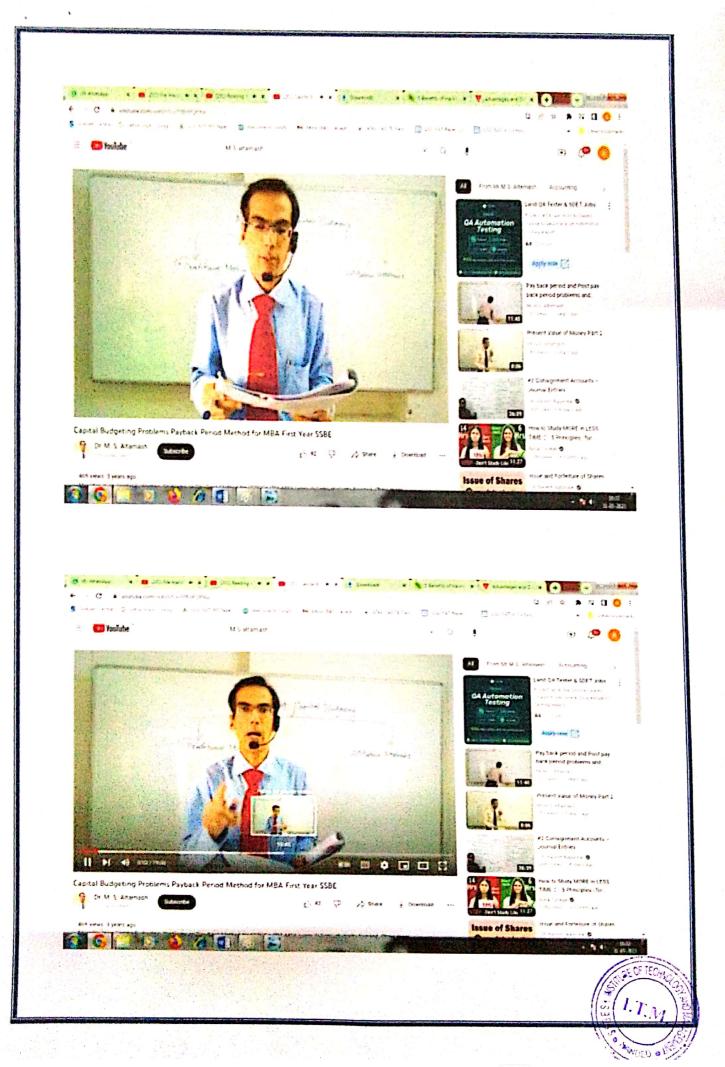
Because users spend a lot of time online and use social media as a source of information on issues they are interested in, social media has a growing impact on people's lives. One of the most widely used social media sites, YouTube, enables users to publish their videos online, create channels, and so build online communities that share common interests.

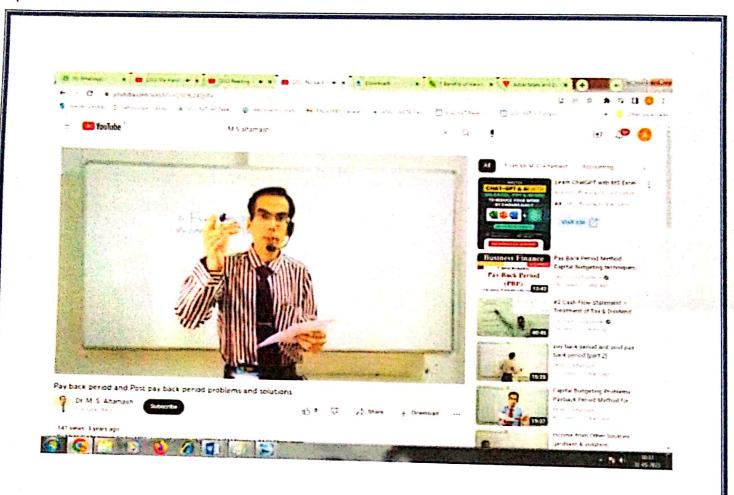
Some of the faculties from this institution took benefit of YOU TUBE Channel and shared their E-contents through the YOU TUBE channel.

Dr. M.S. Altamash, HOD, Dept. of Management, took the advantage of You Tube channel to deliver his lecture contents to the students.





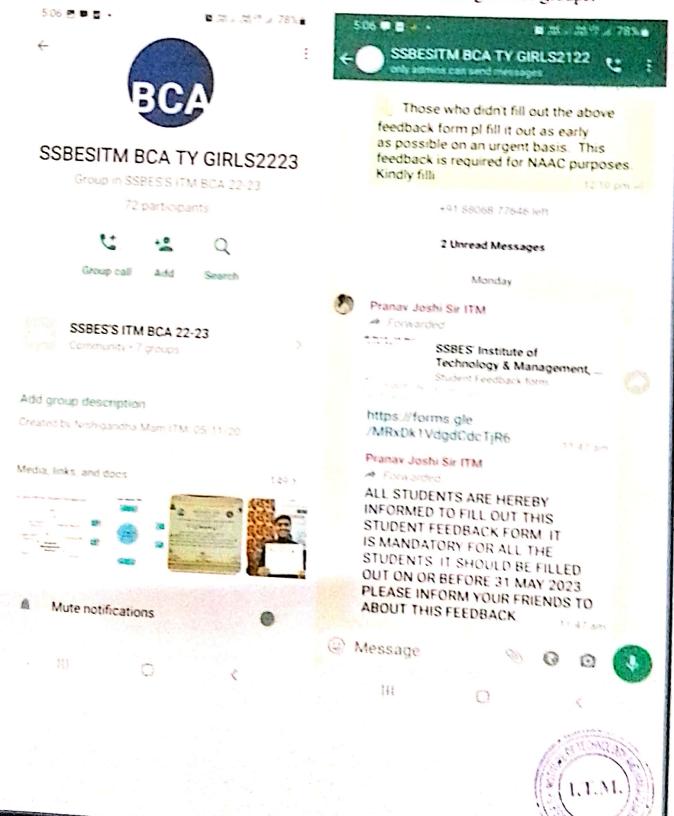


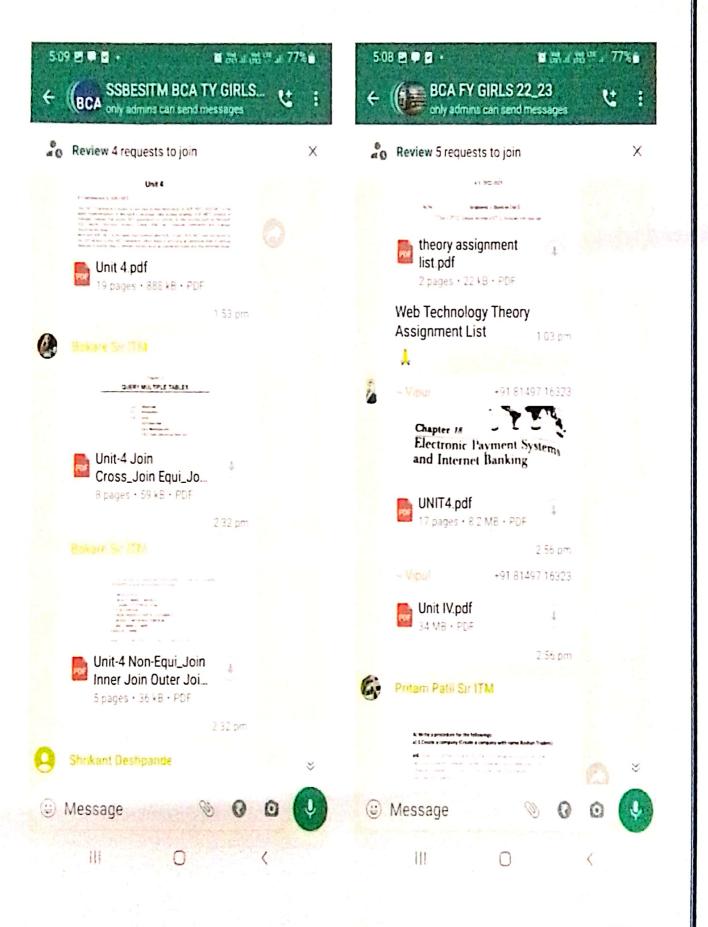


Teachers can use social media to connect with their pupils even when they are not in the classroom. Students may access an infinite number of resources and texts from reliable sources through the use of social media platforms, which they can then use to their advantage in essays, projects, and presentations. They can also be utilised at any moment to provide and receive feedback.



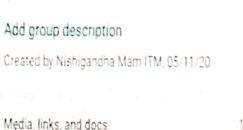
Students and teachers may communicate easily and whenever they want thanks to WhatsApp. It is perfect for usage in places with poor Internet access. SSBES' ITM created WhatsApp group for all the classes. And the faculties share study material, important notices, and important instructions to the students with the help of these groups. Faculties also shared links of their online classes through these groups.



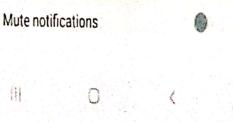








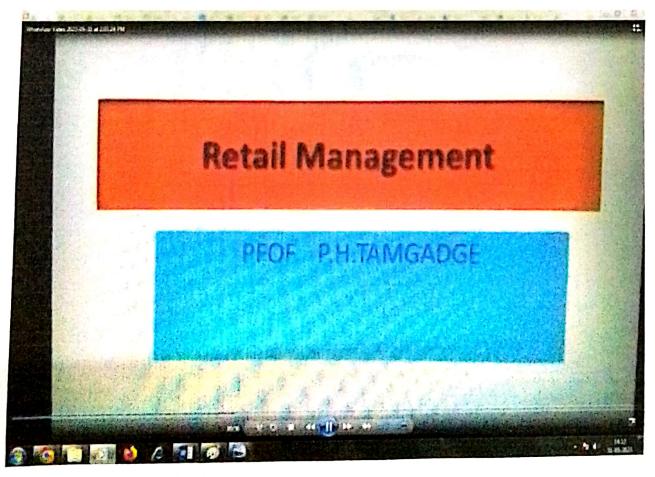




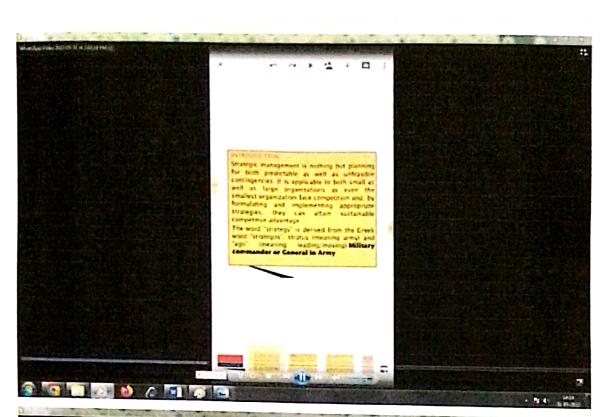


Social media can be thought of as a sort of repository for thoughts and other media that users can access at any time of day or night. Social media has closed the communication gap between students and teachers as feedback can be provided so quickly. The ability for students to observe and comment practically immediately has increased communication, which has helped students absorb the course material more thoroughly.

E-Content study material is developed by faculties of this institution and it is shred among the students through Google Classroom and Whats App groups. All the faculties prepared the video lectures of their respective subjects and students take advantage of this at their ease. Here are some of the photographs of video lecture E-Content prepared by the faculties.







Retailer, that is to cut a piece, a break down. A retailer buys in large quantity from the middleman or manufacturer and breaks the bulk in small quantity, sells or markets them in small quantity to meet the needs of customers.

• Philip Kotler:

The marketing guru has said all activities in

The marketing guru has said all activities in selling goods or service directly to final consumer for personal or non-business use is retailing or retail marketing.

Dr. P. H. Tamgadge, Asst. Professor, Dept. of Management developed the E-Contents for subjects Retial Management and Stategic Management.