



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce,
(Autonomous Institute), Baramati
DEPARTMENT OF E-COMMERCE & DIGITAL MARKETING

REPORT ON THREE DAYS WORKSHOP ON HOW TO EARN MONEY THROUGH YOUTUBE?

A three days workshop has been successfully completed by the Department of E-Commerce and Digital Marketing. The workshop was held from 25th to 28th February. The theme of the workshop is how to make money by making videos through YouTube?

The workshop was inaugurated by Dr. Ajit Telve, Vice Principal and RUSA coordinator of the institute and Lieutenant Prof. Vivek Bale, Assistant professor, Commerce department. Dr. Ajit Telve guided students during his President's address to launch their own new e-commerce and digital marketing platform.

Also Lieutenant Prof. Vivek Bale motivated students and said that we can create our own brand in the market by creating our own existence through YouTube, Instagram and blog. And at the end of the workshop the students will definitely start their digital journey.

The program was hosted by Ms. Bhoomi Pokaar, first year student and the welcome and introductory speech were given by organizing secretary of workshop and Head of department Prof. Siddharth Sorate.

On the occasion of the workshop, Mr. Shubham Pawar, Professional Youtuber, the Head and director of the Marathi Corner channel and the Resource person of the workshop guided our students and given hands on training on How to earn money through YouTube?

Following points were covered during workshop:

- How to create YouTube channel?
- How to create logo, banner and watermark?
- How to upload 1st YouTube video on YouTube?
- How to write title, description and tags?
- How to create or edit thumbnail and font?
- How to create subscribe bell intro and edit?
- What is copyright strike, copyright claim?
- How to download copyright free music, images, and videos?
- How to viral your YouTube video?
- How to monetize your YouTube channel and monetization 4 rules?
- How a YouTube ad works?
- What is YouTube short and benefits?
- After monetization, how to setup ads? How to earn money? How to add & verify bank account?

A total of 130 students were registered for this workshop and each of them was actively participated.

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आवक नंबर: SL-288
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HEAD OF DEPARTMENT