



GOKHALE MEMORIAL GIRLS' COLLEGE

## **Activity report of Seminar on BCG Matrix & Johari Window**

1. Date of the event: **25<sup>th</sup> April, 2024**
2. Number of participants: 8
3. Venue: Gokhale Memorial Girls' College (Smart Room)
4. Sponsorship (if any): NA
5. Collaboration (if any): NA
6. Name, designation, affiliation and topic of lecture of each and every speaker

<b>Name of Speaker</b>	<b>Title of Speech</b>	<b>Designation</b>	<b>Affiliation</b>
Smt. Aditi Chatterjee	BCG Matrix and Johari Window	<b>SACT, ASPV, GMGC</b>	-

7. Details about the resource person/brief resume/introduction- State Aided College Teacher in the department of Advertising, Sales Promotion and Sales Management (ASPV) at Gokhale Memorial Girls' College.

8. Other necessary information (if any) – The students of Semester 6 from the departments of ASPV, CMEV and CNDV attended the seminar on BCG Matrix and Johari Window. A short power point presentation was shown to them through which the concepts and diagrams of BCG Matrix and Johari Window were demonstrated. After this a questionnaire on Johari Window was shown to the students and they were asked to answer the questions and note the result, after which they could have an idea on what type of personality they possess and how they can improve the same. The seminar was an interesting one and students enjoyed the interactive session.



## GOKHALE MEMORIAL GIRLS' COLLEGE





GOKHALE MEMORIAL GIRLS' COLLEGE

Feedback cum Attendance sheet

Name of Activity BCG Matrix & Johari Window

Seminar  
Date: 25/4/24

Name of the organizing cell/committee/ department ASPV

Sl. No.	Name of participant	Roll No.	Signature of Participants	Feedback (in few words)
1.	Akshita Gupta	21/BSCV/0034	Akshita Gupta	It was good.
2.	Aindrita Das	21/BSCV/0213		It was good.
3.	Kaushik Mishra	21/BSCV/0211	Kaushik Mishra	Very insightful
4.	Aarshi Ghosh	21/BAV/0036	Aarshi Ghosh	Insightful and enjoyable.
5.	Apita Adhikary	21/BAV/0032	Apita Adhikary	Insightful and enjoyable.
6.	Ahona Sarkar	21/BSCV/0097	Ahona Sarkar	Informative & Interesting event.
7.	Rishita Kar	21/BSCV/0093	Rishita Kar	Informative and good event
8.	Koyel Mondal	21/BSCV/0104	Koyel Mondal	Interesting & Informative