

## Newsletter

### 2017-2018

- Special Lecture and Film show on "Helvetica - the mother of all fonts" by Sm Puja Sengupta, an Ex-student and former Guest Lecturer of the department and Senior Consultant (Design), Capgemini India Pvt. Ltd. was held on 14/07/17.
- The students of the department enthusiastically participated in the Annual College Exhibition held on 21/12/17. They presented the theme, "Nostalgia-Rewinding the Past".
- Special Lecture by Sri Indranil Mitra, Senior Vice-President, Lowe Lintas & Partners, Kolkata on Practical Approach to Advertising as a Practice". The lecture was delivered on 24/03/18.
- The students contributed to "Miscellany 2017", the Annual College Magazine.
- Sri Sabyasachi Chatterjee, a faculty, delivered a talk on "Durga Murtir Biborton" in a Study Circle meet held in the College premise on 26th September 2017.
- On the 20th of March 2017, the department of Advertising, Sales Promotion and Sales Management of Gokhale Memorial Girls' College Kolkata, organised a workshop on print media by experts Debabani Tagore (Sr. Manager Outlook Group), Paayel Sengupta (Associate Account Director, MSL Group) and Sukanya Das (Sr. Guest Lecturer NIFT and iLead Institute, Contributor to India Today, Femina, Cosmopolitan, Consultant Editor at XSeed Education.
- An interactive session with renowned advertising and film veteran, Mr. Barun Chanda, was organised by the Alumni Association of GMGC, on the 16th of March 2017. As an ex professor associated with the department, Mr. Chanda expressed his desire to renew his ties with the college and engage with the students in the upcoming academic sessions.

