

## Newsletter

### 2020-2021

- A webinar and workshop was organized by the department with the faculty Smt. Aditi Chatterjee, SACT as the resource person which was held for the final year students on “Digital Survey makes it easy”, to make the students learn the new technology of using online platform and design Google forms for conducting survey for projects and other research works on 27<sup>th</sup> July, 2020.
- The Department takes immense pleasure in announcing that the students joined hands to exhibit their creativity for the Annual Exhibition held on 29<sup>th</sup> February, 2020. The Department's theme for the Exhibition was “Purono Shei Diner Kawtha”. Figures of the Maharaja of Air India and the Amul girl welcomed the visitors to the stall. The students attempted to take the audience to a trip down their memory lane by exhibiting models of Some brands like – BPL television, Ambassador car and His Master's Voice (HMV) and charts that told the story of how some popular brands like– HMT watch, Premier Padmini car, Konica Camera, Murphy Radio, and telecom service providers (Hutch, MTS and Docomo) lost themselves in the way but still hold a place in the minds of many. Charts exhibited how some famous brands like – Budweiser, BMW, Royal Enfield, Bombay Dyeing, Lux, KFC advertised late in the 18<sup>th</sup> and 19<sup>th</sup> Centuries. To add to the excitement and fun, the students organized games like – Logo Identification, Naming The Brand From The Tag Line It Uses and Riddles. Hand-made stickers were designed by the students to gift the visitors. Visitors were excited to play the games and appraised the efforts. Overall, the exhibition was a reflection of what the students keep learning over the course of their study and was an enriching experience that is to be cherished all along.



