



GOKHALE MEMORIAL GIRLS' COLLEGE

**Metric 3.2.2 Number of workshops/seminars/conference including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the last five years**

(SOP specification: Only activities with a bearing on *Research Methodology, Intellectual Property Rights (IPR), entrepreneurship and skills development* to be considered here.

Sl No.	Year	Name of the workshop/ seminar/ conference	Date From – To	Bearing on
1	2021-22	Workshop & Seminar on creating Data sheet & Questionnaire in Google Forms	18.08.2022	Research methodology
2	2021-22	ICT Enabled User Driven Library Services : Issues and Challenges	30.05.2022 - 31.05.2022	Skill development
3	2021-22	Interactive Session & Presentation (Online) on Pricing Methods & Strategies	12.05.2022	Entrepreneurship
4	2021-22	Interactive Session on How to face an Interview	20.04.2022	Skill development
5	2021-22	Interactive Session & Presentation on Publicity & Celebrities	03.03.2022	Skill development
6	2021-22	Interactive Session & Presentation on BCG Matrix &/or Johari Window	18.02.2022	Entrepreneurship
7	2021-22	Online GIS-GNSS evening workshop	02.01.2022, 03.01.2022 and 05.01.2022	Skill development
8	2021-22	The World of Advertising	28.08.2021	Skill development
9	2020-21	Catalyst workshop for Semester V students	21.02.2021 – 23.02.2021	Skill development
10	2020-21	Social Entrepreneurship, Swachhta & Rural Engagement Cell - Cluster Level Competition	18.02.2021-20.02.2021	Entrepreneurship
11	2020-21	Five days online GIS-GNSS evening workshop	10.02.2021 - 14.02.2021	Skill development
12	2020-21	Digital Survey makes it Easy	27.07.2020	Research methodology
13	2020-21	Online Workshop & Training Programme for the Professional Development of Faculty and Staff on "DEVELOPING SKILLS THROUGH ICT TOOLS AND TECHNIQUES"	02.07.2020 - 04.07.2020	Skill development
14	2019-20	Skill enhancement through the practice of movement Psychotherapy	13.07.2019	Skill development
15	2017-18	Practical Approach to Advertising as a practice	24.03.2018	Entrepreneurship
16	2017-18	Helvetica-Mother of all fonts	14.07.2017	Skill development





GOKHALE MEMORIAL GIRLS' COLLEGE

Sl. No. 1: Workshop & Seminar on creating Data sheet & Questionnaire in Google Forms

**Activity report of Workshop & Seminar on creating Data sheet & Questionnaire in Google Forms**

1. Name of the Seminars/conferences/workshops: Workshop & Seminar on creating Data sheet & Questionnaire in Google Forms
2. Organized by: Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Seminars/conferences/workshops: The aim of the session was to teach the students how to create a Google Form which they need to know to facilitate data collection for any research activity especially for their Internship and Project Report.
4. Date : 18<sup>th</sup> August, 2022
5. Duration in hours (approximate): 1 hr 30 mins
6. Number of Participants (approximate): 13
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Smt. Sangeeta Sen & Smt. Aditi Chatterjee	Creating Data sheet & Questionnaire in Google Forms	SACT, ASPV, GMGC SACT, ASPV, GMGC & Dpt. Alumni	-

8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Seminars/conferences/workshops (within 100 words): The curriculum includes Internship and Project which necessitates data collection. Thus the session was very effective. The students participated enthusiastically. They were taught the different types of questionnaires and question patterns and how to translate them into the Google form. At the end they were given an assignment to create a Personal Data Sheet in Google Form which all of them were able to do successfully.





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*Akash*  
Principal  
Gokhale Memorial Girls' College

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Sl. No. 2: ICT Enabled User Driven Library Services : Issues and Challenges

**Activity report of Two Day National Level Seminar on “ICT Enabled User Driven Library Services : Issues and Challenges”**

1. **Name of the Seminars/conferences/workshops:**  
“ICT Enabled User Driven Library Services : Issues and Challenges”
2. **Name of the Department:** Central Library of Gokhale Memorial Girls' College
3. **Date :** 30<sup>th</sup> and 31<sup>st</sup> May , 2022
4. **Number of hours spent:** 12 hrs
5. **Number of Participants (approximate):** 150 (Hundred and fifty)
6. **Name of Speakers with title of their speech, designation and Affiliation:**

Sl. No.	Name of the speakers	Designation	Affiliation	Title of the Speech
1	Prof. (Dr.) Uma Kanjilal Department of Library and Information Science, University of Calcutta, Kolkata	Pro-Vice Chancellor, IGNOU, Delhi	Indira Gandhi Open University	-
2	Prof. (Dr.) Subarana Kumar Das	Department of Library and Information Science, Jadavpur University, Kolkata, W.B.	Jadavpur University	Information Management, Cyber crime and Higher Education
3	Prof. (Dr.) Durga Shankar Rath	Department of Library and Information Science, Vidyasagar University, Medinipur, W.B.	Vidyasagar University	Info – portal for networked library services : the SMAC way
4	Prof. (Dr.) Susmita Chakraborty	Department of Library and Information Science, University of Calcutta, Kolkata, W.B.	University Of Calcutta	-







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7. Sponsoring agency: Raja Rammohan Roy Library Foundation

8. Sponsored amount: 2.5 Lakhs

9. Aim of the Seminars/conferences/workshops:

- How a library can cater its better services to its end user by applying different mode of Information Communication Technologies
- To aware users about new technologies for accessing different resources remotely.

10. Outcome of the Seminars/conferences/workshops:

From eminent resource person's speech we, both college teachers and students have enriched ourselves. Some sort of ICT tools we will apply in our college library, which we have learned from this seminar. So many research articles were also presented in this seminar which will be published as seminar proceedings.

#### PHOTO GALLERY



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Sl. No. 3: Interactive Session & Presentation (Online) on Pricing Methods & Strategies

**Activity report of Interactive Session & Presentation (Webinar) on Pricing Methods & Strategies**

1. Name of Webinar : Interactive Session & Presentation (Online) on Pricing Methods & Strategies
2. Organized by: Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Webinar: To enhance the knowledge of students of Semester-3, further in their paper Marketing Management-II by emphasizing on the pricing methods and strategies used by companies in the practical current situation and also how they can use these strategies to decide the same for organizations in the near future.
4. Date : 12<sup>th</sup> May, 2022
5. Duration in hours (approximate): 1 hour
6. Number of Participants (approximate): 4
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Aditi Chatterjee	Pricing Methods & Strategies	SACT, ASPV, GMGC <sup>o</sup>	-

8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Webinar: Students could easily understand the concept when presented digitally using presentation and other videos which also made the session interesting. They could also use and relate the strategies or methods with the situations they were asked to relate with.



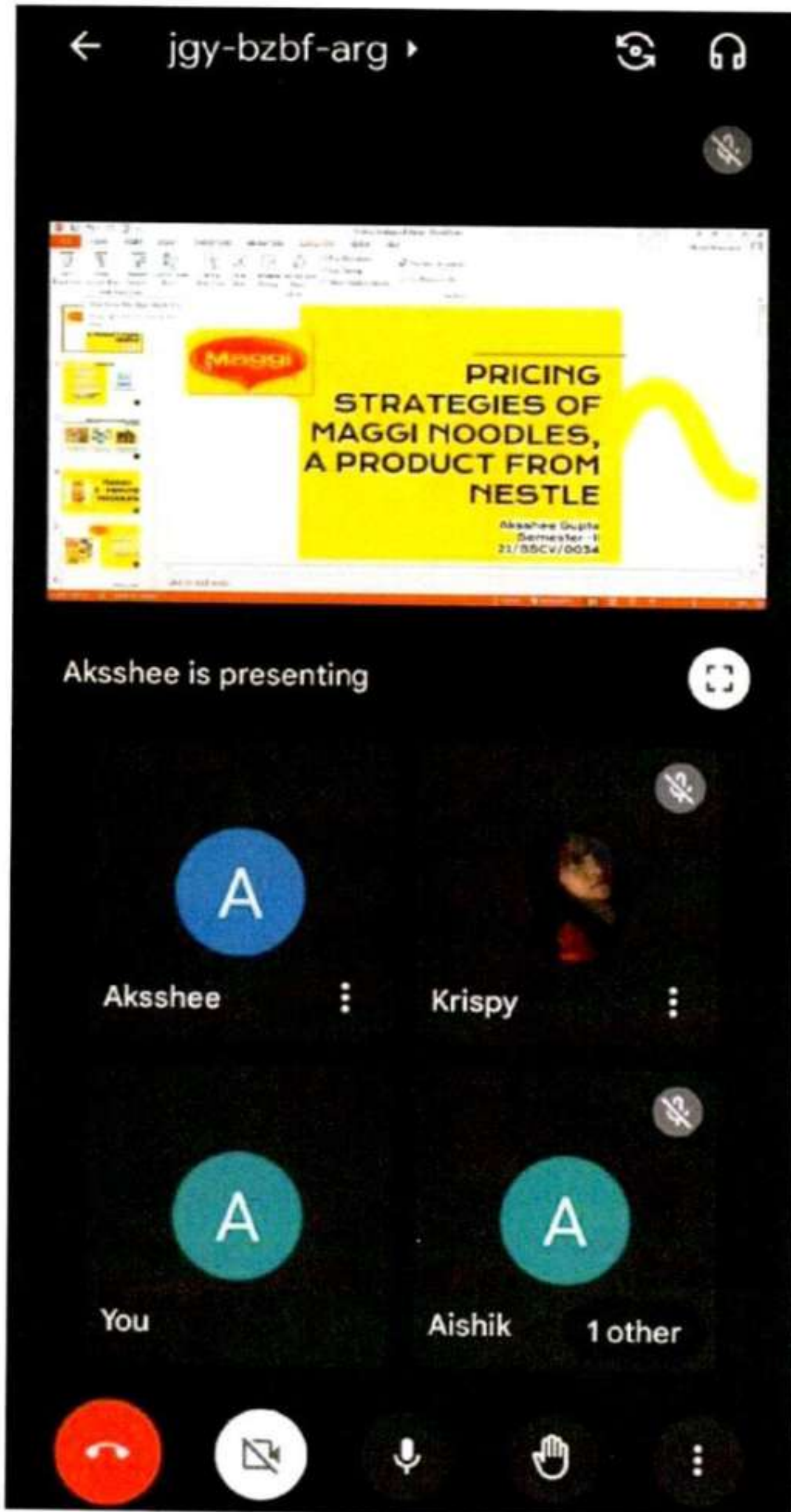
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Principal  
Gokhale Memorial Girls' College

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## GOKHALE MEMORIAL GIRLS' COLLEGE

### Sl. No. 4: Interactive Session on How to face an Interview

#### Activity report of Interactive Session on How to face an Interview

1. Name of the Seminars/conferences/workshops: Interactive Session on How to face an Interview
2. Organized by: Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Seminars/conferences/workshops: The aim of the session was to give an idea of how to face corporate interview. It was for the Semester 6 students as they would be facing such interviews soon and also for Semester 4 students as a part of their Skill Enhancement Course- Business Communications & Personality Development.
4. Date : 20<sup>th</sup> April, 2022
5. Duration in hours (approximate): 1 hour
6. Number of Participants (approximate): 28
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Shri Dipankar Mukherjee	How to face an Interview	SACT, ASPV, GMGC	NA

8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Seminars/conferences/workshops : Students generally feel nervous when facing an Interview Board. The session was motivating and inspiring. It could increase the confidence level of the students to some extent. Several tips and instructions were given to raise the efficiency level of their performance.



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Sl. No. 5: Interactive Session & Presentation on Publicity & Celebrities

**Activity report of Interactive Session & Presentation on Publicity & Celebrities**

1. Name of the Seminars/conferences/workshops: Interactive Session & Presentation on Publicity & Celebrities
2. Organized by: Department of Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Seminars/conferences/workshops : To make students interact in the interesting topic of Celebrities and Publicity not just through discussion after a lecture but by actively making them interact through PowerPoint presentations made by them.
4. Date : 3<sup>rd</sup> March, 2022
5. Duration in hours (approximate): 2 hours
6. Number of Participants (approximate): 13
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Aditi Chatterjee	Publicity & Celebrities	SACT, ASPV, GMGC & Dpt. Alumni	-

8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Seminars/conferences/workshops : Students were very excited to present on celebrities and their negative or positive publicity. This is a topic where everybody wants to cultivate on. Hence this session was an added interesting session for the students where they presented the modern publicity affairs of celebrities of various fields. They were very enthusiastic in presenting this topic through PowerPoint presentations and share and discuss their knowledge with everybody present. This session not only made them gather some new knowledge which is also required in their course curriculum but also enhanced their presentation skills.







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**Sl. No. 6: Interactive Session & Presentation on BCG Matrix &/or Johari Window**

**Activity report of Interactive Session & Presentation on BCG Matrix &/or Johari Window**

1. Name of the Seminars/conferences/workshops: Interactive Session & Presentation on BCG Matrix &/or Johari Window
2. Organized by: Department of Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Seminars/conferences/workshops: To make students learn the new concepts of BCG Matrix and Johari Window not just through delivering lectures but by actively making them interact through PowerPoint presentations made by them.
4. Date : 18<sup>th</sup> February, 2022
5. Duration in hours (approximate): 2 hours
6. Number of Participants (approximate): 15
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Aditi Chatterjee	BCG Matrix &/or Johari Window	SACT, ASPV, GMGC & Dpt. Alumni	-

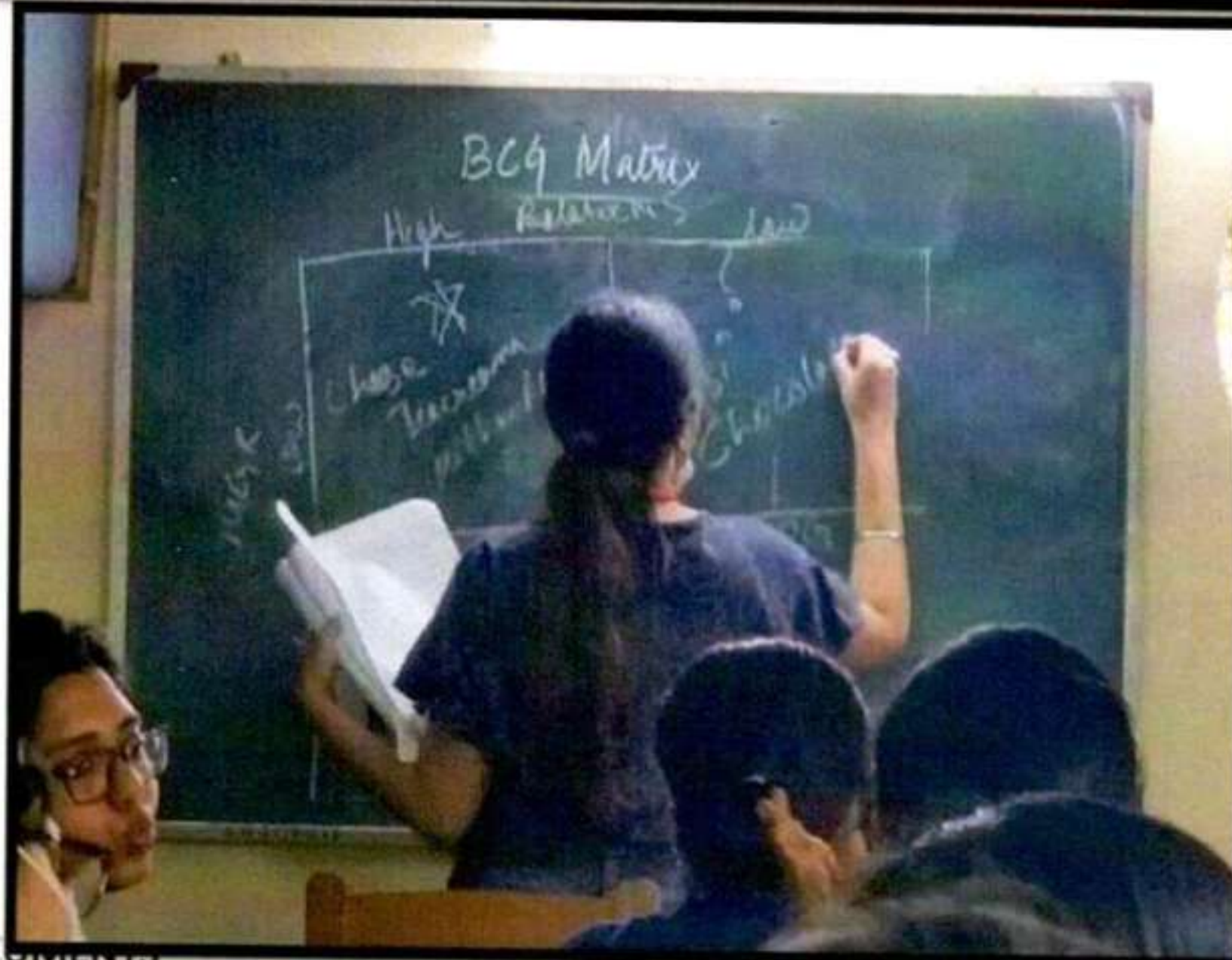
8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Seminars/conferences/workshops: Students were very excited to learn the new concepts and also learn the application of these concepts in the present scenario. They were very enthusiastic in presenting these new concepts through PowerPoint presentations and share and discuss their ideas with everybody present. This session not only made them learn some new concepts but also enhanced their presentation skills.







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*A. Karph*  
Principal  
Gokhale Memorial Girls' College





GOKHALE MEMORIAL GIRLS' COLLEGE

Sl. No. 7: Online GIS-GNSS evening workshop

Activity report of online GIS-GNSS evening workshop

1. Name of the Workshop(online): online GIS-GNSS evening workshop
2. Organized by: Department of Geography
3. Aim of the Workshop (online): Aim of the workshop was to clarify some doubts of newly introduced Remote Sensing, GIS and GNSS syllabus (Semester V, Paper CC12); particularly the practical portions. It was helpful for the students of semester 5 before their practical examination. Main objective was to provide a hands-on training for the students.
4. Date: 2-3 & 5th January, 2022
5. Duration in hours (approximate): 6 hours.
6. Number of Participants (approximate): 41
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Mr. Ayan Ghosh	GIS-GNSS Workshop	Mapping Consultant, Govt. of West Bengal	Engineer at Public Health & Engineering, Govt. of West Bengal

8. Sponsoring agency: N.A
9. Sponsored amount: Nil
10. Outcome of the Workshop(online): The workshop was very fruitful particularly for the students who are interested in Remote Sensing and GIS. In every year after completion of graduation with Geography Hons. many students take admission for Post-graduation GIS and Remote Sensing in West Bengal and other States of India. As the job opportunity is better, popularity of the subject is increasing day by day.

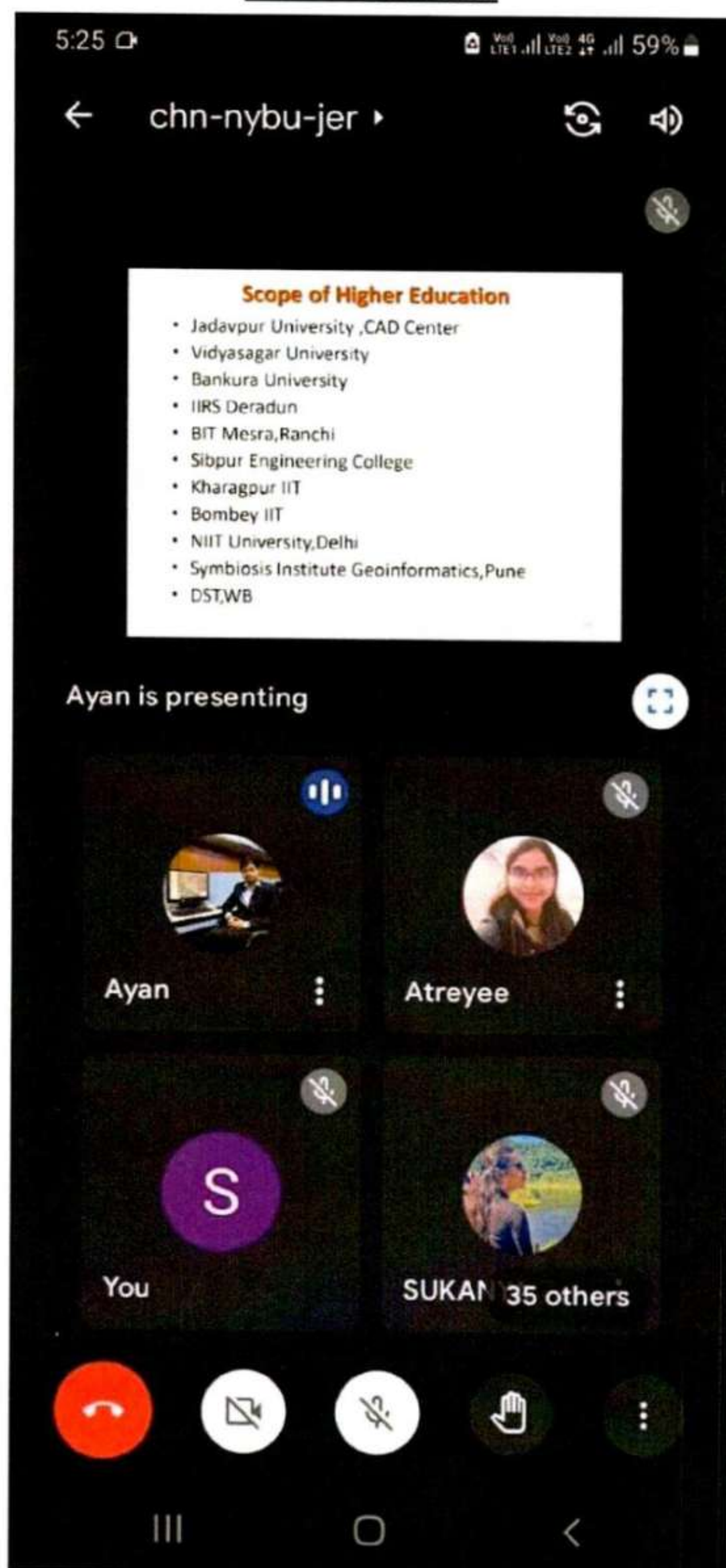






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### PHOTO GALLERY



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Principal  
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Sl. No. 8: The World of Advertising

Activity report of The World of Advertising

1. Name of the Webinar: Webinar on The World of Advertising
2. Organized by: Department of Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Webinar: The aim of the Webinar was to unravel the spheres of the present advertising scenario as well as the future of advertising.
4. Date : 28<sup>th</sup> August, 2021
5. Duration in hours (approximate): 1 hour 30 mins
6. Number of Participants (approximate): 46
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Suneha Das	The World of Advertising	Sr. Account Executive, Wunderman Thompson, Gurgaon (Dpt. Alumni)	-

8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Webinar: The session was extremely engaging and highly interactive. The students were introduced to mainline advertising and traditional advertising. The various careers and their roles and responsibilities were discussed. The challenges to be faced in the field were also highlighted. The students learnt the necessity of digital advertisements was emphasized and various tools to approaching it and mastering it. The participants enjoyed the brainstorming session on taglines and ad campaigns for newly launched products and offers along with a fun session on identifying logos and taglines of eminent brands. It was a refreshing session for the students as they could hear from someone who is not only familiar with the present scenario in advertising but also an alumni of the department.







GOKHALE MEMORIAL GIRLS' COLLEGE

**GOKHALE MEMORIAL GIRLS' COLLEGE, KOLKATA**  
ADVERTISING, SALES PROMOTION & SALES MANAGEMENT (ASPV)  
presents webinar on

**THE WORLD OF  
ADVERTISING**

by  
**SUNEHA DAS**  
Sr. Account Executive  
Wunderman Thompson, Gurgaon  
(Ex- ASPV Dept.)  
**28th August, 2021**  
**Saturday**  
11 a.m. to 12.30 p.m.  
**Via Google Meet**  
Link:- <https://meet.google.com/vwg-javy-trg>







**Sl. No. 09: Activity Report of Catalyst Workshop (Online)**  
**2021 for Semester V Students**

Date of Workshop: 21.02-2021 – 23.02.2021

Organized by Placement Cell of Gokhale Memorial Girls' College

Number of participants: 221

The schedule for the workshop was as follows-

Group	Department	Session	Day/ Date/ Time
A	English, Physics, Education	I	21.02.2021: Sunday (11 am- 1 pm)
		II	22.02.2021: Monday (5-7 pm)
B	Communicative English, Clinical Nutrition & Dietetics, Political Science, Geography	I	21.02.2021: Sunday (2-4 pm)
		II	23.02.2021: Tuesday (5-7 pm)

Catalyst Kolkata conducted career counseling in February 2021 to enhance the employability of our students. Catalyst was established in 2011 with an aim to create prospective human service professionals who will enable people to overcome poverty, deprivation and unemployment. Today, the institute keeps the vision alive through extensive teaching, research, policy support and field action programs. Every year by enabling students to successfully qualify the Bachelors and Masters Entrance Tests, Interviews of globally recognised social science institutions, Catalyst continues to produce committed high quality prospective professionals in a range of social and human development sectors; health, mental health, social epidemiology, clinical psychology, education and vocational skill development, human resource management, media and cultural studies, rural and urban development, livelihoods and social entrepreneurship, climate change, disaster management, regulatory governance, focused work on women, children, adolescents, youth, aged, disability studies, inclusivity and sustainability. The training accentuated the necessity of adaptability in the work atmosphere, alongside the requirements of working in cohesion. Students from various departments participated in the programme.



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### FEEDBACK ABOUT THE WORKSHOP FROM THE STUDENTS - 21.02.2021 to 25.02.2021

- I have gained a lot of insight and confidence from been cleared with great advice given by Nilanjana ma'am and Tanima ma'am. Thank you so much!
- I was able to clear many of my doubts regarding how to present myself, what to expect and how to prepare for an interview. Learnt about how to self analyse myself.
- I found it very interesting
- I've really liked the questionnaire for the interview and the grooming session
- The workshop was really very good, it helped me in proving my softskills and help me in my personality development.
- Helpful and constructive
- It was a nice workshop. Got to know many new things.
- The workshop was a very interesting one. It made me know about a lot of things about interviews and how to represent myself in an interview.
- The workshop had been quite helpful for me
- Interactive, fun and a lot of knowledge is gained. Would like to take part in such workshop in the future.
- The workshop was informative, but it mostly reminded the points that were already known. Expected a bit more of an information. Otherwise it was very good to attend the workshop.
- Thank You Nilanjana ma'am and Tanima ma'am for guiding us in this whole session so nicely. As a student of Communicative English, I and my departmental mates already had few ideas about communication and other communicating skills but because of this workshop I got to know more and I can sense that this workshop and trainers' valuable words will make my future paths easier and also my CV stronger.
- Methodical and being flexible.
- The sessions were captivating. It helped us know better how to go about for an interview, the proper etiquettes to maintain. And I am grateful to the teachers for grooming us in a way that would be beneficial for a life after graduation.
- I have learned to prepare myself for the professional field. The groomers also taught us to be presentable in the work field.
- I learnt a lot about the interview etiquettes which definitely helped to me to gain some knowledge and also confidence before I step out for the professional world. I really love



*Charles*  
Principal  
Gokhale Memorial Girls' College

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Principal  
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to take a psycho-metric test if possible. Thank you so much Ma'am for such an interactive and fun programme.

- Overall the workshop is very good, I would like to attend this workshop again. Learnt many thing out of the box , and it is very helpful as well.

*Ranpla*

Principal  
Gokhale Memorial Girls' College



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*Ranpla*  
Principal  
Gokhale Memorial Girls' College

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Sl. No. 10:

**Activity report of Workshop on Social Entrepreneurship, Swachhta & Rural Engagement**  
**Cell - Cluster Level Competition from 18.02.2021 to 20.02.2021**

This workshop focused on motivating young students to engage their talents and acumen in social entrepreneurship. The Workshop actions relating to promotion of social entrepreneurship were proposed by the participants themselves. These proposals were found to cover several unique social entrepreneurship activities. And after having taken actions on these proposed plans, the students submitted reports on how they had implemented these plans and what were their experiences and achievements. Their experiences could be regarded as research case studies. A detailed report was submitted to Faculty Development Centre, Mahatma Gandhi National Council of Rural Education.



*Making Sanitary Pads*



***Household Waste Management & Engaging the Help of Municipal authorities***

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*[Signature]*  
Principal

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GOKHALE MEMORIAL GIRLS' COLLEGE



*Making paper bags*



*Tending to saplings for sale in the market*





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### Certificate

This is to certify that SHAMPA SARKAR, Assistant Professor from Gokhale Memorial Girls' College, has rendered valuable services as Mentor for Students in Submitting Social Entrepreneurship, Swachhatha and Rural Engagement Cell Business Activity Implementation for Cluster Level Competitions conducted by Mahatma Gandhi National Council of Rural Education from 18/02/2021 to 20/02/2021. We, at MGNCRE, highly appreciate Mentor for valuable guidance and support in Successful Completion of SESREC Competitions

Dr. W G Prasanna Kumar  
Chairman

Date of Issue: 05-03-2021

Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India



### Certificate

This is to certify that Miss Priti Rajak, Assistant Professor from Gokhale Memorial Girls' College, Kolkata, has rendered valuable services as Mentor for Students in Submitting Social Entrepreneurship, Swachhatha and Rural Engagement Cell Business Activity Implementation for Cluster Level Competitions conducted by Mahatma Gandhi National Council of Rural Education from 18/02/2021 to 20/02/2021. We, at MGNCRE, highly appreciate Mentor for valuable guidance and support in Successful Completion of SESREC Competitions

Dr. W G Prasanna Kumar  
Chairman

Date of Issue: 05-03-2021

Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India



### A few MENTORS' certificates



### Certificate of Participation

This is to certify that Viddhi Pandey, Gokhale Memorial Girls' College has Submitted Business Idea on Making paper bags from newspaper for "Social Entrepreneurship, Swachhatha and Rural Engagement Cell" Cluster Level Competitions for Higher Educational Institutions in Association with Mahatma Gandhi National Council of Rural Education on February 2021

Dr. W G Prasanna Kumar  
Chairman

Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India



### Certificate of Participation

This is to certify that Prachi Verma, Gokhale Memorial Girls' College has Submitted Business Idea on GHAR SE ROZGAR for "Social Entrepreneurship, Swachhatha and Rural Engagement Cell" Cluster Level Competitions for Higher Educational Institutions in Association with Mahatma Gandhi National Council of Rural Education on February 2021

Dr. W G Prasanna Kumar  
Chairman

Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India



### A few STUDENTS' certificates







GOKHALE MEMORIAL GIRLS' COLLEGE

Sl. No. 14: Five days online GIS-GNSS evening workshop

Activity report Five days online GIS-GNSS evening workshop

1. Name of the Workshop (online): Five days online GIS-GNSS evening workshop
2. Organized by: Department of Geography
3. Aim of the Workshop (online): Aim of the workshop was to clarify some doubts of newly introduced Remote Sensing, GIS and GNSS syllabus (Semester V, Paper CC12); particularly the practical portions. Many teachers and students from different colleges and Universities participated in this virtual workshop. Main objective was to provide a hands-on training for the students.
4. Date: 10<sup>th</sup> to 14<sup>th</sup> February, 2021
5. Duration in hours (approximate): 10 hours.
6. Number of Participants (approximate): 187
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Mr. Ayan Ghosh	GIS-GNSS Workshop	Mapping Consultant, Govt. of West Bengal	Engineer at Public Health & Engineering, Govt. of West Bengal

8. Sponsoring agency: N.A
9. Sponsored amount: Nil
10. Outcome of the Workshop (online): The workshop was very fruitful particularly for the students who are interested in Remote Sensing and GIS. In every year after completion of graduation with Geography Hons. many students take admission for Post-graduation GIS and Remote Sensing in West Bengal and other States of India. As the job opportunity is better, popularity of the subject is increasing day by day.

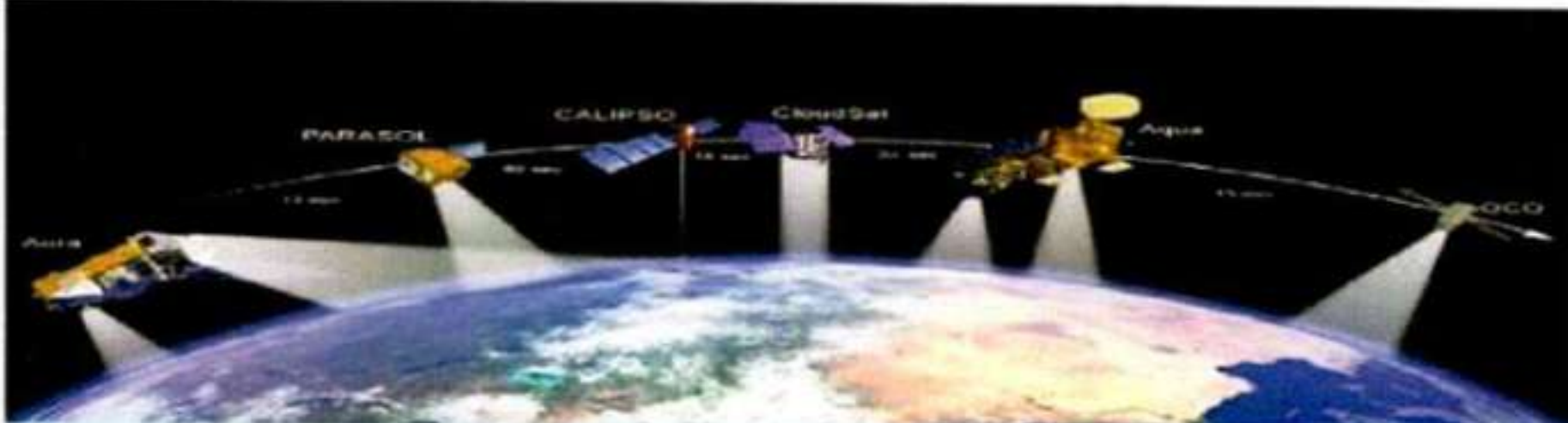








## GOKHALE MEMORIAL GIRLS' COLLEGE

### PHOTO GALLERY



**Gokhale Memorial Girls' College**  
1/1 Harish Mukherjee Road, Kolkata-20  
**Department of Geography**  
Invites you to a  
**Five Days Online GIS-GNSS Evening Workshop**  
**(10.02.21 to 14.02.21, 7pm to 9pm)**

<b>Patron</b>	<b>Resource Person</b>	<b>Course Contents -</b>
		<ol style="list-style-type: none"><li>1. Image georeferencing</li><li>2. Supervised image classification</li><li>3. Digitisation and preparation of annotated thematic map</li><li>4. Waypoint collection from GNSS receivers and exporting to GIS database</li></ol>
<b>Dr. Atashi Kapha</b> Principal	<b>Ayan Ghosh</b> Mapping Consultant, Government of West Bengal	

**E-certificates will be provided on successful completion of the programme**

**Organizing Secretary :** Prof. Kamalini Dasgupta (8334840009)

**Convenors :** Dr. Md. Iqbal Sultan (9874090715)  
Dr. Krishnakali Roy (9674523707)  
Dr. Mahua Dutta (9830692677)

**Last Date for registration 05.02.21**

**Link for Registration :**  
**Registration fee : Subsidised**







GOKHALE MEMORIAL GIRLS' COLLEGE

Sl. No. 12 Digital Survey makes it Easy

**Activity report of Seminar and Workshop on Digital Survey makes it Easy**

1. Name of the Webinar: Digital Survey makes it Easy
2. Organized by: Department of Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Webinar : To make the students understand the use and ease of digital survey through Google forms and making them practically this shall benefit them in their curriculum and long run.
4. Date : 27<sup>th</sup> July, 2020
5. Duration in hours (approximate): 1 hour 30mins
6. Number of Participants (approximate): 48
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Aditi Chatterjee	Digital Survey makes it Easy	Faculty- SACT, ASPV,GMGC & (Dpt. Alumni)	-

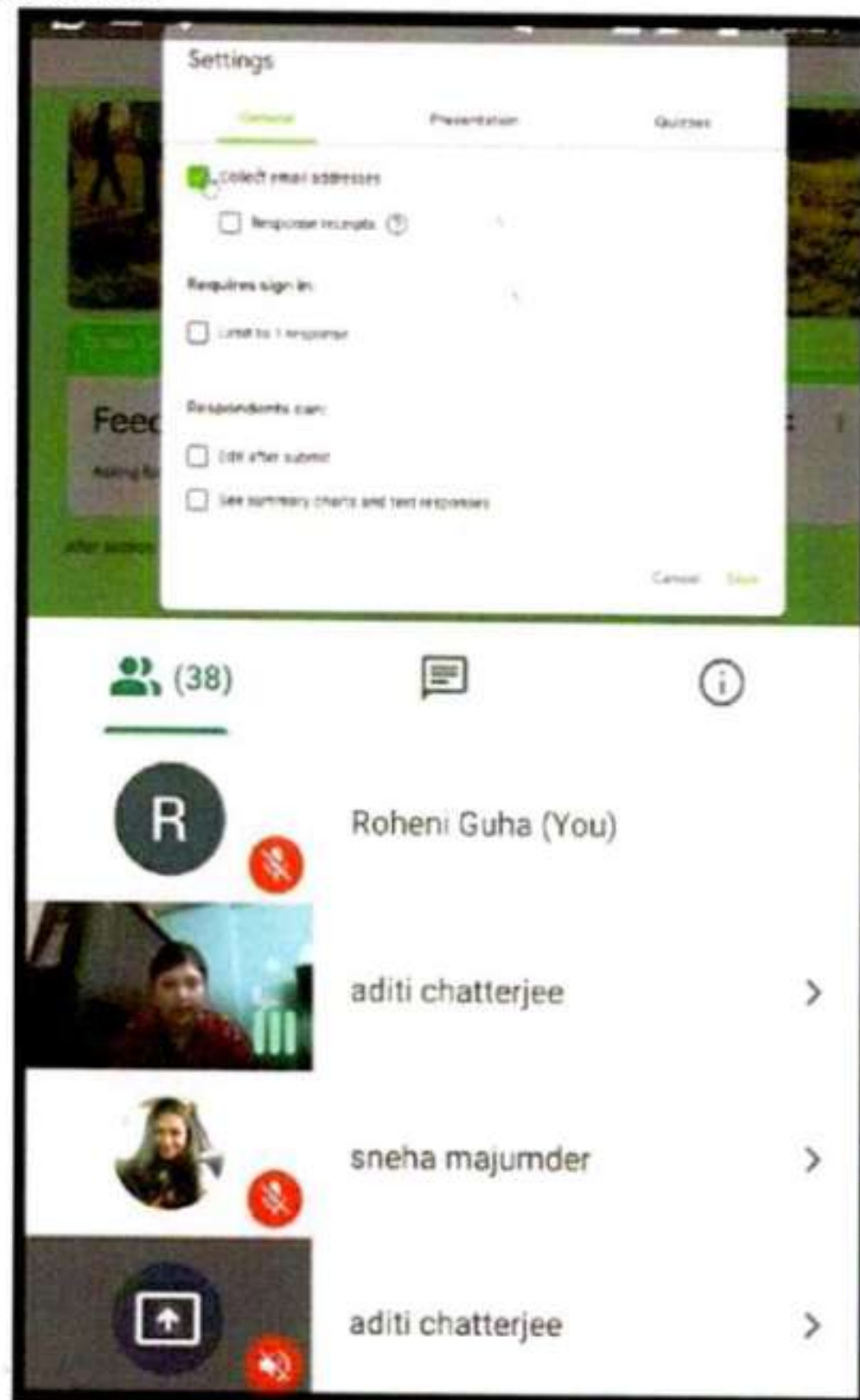
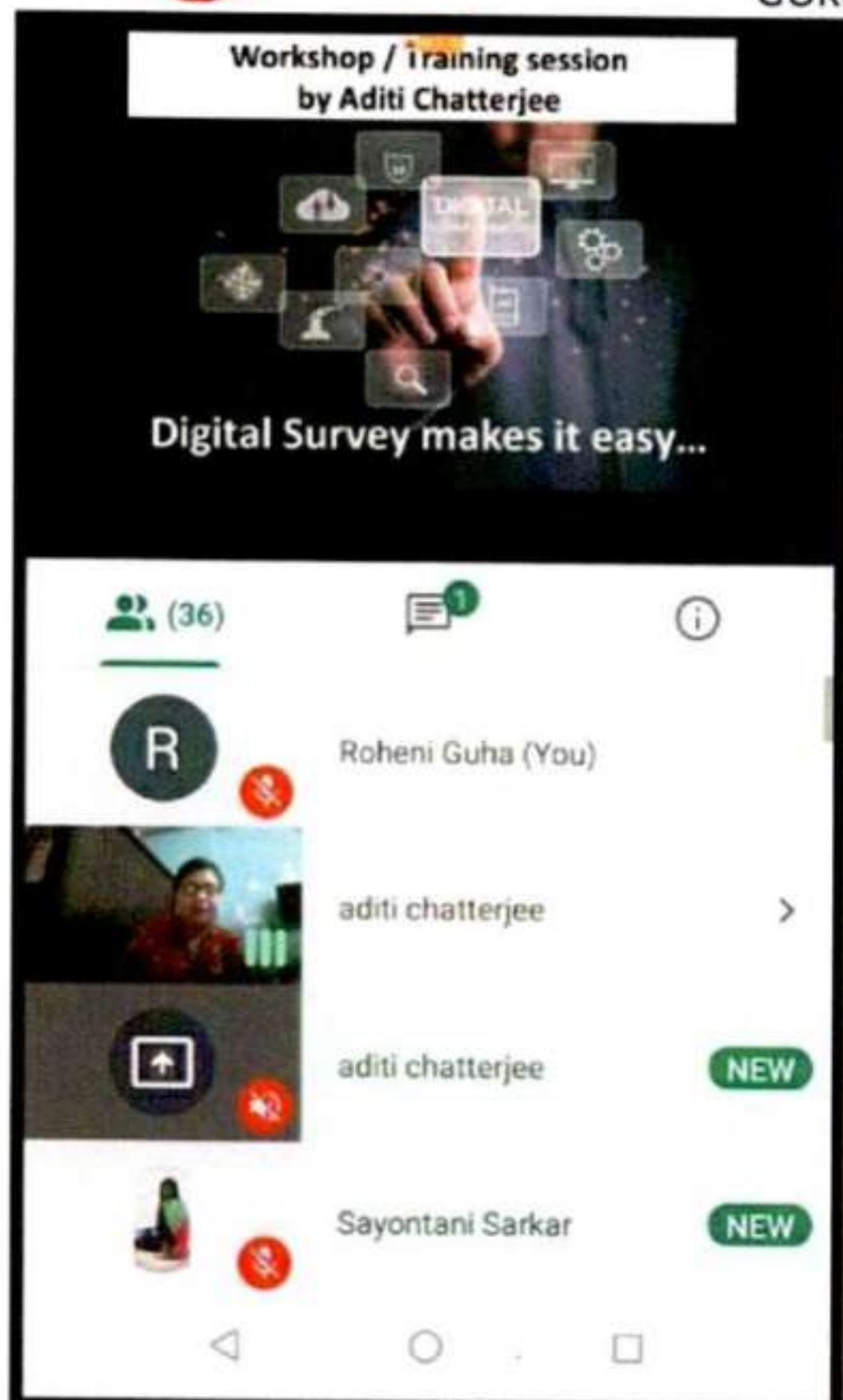
8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Webinar : The students were happy to learn the new normal way of survey i.e. digitally surveying using online platforms namely Google Forms. They could practically use the tool and use it for their curriculum (Project) and also for their future endeavours.







GOKHALE MEMORIAL GIRLS' COLLEGE







GOKHALE MEMORIAL GIRLS' COLLEGE

**Sl. No. 13. Online Workshop & Training Programme for  
the Professional Development of Faculty and Staff on "DEVELOPING SKILLS  
THROUGH ICT TOOLS AND TECHNIQUES"**

**Activity report of  
"DEVELOPING SKILLS THROUGH ICT TOOLS AND TECHNIQUES"**  
A Workshop & Training Programme for the Professional Development of Faculty and  
Administrative Staff

- 1. Name of the Seminars/conferences/workshops: DEVELOPING SKILLS THROUGH  
ICT TOOLS AND TECHNIQUES**
- 2. Organized by: IQAC, Gokhale Memorial Girls' College**
- 3. Aim of the Seminars/conferences/workshops :** The Covid 19 Pandemic lockdown started from March 2020 in full vigour. All offline activities pursued by all academic and non-academic institutions had to be forcefully brought to a standstill due to the rising anxiety about the same. An online/remote teaching-learning practice had to be introduced for the successful running of the academic institution. All administrative and faculty meetings were conducted online. So, a hand to hand training of using ICT tools for both academic and administrative purposes was required.
- 4. Date : 02.07.2020 to 04.07.2020**
- 5. Duration in hours : 12hours**
- 6. Number of Participants : 207**
- 7. Name of Speakers with title of their speech, designation and Affiliation:**

Name of Speakers	Title of the speech	Designation	Affiliation
Dr. Manash Kr. Baidya And Sri Biprateep Mandal (Technical Assistant)	Google Drive Tools: Basic Google Form, Google Docs, Google Sheet & Google Slides, Google Classroom Create & Join Only	Principal	Malda College
Mr. Chandan Roy And Sri Biprateep Mandal (Technical Assistant)	Basics of Google Form & Preparation of Online MCQ test and evaluation	Assistant Professor	Dept of Political Science, Malda College
Dr. Indrajit Chakraborty And Sri Somnath	Google Classroom and Documentation related to NAAC	Assistant Professor	Dept of Chemistry, Malda College







**GOKHALE MEMORIAL GIRLS' COLLEGE**

Dutta (Technical Assistant)			
Md. Rafiqul Alam Mr. Kankan Sarkar	Creating Class Lecture Video (Capturing and Editing) and Uploading for online access, Youtube Live	Librarian  Assistant Professor	Malda College  Dept. of Mathematics & Coordinator Dept. of Computer Science & Applications, Malda College
Mr. Chandan Roy Mr. Kankan Sarkar	Personal Website Development, E-learning Module Development	Assistant Professor Assistant Professor	Dept of Political Science, Malda College  Dept. of Mathematics & Coordinator Dept. of Computer Science & Applications, Malda College
Dr. Manas Kr. Baidya and Sri. Somnath Dutta (Technical Assistant)	Collaborative work: Online Central or Class Routine preparation, Online AQAR preparation, Online Class Attendance & Administrative work, IQAC work related to NAAC evaluation	Principal,	Malda College

8. **Sponsoring agency:** Gokhale Memorial Girls' College

9. **Sponsored amount:** Rs. 20,000/-

10. **Outcome of the Seminars/conferences/workshops:** All teaching and non-teaching staff were introduced to ICT tools and techniques to help them adapt to the online operational methods of official work, online classes. After the training, online classes were held following the original CBCS syllabi and stipulated credit hours. Online examinations were conducted and answer-scripts were checked online. Video lectures were prepared by a few faculty and uploaded in web.







## GOKHALE MEMORIAL GIRLS' COLLEGE



### THE INTERNAL QUALITY ASSURANCE CELL GOKHALE MEMORIAL GIRLS' COLLEGE

offers

#### "DEVELOPING SKILLS THROUGH ICT TOOLS AND TECHNIQUES"

A Workshop & Training Programme for the Professional Development of Faculty and Administrative Staff

02.07.2020 to 04.07.2020

#### Programme Content & Schedule

Date	Time	Topic	Resource Persons
02.07.2020 (Thursday)	11:00 am - 1:00 pm	Topic 1: Google Drive Tools: Basic Google Form, Google Docs, Google Sheet & Google Slides, Google Classroom Create & Join Only	Dr. Manash Kr. Baidya Sri Biprateep Mandal (Technical Assistant)
	4:00 pm - 6:00 pm	Topic 2: Basics of Google Form & Preparation of Online MCQ test and evaluation	Mr. Chandan Roy Sri Biprateep Mandal (Technical Assistant)
03.07.2020 (Friday)	11:00 am - 1:00 pm	Topic 3: Google Classroom and Documentation related to NAAC	Dr. Indrajit Chakraborty Sri Somnath Dutta (Technical Assistant)
	4:00 pm - 6:00 pm	Topic 4: Creating Class Lecture Video (Capturing and Editing) and Uploading for online access, Youtube Live	Md. Rafiqul Alam (Librarian) Mr. Kankan Sarkar
04.07.2020 (Saturday)	11:00 am - 1:00 pm	Topic 5: Personal Website Development, E-learning Module Development	Mr. Chandan Roy Mr. Kankan Sarkar
	4:00 pm - 6:00 pm	Topic 6: Collaborative work: Online Central or Class Routine preparation, Online AQAR preparation, Online Class Attendance & Administrative work, IQAC work related to NAAC evaluation	Dr. Manas Kr. Baidya Sri. Somnath Dutta (Technical Assistant)

*The Faculty and Administrative Staff of all Higher Education Institutions are cordially invited for participation.*

#### The Resource Persons & Trainers



Mr. Chandan Roy,  
Assistant Professor  
Dept of Political Science,  
Malda College



Sri Biprateep Mandal,  
Technical Assistant,  
Malda College



Dr. Manash Kr. Baidya,  
Principal,  
Malda College



Sri. Somnath Dutta,  
Technical Assistant,  
Malda College



Dr. Indrajit Chakraborty,  
Assistant Professor,  
Dept. of Chemistry,  
Malda College



Md. Rafiqul Alam,  
Librarian (Sr. Scale),  
Malda College



Mr. Kankan Sarkar,  
Assistant Professor, Dept. of  
Mathematics & Coordinator  
Dept. of Computer Science &  
Applications, Malda College

#### Registration Process & Details

##### Organising Committee (IQAC):

##### Chairperson:

Dr. Atashi Karpas, Principal  
Gokhale Memorial Girls' College  
Kolkata  
Dr. Sanchita Sen (Co-ordinator),  
Dr. Ivy De,  
Dr. Ballari Ray Chaudhury,  
Dr. Goutam Mahata,  
Dr. Nabamita Chakraborty,  
Dr. Saurabh Niyogi

- Online Platform - Google Meet.
- Meeting link will be sent through e-mail / Whatsapp.
- Participation shall be restricted to 150 on a first come-first serve basis.
- E-certificate of participation will be provided on successful participation and submission of Feedback Form.

- Registration Fees - Rs. 250/-
- Participants would be required to make payment of registration fees before filling in the Registration Form
- Payment Receipt screenshot/image/pdf to be attached while filling in the Registration Form
- Mail your queries to - iqac@gokhalecollegekolkata.edu.in

**How to pay & Register:-**  
Step 1: Click on link given below  
Step 2: Make Payment & take screen shot/ image/pdf of receipt  
Step 3: Click on registration link appearing on receipt page to register  
Step 4: Click on the Whatsapp link provided in the registration confirmation page to join the workshop participant group

★ Registration Deadline 1st July, 2020 upto 12 noon

★ Payment & Registration link:

<http://www.gokhalecollegekolkata.edu.in/payments/webinars/ictwrkshpjul2020.htm>



Authenticated .

*Atashi Karpas*  
Principal

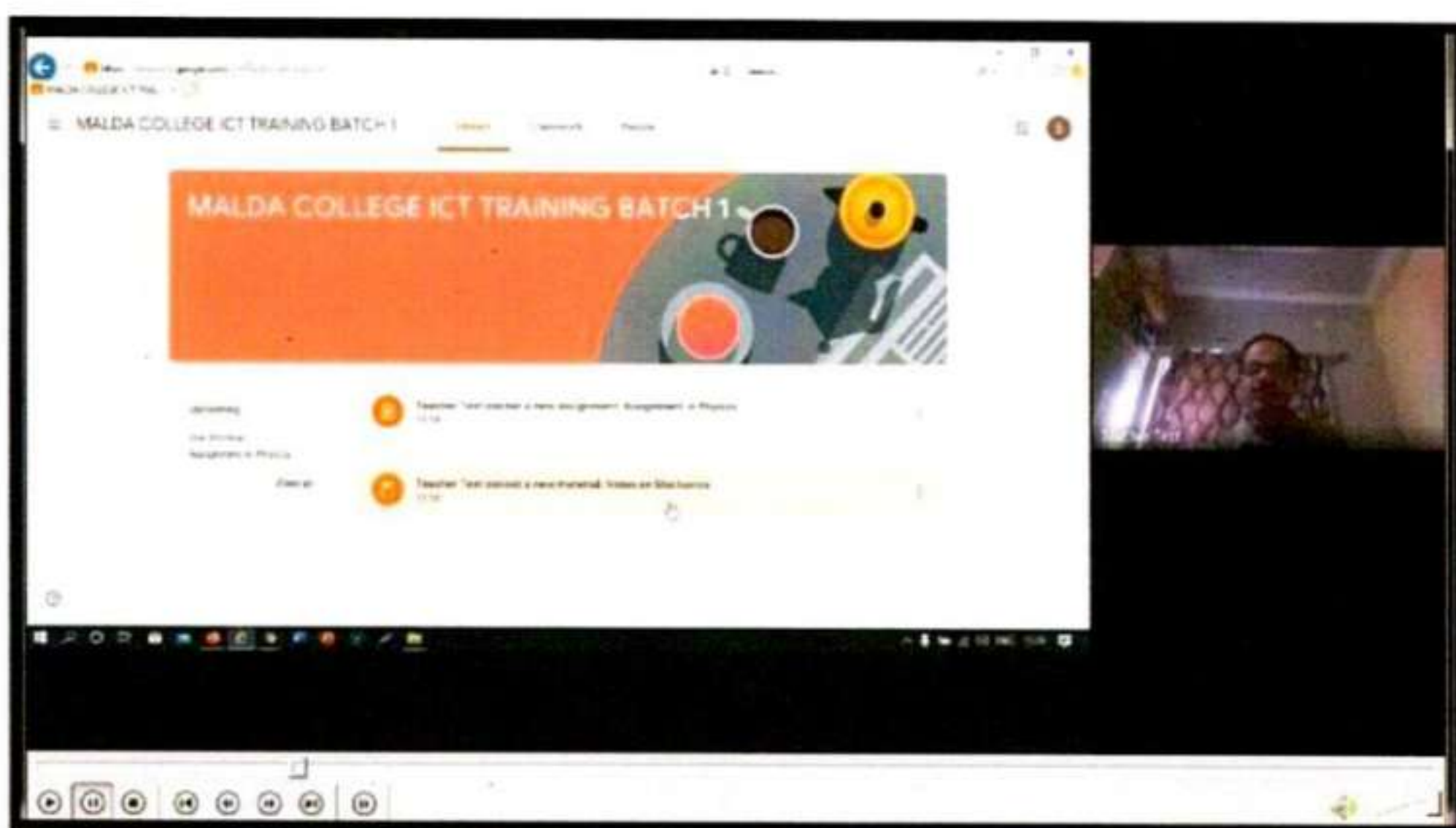
Gokhale Memorial Girls' College

15 FEB 2023





## GOKHALE MEMORIAL GIRLS' COLLEGE



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Authenticated .

*Chaspha*  
Principal

Gokhale Memorial Girls' College





Sl. No. 14: Skill enhancement through the practice of movement Psychotherapy

**A One Day Workshop on : "Skill enhancement through the practice of movement Psychotherapy"**

1. Name of the Seminars/conferences/workshops:  
"Skill enhancement through the practice of movement Psychotherapy"
2. Name of the Department: Department of Psychology
3. Date: 13.7.19
4. Number of Hours Spent: 3 hrs
5. Number of Participants: approx 150
6. Name of Speakers with title of their speech, designation and Affiliation

Sl. No.	Name of the speaker	Designation	Affiliation
1	Dr Mitul Sengupta	Director, Rhythmosaic Dance and Movement Therapy Institute	Rhythmosaic Dance and Movement Therapy Institute

7. Sponsoring agency: Gokhale Memorial Girl's College

8. Sponsoring amount: 1200



15 FEB 2023

Authenticated .

*Akshaya*  
Principal

Gokhale Memorial Girls' College





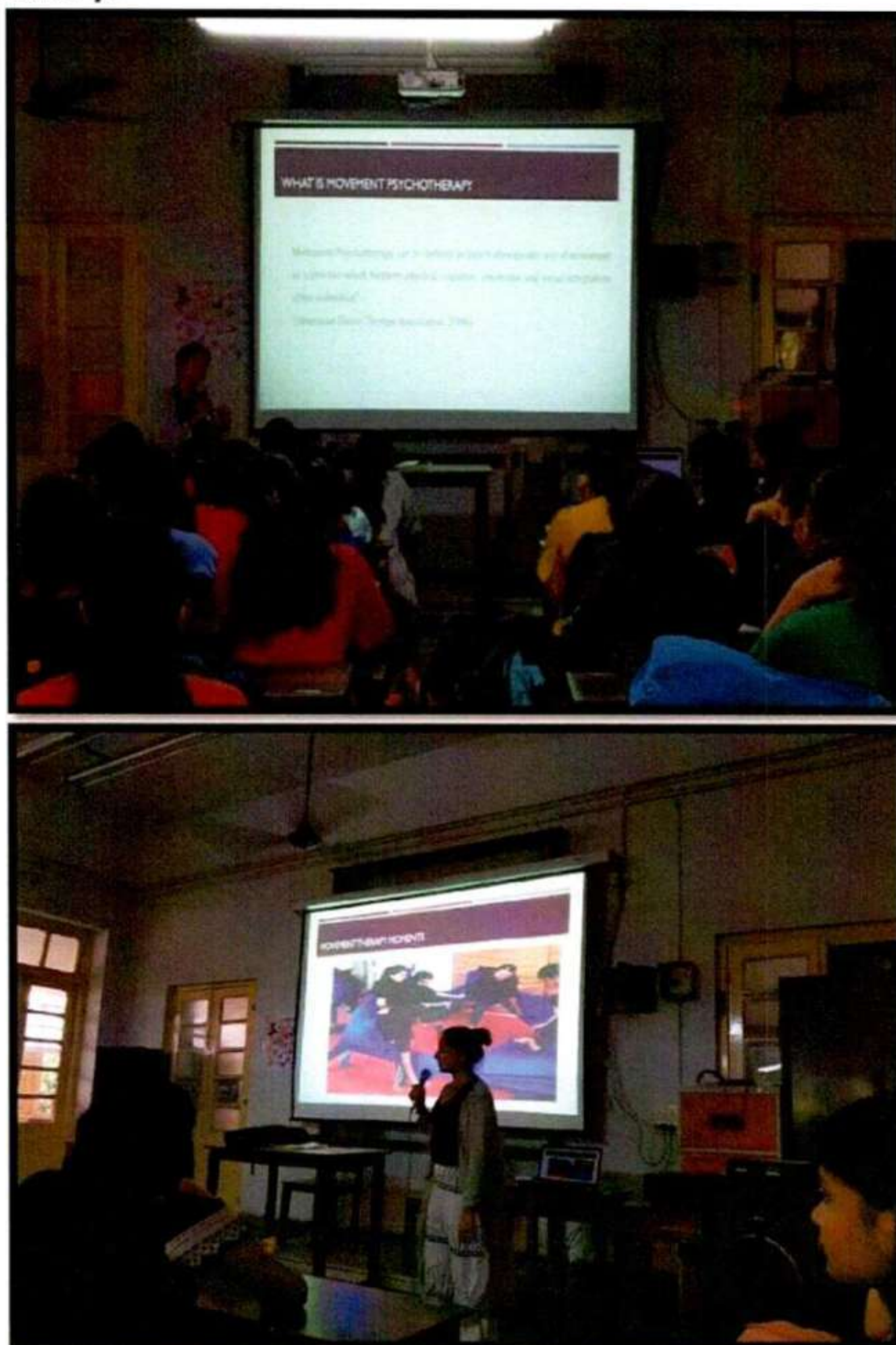
**9. Aim of the Workshop:**

The main focus of this program was to introduce this new area to the students and to show the different facets of this module to them.

**10. Outcome:**

The students were very enthusiastic about this program and the participation was wholehearted.

**Photo Gallery:**







GOKHALE MEMORIAL GIRLS' COLLEGE  
Sl. No. 15: Practical Approach to Advertising as a practice

**Activity report of Practical Approach to Advertising as a practice**

1. Name of the Seminars/conferences/workshops: Seminar –Practical Approach to Advertising as a practice
2. Organized by: Department of Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Seminars/conferences/workshops: To impart knowledge about the functioning of Advertising Agencies like client servicing, media planning and to give the students an experience of creating copy.
4. Date : 24<sup>th</sup> March, 2018
5. Duration in hours (approximate): 2 hours
6. Number of Participants (approximate): 58
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Indranil Mitra	Practical Approach to Advertising as a practice	Senior VP, Lowe Lintas & Partners, Kolkata	-

8. Sponsoring agency: GMGC
9. Sponsored amount: Rs. 995
10. Outcome of the Seminars/conferences/workshops : The students are exposed to theoretical learning in classroom. The seminar helped them to gain practical knowledge on how an agency handles its clients, prepares an advertising campaign. They enthusiastically participated in creating copies, taglines and slogans. They learnt to connect the contents of their syllabus with the professional world.







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*Chakrabarti*  
Principal  
Gokhale Memorial Girls' College

1 5 FEB 2023





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Sl. No. 16: Helvetica-Mother of all fonts

Activity report of Seminar on Helvetica-Mother of all fonts

1. Name of the Seminars/conferences/workshops: Seminar & Film Show on Helvetica-Mother of all fonts
2. Organized by: Department of Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Seminars/conferences/workshops: The aim of the seminar was to give the students an overview of the evolution of fonts, the use of fonts in various areas through lecture session and film show.
4. Date : 14th July, 2017
5. Duration in hours (approximate): 2 hours
6. Number of Participants (approximate): 58
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Sm. Puja Sengupta	Helvetica- Mother of all fonts	Senior Consultant (Design), Capgemini India Pvt. Ltd. Kolkata (Dpt. Alumni)	-

8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Seminars/conferences/workshops: The students were overwhelmed by the film show which projected Helvetica as the mother of all fonts and how it led to the development of all other fonts that are in use. The lecture session was enriching as it provided insight into history of the development of fonts.







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Principal  
Gokhale Memorial Girls' College  
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