



GOKHALE MEMORIAL GIRLS' COLLEGE

Activity report of Seminar/Special Lecture on “Purono Bangla Bigyapon”

1. Date of the event: **29th April, 2023**
2. Number of participants: 19
3. Venue: Gokhale Memorial Girls' College, Kolkata
4. Sponsorship (if any): NA
5. Collaboration (if any): NA
6. Name, designation, affiliation and topic of lecture of each and every speaker

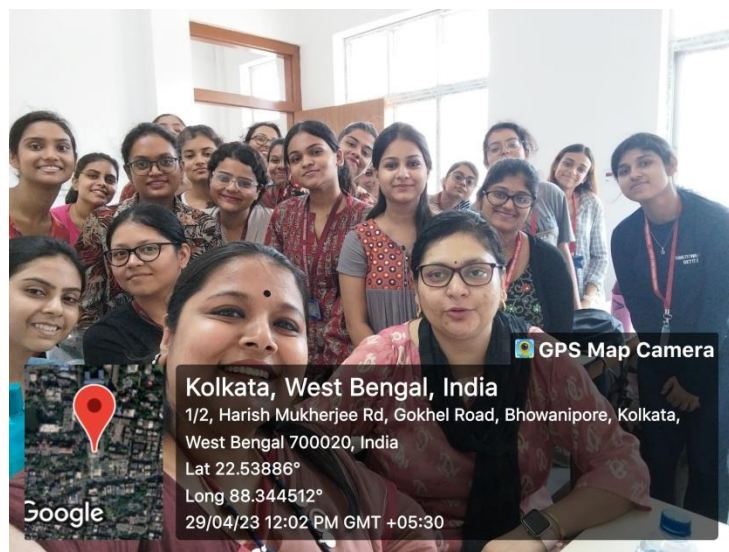
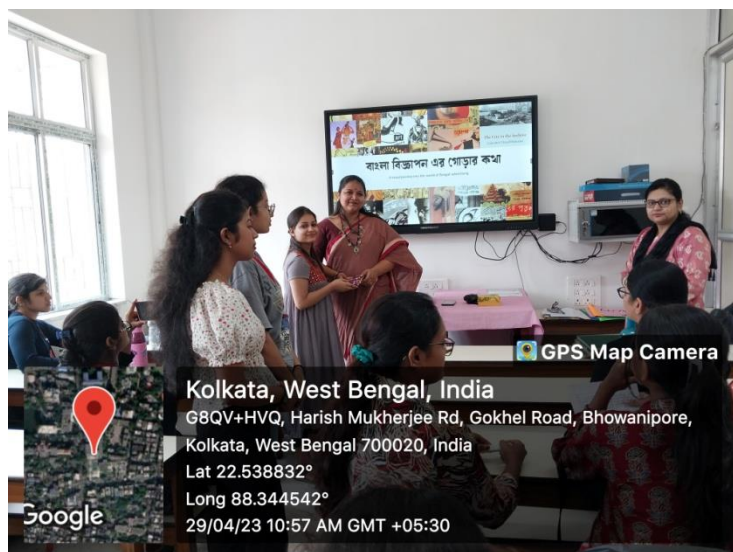
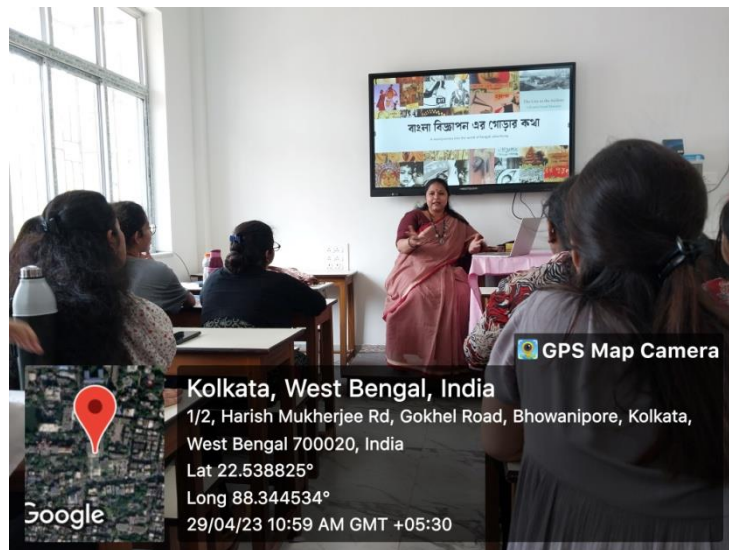
Name of Speakers	Title of the speech	Designation	Affiliation
Smt. Puja Sengupta	Purono Bangla Bigyapon	Process Lead, Capgemini, Kolkata	-

7. Details about the resource person/brief resume/introduction- Department Alumni and presently Process Lead of Capgemini, Kolkata. She was also associated with other renowned organizations like DDB Mudra and PwC as Designer.
8. Other necessary information (if any)- The seminar/special lecture was conducted for students of ASPV (all semesters) to give them an overview of how advertising began, the journey, the evolution of advertising and how were old advertisements especially old Bengali advertisements made. With the advent of technology how the process of advertisement making changed and also advertisement copies made by Rabindranath Tagore, Satyajit Ray etc. were shown. Old Bengali advertisements by top brands like Bata, Horlicks etc were also shown. The session was interesting and students could interact with the speaker and also discuss on prospects of advertising, career and much more.

Photographs P.T.O.



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P.T.O.

FEEDBACK FORM



GOKHALE MEMORIAL GIRLS' COLLEGE

Feedback cum Attendance sheet

Name of Activity Seminar on Purano Bangla Bigyapon by Smt. Puja SenguptaName of the organizing cell/committee/ department ASPV (Advertising, Sales Promotion & Sales Management) Date: 29th April, 2023

Sl. No.	Name of participant	Roll No.	Signature of Participants	Feedback (in few words)
1.	Srijani Ghosh	20/BSCV/0227	Srijani Ghosh	The session was enlightful.
2.	Supriya Chakrabarty	20/BSCV/0204	Supriya Chakrabarty	The session was interesting.
3.	Basanti Das	20/BSCV/000	Basanti Das	It was really informative.
4.	Kelisy Miodha	21/BSCV/0211	Kelisy Miodha	very informative.
5.	Anuska Chowdhury	20/BSCV/0036	Anuska Chowdhury	It was satisfied.
6.	Roshni Sengupta	20/BAV/0031	Roshni Sengupta	It was really good.
7.	Rajanya Ghosh	20/BAV/0037	Rajanya Ghosh	It was really good.
8.	Sanchini Chatterjee	20/BAV/0033	Sanchini Chatterjee.	It was really good.
9.	Hiba Khan	20/BSCV/028	Hiba Khan	Enlightening & informative.



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Sl. No.	Name of participant	Roll No.	Signature of Participants	Feedback (in few words)
1.	Trisha Guothipati	22/BSCV/0177	Trisha Guothipati	It is very interesting and insightful seminar.
2.	Swastika Chakrabarty	22/BSCV/0033	Swastika Chakrabarty	Utterly interesting and
3.	Smriti Ghosh	22/BSCV/0180	Smriti Ghosh	It is quite informative.
4.	Sohini Hali	22/BAV/0076	Sohini Hali	It is very interesting and informative.
5.	Aashree Gupta	21/BSCV/0034	Aashree Gupta	very interactive & informative.
6.	Aindrila Das	21/BSCV/213	Aindrila Das	Very informative.
7.	Maheni Chakrabarty	20/BAV/0032	Maheni Chakrabarty	very interesting.
8.	Anumita Paul	20/BAV/0329	Anumita Paul	Very informative.
9.	Ruchita Mukherjee	20/BAV/0276	Ruchita Mukherjee	Insightful & helpful.
10.	Moupana Pal	20/BSCV/0026	Moupana Pal	Informative & interesting.