



GOKHALEMEMORIALGIRLS'COLLEGE

Activity report of Student Seminar on Visual Merchandising and Promotion Strategies in Retail Business Management

1. Date of the event: **17th November, 2022**
2. Number of participants: 13
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

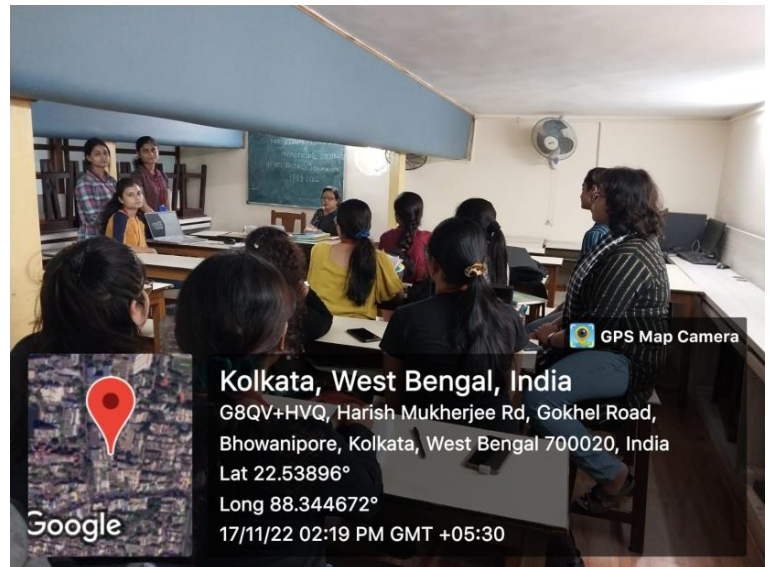
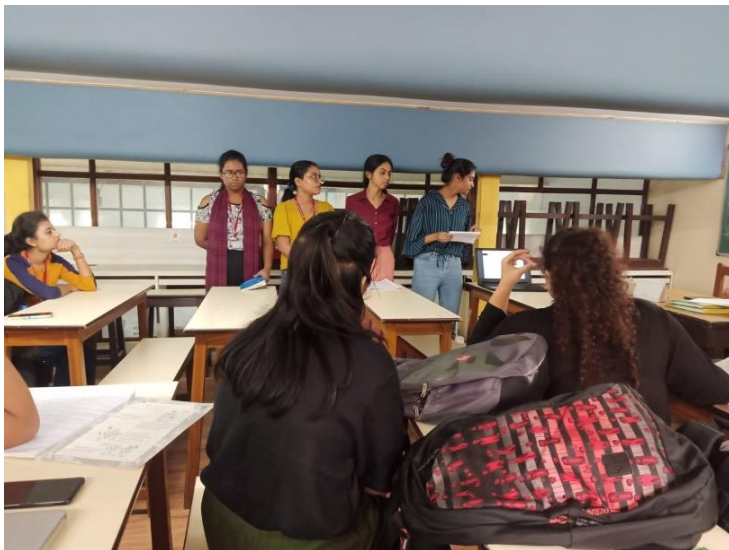
Name of Speakers	Title of the speech	Designation	Affiliation
Semester 5 Students	Visual Merchandising and Promotion Strategies in Retail Business Management	Students	-

7. Details about the resource person/brief resume/introduction- Semester 5 students of ASPV
8. Other necessary information (if any)- The aim of the session was to develop among the Semester 5 students key points like team work, coordination, research ability, knowledge base, listening and presentation skills and critical thinking. The seminar being a group event the students divided themselves into 3 groups respectively. Each group prepared a PowerPoint presentation related to the topic and showcased it during the seminar. From informative snippets to interesting examples, the groups presented the topic in a unique way. The students used the likes of Zara, Pizza Hut, Nykaa, Max, to name a few, as examples to elucidate. The interactive session at the end of each presentation added to the charm of the seminar. With students putting on their thinking caps and asking each other intriguing questions and respondents handling these questions with quick wit, it was overall a refreshing activity.

Photographs P.T.O.



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Feedback cum Attendance sheet

Name of Activity Seminar on Visual Merchandising and Promotional Strategies
in retail Business management.

Name of the organizing cell/committee/ department ASPV

Date: 17/10/22

Sl. No.	Name of participant	Roll No.	Signature of Participants	Feedback (in few words)
1	Shruti Das	20/BSCV/0001	Shruti Das	It was interesting and effective.
2	Hiba Khan	20/BSCV/0258	Hiba Khan	It was informative & interactive.
3	Roshni Sengupta	20/BAV/0031	Roshni Sengupta	It was interesting.
4	Sanchari Chatterjee	20/BAV/0038	Sanchari Chatterjee	It was good.
5	Moupanna Pal	20/BSCV/0226	Moupanna Pal	It was helpful
6	Rindula Mitra	20/BAV/0022	Rindula Mitra	It was nice and effective.
7	Supriya Chakraborty	20/BSCV/0204	Supriya Chakraborty	Very effective and interesting.
8	Ruchita Mukherjee	20/BAV/0276	Ruchita Mukherjee	Interactive and helpful
9	Mahini Chakraborty	20/BAV/0032	Mahini Chakraborty	It was good.

10. Anuska Choudhury 20/BSCV/0036 Anuska Choudhury
11. Sriyani Ghosh 20/BSCV/0037 Sriyani Ghosh
13. Rajanya Ghosh 20/BAV/0037 Rajanya Ghosh

Helpful & effective
Informative and interesting
It was helpful and good.