



GOKHALEMEMORIALGIRLS'COLLEGE

## **Activity report of Student Seminar on Indian Art and Culture in Advertisement**

1. Date of the event: **24<sup>th</sup> November, 2022**
2. Number of participants: 2
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

<b>Name of Speakers</b>	<b>Title of the speech</b>	<b>Designation</b>	<b>Affiliation</b>
<b>Semester 1 Students</b>	Indian Art and Culture in Advertisement	<b>Students</b>	-

7. Details about the resource person/brief resume/introduction- Semester 1 students of ASPV
8. Other necessary information (if any)- The aim of the session was to develop among the Semester 1 students key points like team work, coordination, research ability, knowledge base, listening and presentation skills and critical thinking. The student seminar on the topic Indian Art and Culture in Advertisement was organized by Semester 1 students of ASPV department and held on 24th November, 2022. The sub topics done by students were use of Folk Art in advertising and use of Culture and music in advertising. This seminar was really beneficial for the students as it gave them a brief idea as to how to make a PowerPoint presentation and how to deliver it. The feedback received from this seminar was quite helpful for future instances as it was insightful. The knowledge gathered from both peers and mentors was quite gainful.

Photographs P.T.O.



