



GOKHALE MEMORIAL GIRLS' COLLEGE

## **Activity report of Webinar on Emerging Trends in Public Relations**

1. Date of the event: **28<sup>th</sup> September, 2024**
2. Number of participants: 21
3. Venue: Webinar
4. Sponsorship (if any): NA
5. Collaboration (if any): NA
6. Name, designation, affiliation and topic of lecture of each and every speaker

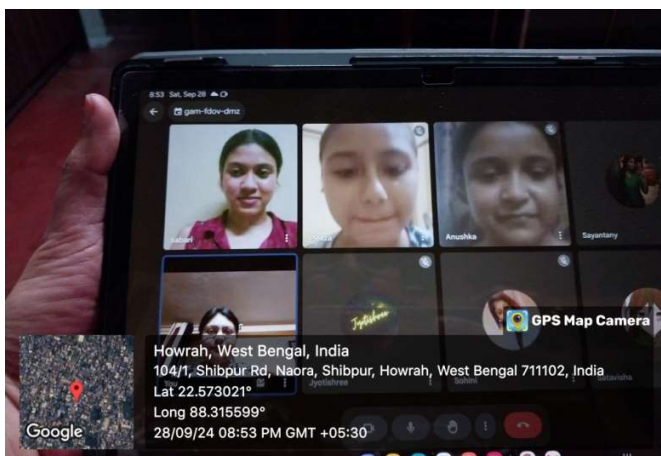
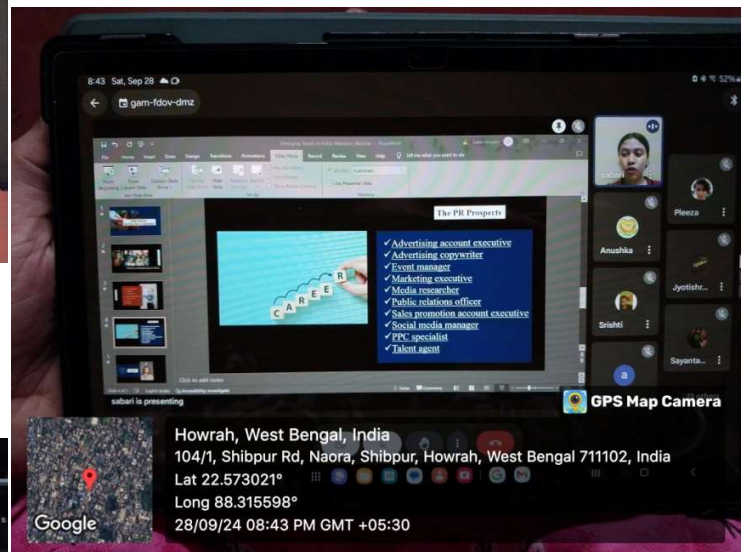
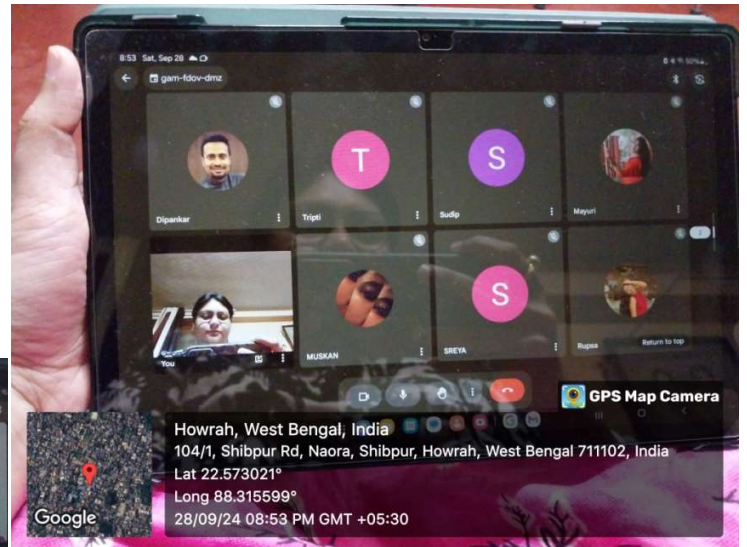
<b>Name of Speakers</b>	<b>Title of Speech</b>	<b>Designation</b>	<b>Affiliation</b>
Smt. Sabari Ganguly	Emerging Trends in Public Relations	<b>Client Service Manager, CLIRNET Technologies Pvt. Ltd., Kolkata</b>	-

7. Details about the resource person/brief resume/introduction-:Sabari Ganguly is working as Manager-Client Services for CLIRNET Technologies Pvt. Ltd. Previously she was a part of Internshala where she had worked for two and half years. Her full fledged professional journey began with one of East India's largest OTT platform Hoichoi. She has interned in Sangbad Pratidin- a Bengali newspaper. She is a graduate from the department of Advertising, Sales Promotion and Sales Management of Gokhale Memorial Girls' College, Kolkata and completed her PGDM from Xavier's Institute of Mass Communications and Public Relations.

8. Other necessary information (if any) – The students of Semester 1,3,5 attended the webinar. It was very interesting and engaging for the students to learn from their alumni who is in PR and client servicing- the emerging trends, the future prospects of studying and working in Public Relations. The session was full of questions and answers which showed that the students were very eager to know about the various trends and pros and cons of working in Public Relations. The field of PR is itself a very interesting topic today and the student were also very eager to study about this and hence the session was a fruitful one.



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Feedback cum Attendance sheet

Name of Activity EMERGING TRENDS IN PUBLIC RELATIONS (WEBINAR)

Date: 22.11.2024

Name of the organizing cell/committee/ department ASPV

Sl. No.	Name of participant	Roll No.	Signature of Participants	Feedback (in few words)
1.	Swastika Chakraborty	22/BSCV/023	Swastika Chakraborty	It was very informative. Got to know a lot of things.
2.	Jyotishree Kulkarni	23/BAV/0016	Jyotishree Kulkarni	very informative.
3.	Sohini Hali	22/BAV/0076	Sohini Hali	It was very informative and interesting.
4.	Tripti Shasrma	24/BAV/010	Tripti Shasrma	Informative session
5.	Anushka Bhattacharya	21/BSCV/020	Anushka Bhattacharya	Got industry related knowledge about PR.
6.	SUPRIYA TARAFDAR	24/BSCV/019	Supriya Tarafdar	Informative and engaging session
7.	Triyasha Chakraborty	24/BSCV/018	Triyasha Chakraborty	Amazing.
8.	Gayantony Dutta	24/BAV/014	Gayantony Dutta	It was very good and informative.
9.	Muskan Kumari	24/BAV/013	Muskan Kumari	Very Informative Session.



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Feedback cum Attendance sheet

Name of Activity SEMINAR & INTERACTIVE SESSION (WOMEN IN ADVERTISING)

Date: 22.11.2024

Name of the organizing cell/committee/ department ASPV

Sl. No.	Name of participant	Roll No.	Signature of Participants	Feedback (in few words)
1.	Pleeka Saha	21/BACV/016	Pleeka Saha	Informative. Enlightening
2.	Mon Dutta	24/BAV/011	Mon Dutta	very informative.
3.	Debarati Chakraborty	23/BAV/0017	Debarati Chakraborty	Interesting.
4.	Purva Das	23/BSCV/0214	Purva Das	Very informative.
5.	Gayantony Dutta	24/BAV/014	Gayantony Dutta	Very Good and informative.