



GOKHALE MEMORIAL GIRLS' COLLEGE

Activity report of Webinar on ASPSM in Action: Real-World Applications for Your Career Path

1. Date of the event: **22nd May, 2024**
2. Number of participants: 13
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

| Name of Speakers | Title of Speech | Designation | Affiliation |
|--|---|--|-------------|
| 1. Smt. Paridhi Jaiswal 2. Smt. Medha Roy 3. Smt. Romi Mukherjee | ASPSM in Action: Real-World Applications for Your Career Path | 1. Digital Manager, Sanmarg Hindi Daily 2. Digital Marketing Executive, South City International School 3. Product Manager, Goyal Brothers Prakashan | - |

7. Details about the resource person/brief resume/introduction-:
 1. Paridhi Jaiswal- She has worked as a Client-Servicing Executive and had the opportunity to manage and execute a variety of corporate events, including seminars, award shows, and annual corporate bashes. During this time, she closely collaborated with esteemed MNCs such as MasterCard, Cybage, TIAA, and Cummins. Recently, she made the move back to Kolkata and has joined Sanmarg Daily, a leading Hindi newspaper, as a Digital Manager. In this role, she handles the brand image and also contributes to organizing corporate events for Sanmarg and Aakash Institute.
 2. Medha Roy- She began working with the British Council during her first year of college. She is currently employed as a Digital Marketing Executive at South City International School. Beyond the 9-to-5, Medha has dived into certification courses in dance movement therapy. She's been passionately practicing Bharatanatyam for 12 years and recently added Mohiniyattam to her dance repertoire for a year.

3. Romi Mukherjee- Her professional experience spans several roles, including Product Manager at Goyal Brothers Prakashan, where she leads the development of educational materials, and content writer positions at Elint Exim Pvt. Ltd., earlier Punjabi Darbar, Bode, and Ranak Ethnic Wear. She also worked as a marketing strategy drafter for Khan Study Group and a freelance assessment creator at Acadecraft Private Limited.
8. Other necessary information (if any) – The students of Semester 6, 4, 2 from the department of ASPV attended the webinar where they enjoyed interacting with the department's proud alumnus and get their views on the present job market, opportunities in various sectors now and after pursuing the course the various career options. Also the speakers shared PDF and Doc files on the various career prospects after the course of ASPV and how it benefitted them to establish a proper career in their lives. Also discussion on making proper resumes and professional profiles in social media was highlighted. The students interacted well with the speakers who enlightened and enriched them with various essential information and knowledge.



 **GOKHALE MEMORIAL GIRLS' COLLEGE**

ONLINE WEBINAR ON

ASPSM in Action: Real-World Applications for Your Career Path

By Department of

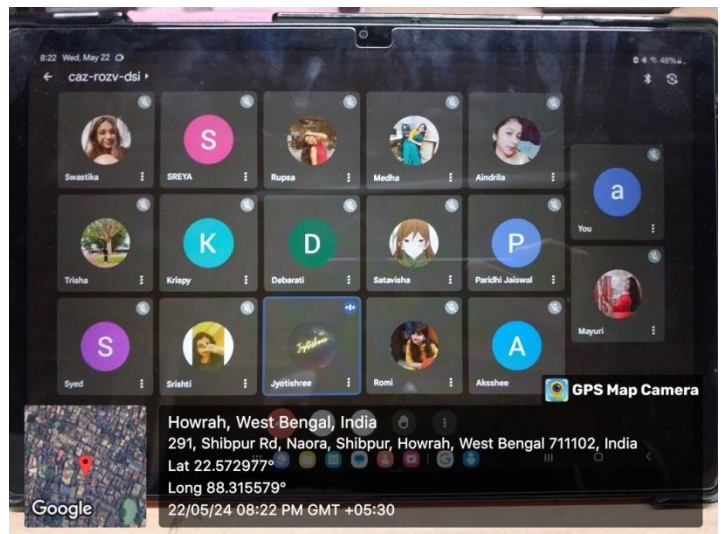
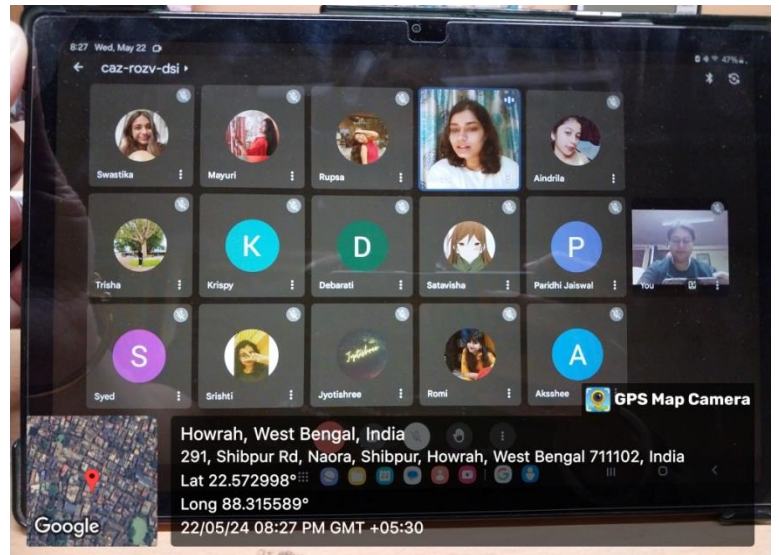
ADVERTISING, SALES PROMOTION & SALES MANAGEMENT

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| ROMI MUKHERJEE WORKING IN PUBLICATION HOUSE (GOYAL BROTHERS PRAKASHAN) | MEDHA ROY WORKING IN EDUCATIONAL INSTITUTE (SOUTH CITY INTERNATIONAL SCHOOL) | PARIDHI JAISWAL WORKING IN MEDIA (SANMARG DAILY) |

 **Wednesday**
22nd May 2024 |  **8 pm**
onwards



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Feedback cum Attendance sheet
Name of Activity Webinar on

ASPSM in Action: Real-World Applications for Your Career Path.

Date: 22/5/2024

Name of the organizing cell/committee/ department ASPV.

| Sl. No. | Name of participant | Roll No. | Signature of Participants | Feedback (in few words) |
|---------|----------------------|--------------|---------------------------|--------------------------|
| 1. | Trisha Guwathi | 22/BSCV/0177 | Trisha Guwathi | Helpful. |
| 2. | Krispy Mordha | 01/BSCV/0211 | Krispy Mordha | very insightful |
| 3. | Debarati Chakraborty | 23/BAV/0017 | Debarati Chakraborty | Helpful. |
| 4. | Rupsa Das | 23/BSCV/0014 | Rupsa Das | Informative and helpful. |
| 5. | Akshita Gupta | 21/BSCV/0034 | Akshita | Informative |
| 6. | Aindrita Das | 21/BSCV/0213 | Aindrita | It was informative. |
| 7. | Swastika Chakraborty | 22/BSCV/0033 | Swastika Chakraborty | It was informative |
| 8. | Snigdha Ghosh | 22/BSCV/0033 | Snigdha Ghosh | It was very useful. |
| 9. | Mayuri Das | 23/BSCV/0025 | Mayuri Das | Informative and helpful. |



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|---------|---------------------|--------------|---------------------------|--------------------------|
| 10. | Jyotishree Datta | 23/BAV/0016 | Jyotishree Datta | Helpful and Informative. |
| 11. | Geeta Chakraborty | 23/BAV/0026 | Geeta Chakraborty | Informative. |
| 12. | Saravika Datta | 23/BSCV/0007 | Saravika Datta | Helpful. |
| 13. | Syed Arika Khatun | 23/BAV/0022 | Syed Arika Khatun | Informative. |
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