

## **Newsletter**

### **2017-2018**

- Special Lecture and Film show on "Helvetica - the mother of all fonts" by Sm Puja Sengupta, an Ex-student and former Guest Lecturer of the department and Senior Consultant (Design), Capgemini India Pvt. Ltd. was held on 14/07/17.
- The students of the department enthusiastically participated in the Annual College Exhibition held on 21/12/17. They presented the theme, "Nostalgia-Rewinding the Past".
- Special Lecture by Sri Indranil Mitra, Senior Vice-President, Lowe Lintas & Partners, Kolkata on Practical Approach to Advertising as a Practice". The lecture was delivered on 24/03/18.
- The students contributed to "Miscellany 2017", the Annual College Magazine.
- Sri Sabyasachi Chatterjee, a faculty, delivered a talk on "Durga Murtir Biborton" in a Study Circle meet held in the College premise on 26th September 2017.



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### **2018-2019**

- 1<sup>st</sup> & 2<sup>nd</sup> year students joined hands to create awareness about tobacco and its harmful effects and made a creative poster to boost awareness for the betterment of the society.
- 3<sup>rd</sup> year Class Representative, Medha Roy got the opportunity to choreograph a dance recital “Ardhanareeshwaram” and perform along with other students of the department on the annual day programme held on 27<sup>th</sup> September at Sarala Ray memorial hall.



## Newsletter

**2019-20**

- The Department takes immense pleasure in announcing that the students joined hands to exhibit their creativity for the Annual Exhibition held on 29th February, 2020. The Department's theme for the Exhibition was “Purono Shei Diner Kawtha”. Figures of the Maharaja of Air India and the Amul girl welcomed the visitors to the stall. The students attempted to take the audience to a trip down their memory lane by exhibiting models of some brands like – BPL television, Ambassador car and His Master's Voice (HMV) and charts that told the story of how some popular brands like– HMT watch, Premier Padmini car, Konica Camera, Murphy Radio, and telecom service providers (Hutch, MTS and Docomo) lost themselves in the way but still hold a place in the minds of many. Charts exhibited how some famous brands like – Budweiser, BMW, Royal Enfield, Bombay Dyeing, Lux, KFC advertised late in the 18th and 19th Centuries. To add to the excitement and fun, the students organized games like – Logo Identification, Naming The Brand From The Tag Line It Uses and Riddles. Hand-made stickers were designed by the students to gift the visitors. Visitors were excited to play the games and appraised the efforts. Overall, the exhibition was a reflection of what the students keep learning over the course of their study and was an enriching experience that is to be cherished all along.

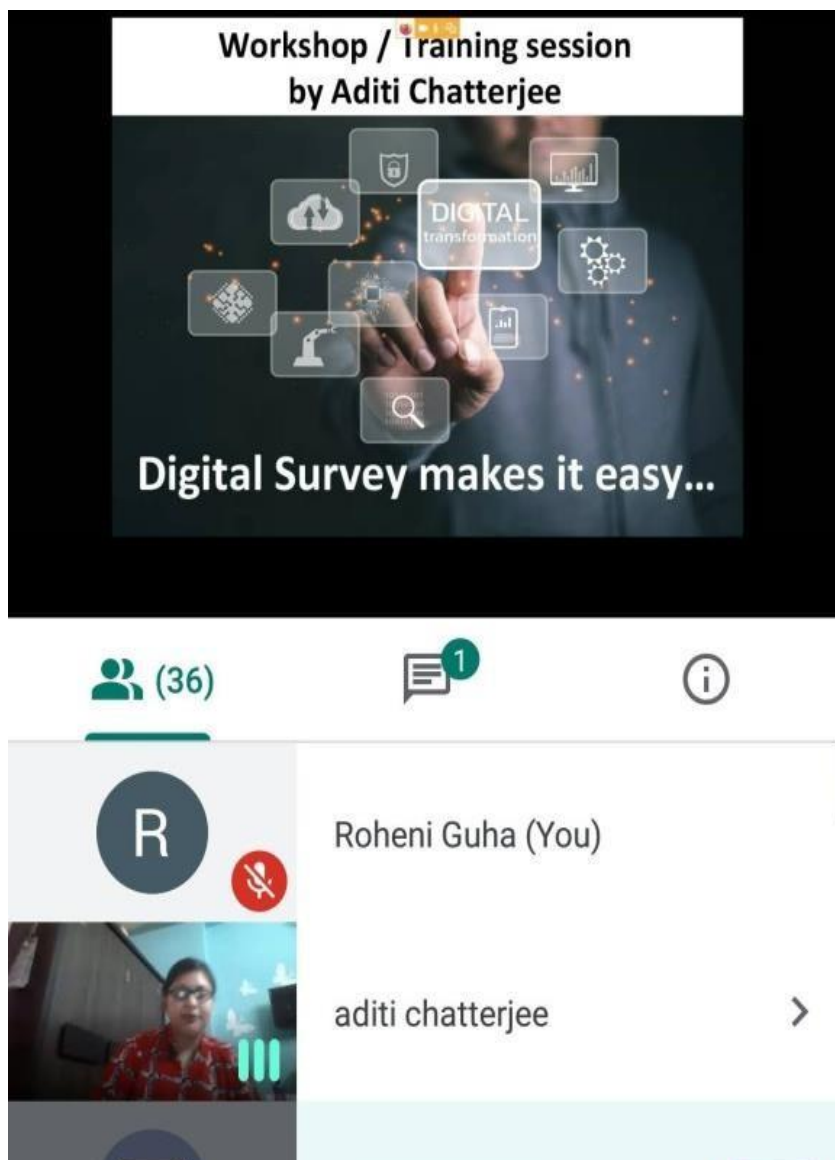






## 2020-2021

- A webinar and workshop was organized by the department with the faculty Smt. Aditi Chatterjee, SACT as the resource person which was held for the final year students on “Digital Survey makes it easy”, to make the students learn the new technology of using online platform and design Google forms for conducting survey for projects and other research works on 27<sup>th</sup> July, 2020.



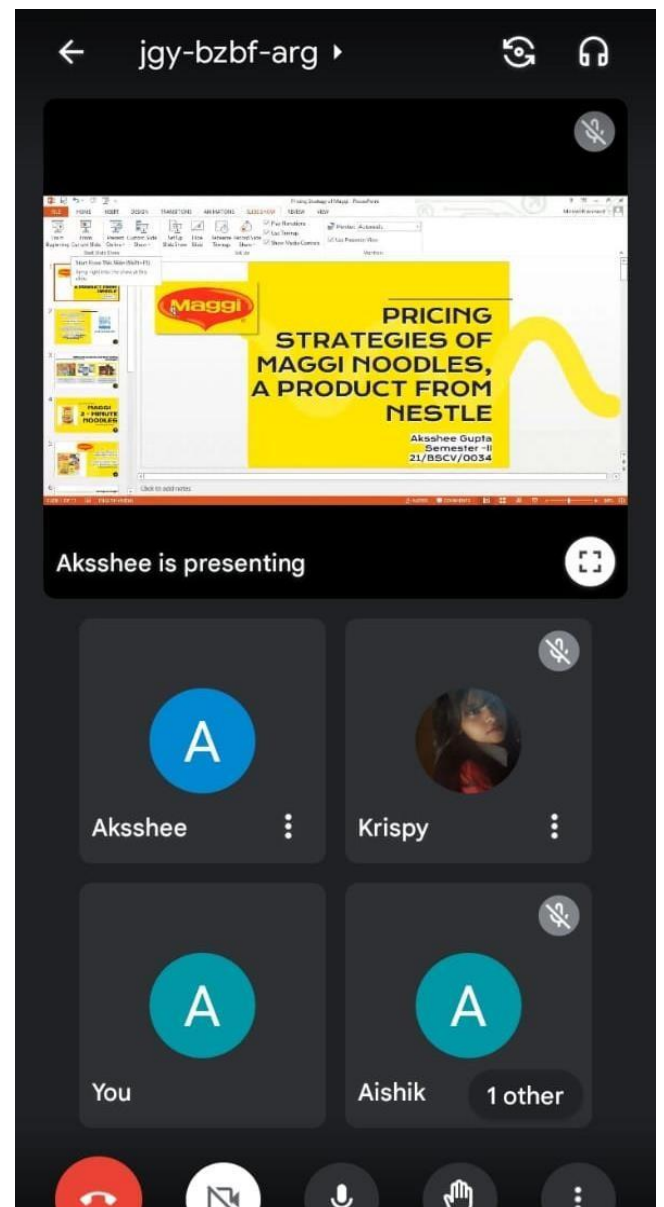
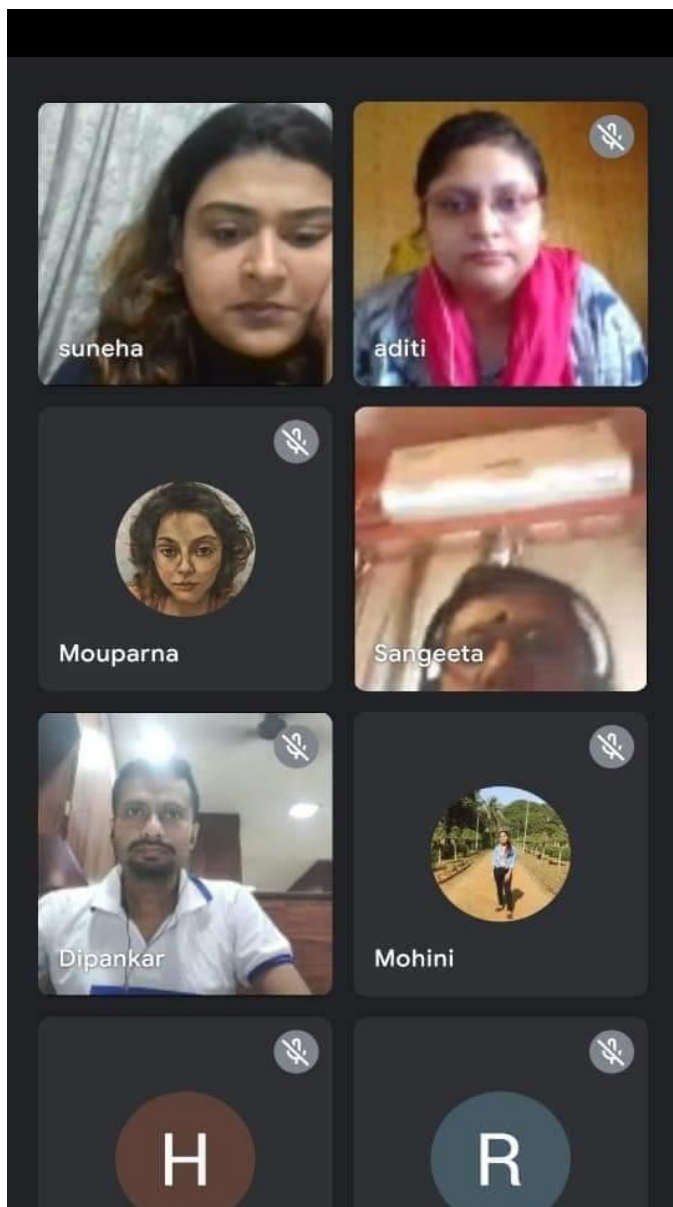
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### **2021-2022**

- A Webinar was organized by the department for all its students on The World of Advertising to unravel the spheres of the present advertising scenario as well as the future of advertising on 28<sup>th</sup> August, 2021 where the resource person was Suneha Das, Sr. Account Executive, Wunderman Thompson, Gurgaon (Dpt. Alumni)
- An Interactive Session & Presentation was held on BCG Matrix &/or Johari Window was organized for the Semester 4 students on 18<sup>th</sup> February, 2022, with the resource person being Smt. Aditi Chatterjee, SACT, Faculty of the department, to make students learn the new concepts of BCG Matrix and Johari Window not just through delivering lectures but by actively making them interact through PowerPoint presentations made by them.
- An Interactive Session & Presentation was held on 3<sup>rd</sup> March, 2022 on the topic Publicity & Celebrities under the faculty Smt. Aditi Chatterjee, SACT, for Semester 2 students to make students interact in the interesting topic of Celebrities and Publicity not just through discussion after a lecture but by actively making them interact through PowerPoint presentations made by them.
- An Interactive Session on How to face an Interview was conducted under the guidance of the department faculty Shri Dipankar Mukherjee, SACT, to give an idea of how to face corporate interview. It was for the Semester 6 students as they would be facing such interviews soon and also for Semester 4 students as a part of their Skill Enhancement Course- Business Communications & Personality Development on 20<sup>th</sup> April, 2022.
- An Interactive Session & Presentation (Online) on Pricing Methods & Strategies was held for the students of Semester 2 by the department faculty Smt. Aditi Chatterjee, SACT, on 12<sup>th</sup> May, 2022 to enhance the knowledge of students of Semester-2, further in their paper Marketing Management-II by emphasizing on the pricing methods and strategies used by companies in the practical current situation and also how they can use these strategies to decide the same for organizations in the near future.
- The faculty of ASPV department created a WhatsApp group with the ex-students of the department on 16/12/2021. There are 175 participants in the group from various classes' right from the class of 1997, the first batch of students of the department, who also celebrated their 25 years as alumni. The objectives of forming the group were:
  1. To get in touch with the ex-students to form a database of their current professional status
  2. To build a professional network
  3. To provide exposure to the current students through "Alumni Speaks" session in order to motivate the current students and to give them an understanding of the real job world.

So, the department organized its First Alumni Meet on 21<sup>st</sup> May, 2022 where all the faculties and most of the ex-students from the first pass out batch (1997) of the department to the last pass out batch were present. It was an interactive and nostalgic thought exchanging session in which everybody enjoyed and felt touched and happy with the initiative. It was also an opportunity for all ex-students to meet each other, who are highly placed in different reputed organizations or are pursuing higher studies which was also a boon for the department.













## Newsletter

### 2022-2023

- A Workshop & Seminar on creating Data sheet & Questionnaire in Google Forms was organized by Smt. Sangeeta Sen & Smt. Aditi Chatterjee, SACT & Faculties of the department on 18<sup>th</sup> August, 2022 for the students of Semester 5, with the aim of the session was to teach the students how to create a Google Form which they need to know to facilitate data collection for any research activity especially for their Internship and Project Report.
- A Debate Session on the topic “Salesman are born not made” was held on 15<sup>th</sup> September, 2022 for the Semester 3 students under the faculty Smt. Aditi Chatterjee, SACT, with the aim of the session, to make the students interact on the stated topic and discuss and defend on the same, so that they learn the topic, the art of speaking and listening.
- The department with the initiative of its ex-student Ishita Barat, Marketing Manager, SVF Productions, also organized a promotional event for the movie Karnasubarnar Guptodhon, with its star cast Abir Chatterjee, Arjun Chakraborty & Ishaa Saha visiting the college for promoting the movie. The entire college was welcomed to be a part of the event held on 26<sup>th</sup> September, 2022.
- A student’s interactive presentation session was held on 12<sup>th</sup> November, 2022 for the Semester 3 students under the guidance of the faculty Smt. Sangeeta Sen, SACT, on the topic “Role of Branding in attracting and influencing consumer purchase decisions”. The seminar and session was an intellectually brightening interchange of ideas among the students and professor which definitely aided in-depth practical understanding of the syllabus.
- A student’s interactive presentation session was held on 17<sup>th</sup> November, 2022 for the Semester 5 students under the guidance of the faculty Smt. Sangeeta Sen, SACT, on the topic “Visual Merchandizing & Promotional strategies in retail business management”. The seminar and session was an intellectually brightening interchange of ideas among the students and professor which definitely aided in-depth practical understanding of the syllabus.
- A student seminar on Indian Art and Culture in Advertisement was organized by Semester 1 students under faculty Smt. Sangeeta Sen. The sub topics done by the students were Folk Art in Advertising and Culture and Music in Advertising. The seminar was a beneficial one for students.
- A surprise student presentation was organized on the 28<sup>th</sup> November, 2022 for the Semester 5 students by faculty Smt. Aditi Chatterjee, where the students were given surprise topics on the various papers they had studied till Semester 5 where they used blackboard and chalk, pen and paper to demonstrate and explain their topics. It was an interactive session as all students and faculty could share information on the topics discussed.
- The faculty of ASPV department created a WhatsApp group with the ex-students of the department on 16/12/2021. There are 175 participants in the group from various classes’ right from the class of 1997, the first batch of students of the department, who also celebrated their 25 years as alumni. The objectives of forming the group were:
  - To get in touch with the ex-students to form a database of their current professional status
  - To build a professional network
  - To provide exposure to the current students through “Alumni Speaks” session in order to motivate the current students and to give them an understanding of the real job world.



So, the department organized its Second Alumni Meet on 3<sup>rd</sup> December, 2022 where all the faculties and most of the ex-students from the first pass out batch (1997) of the department to the last pass out batch and current students were present. It was an interactive and nostalgic thought exchanging session in which everybody enjoyed and felt touched and happy with the initiative. It was also an opportunity for all ex-students to meet each other, who are highly placed in different reputed organizations or are pursuing higher studies which was also a boon for the department. Also it was an opportunity to honour the retiring department faculty Smt. Sangeeta Sen.

- A student's interactive presentation session was held on 21<sup>st</sup> December, 2022 for the Semester 1 students under the guidance of the faculty Smt. Aditi Chatterjee, SACT, on the topic "Positioning & Repositioning". The seminar and session was an intellectually brightening interchange of ideas among the students and professor which definitely aided in-depth practical understanding of the syllabus.
- A student's interactive presentation session was held on 31<sup>st</sup> March, 2023 for the Semester 6 students under the guidance of the faculty Smt. Aditi Chatterjee, SACT, on the topic "Women Entrepreneurs in India". The session was an interesting and information sharing and the students could learn about women as famous entrepreneurs today in India and could uphold them as their role models.
- A Special Lecture was organised on the topic "Purono Bangla Bigyapon" by Smt Puja Sengupta, an Ex-student of the department and Process Lead, Capgemini India Pvt. Ltd. was held on 29<sup>th</sup> April, 2023 where the students could come across various old advertisements mainly Bengali from the times of Satyajit Roy and previous. The session was interesting and interactive.
- A student's interactive presentation session was held on 3<sup>rd</sup> May, 2023 for the Semester 2,4 and 6 students under the guidance of the faculty Smt. Aditi Chatterjee, SACT, on the topic "Revisit Ray-The legendary Satyajit Ray", attribute to Ray on his 102<sup>nd</sup> birthday. The session was interactive and interesting and the students could share about Ray- the film maker, illustration master, visualiser, music composer and much more.
- The 1<sup>st</sup> On-Campus Drive was organized by the department ASPV on the 19<sup>th</sup> May, 2023, for students of the final appearing Semester (Semester 6) and the previous two pass out batches. Four companies had come for the drive. Total of 13 students appeared. Most of them were placed. This was a great success for the department and a moment of happiness to see their students placed.













GPS Map Camera

Google

**Kolkata, West Bengal, India**

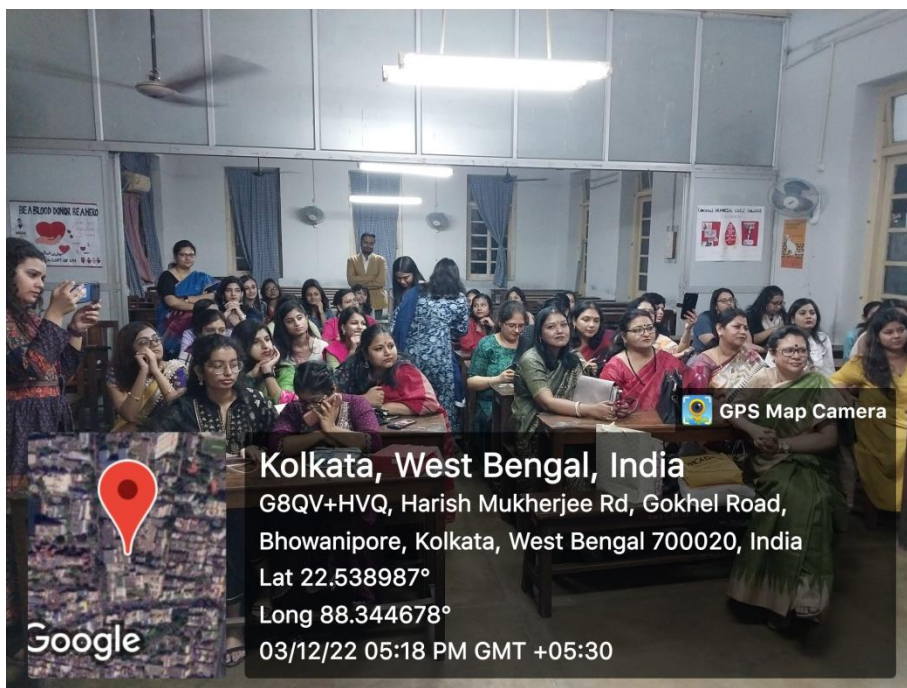
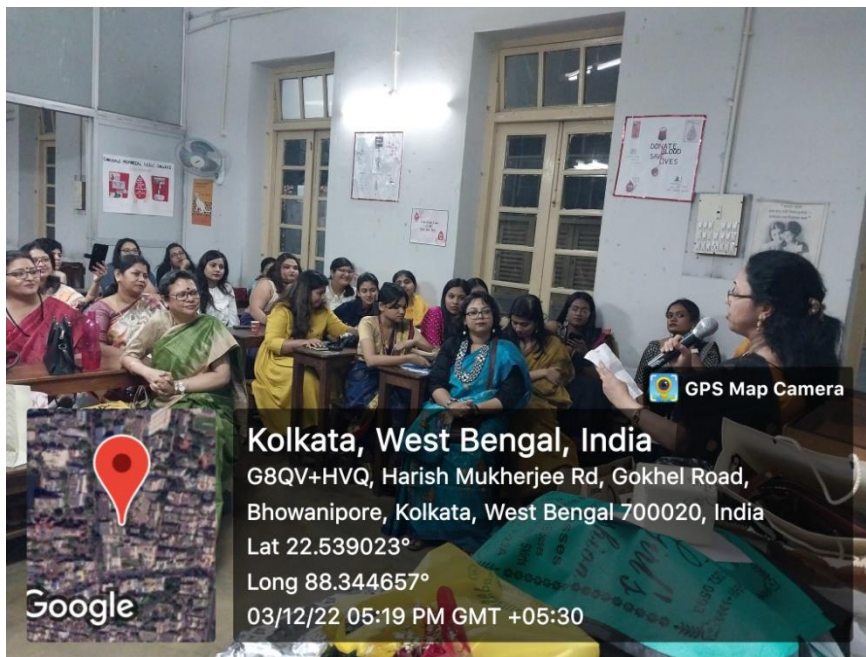
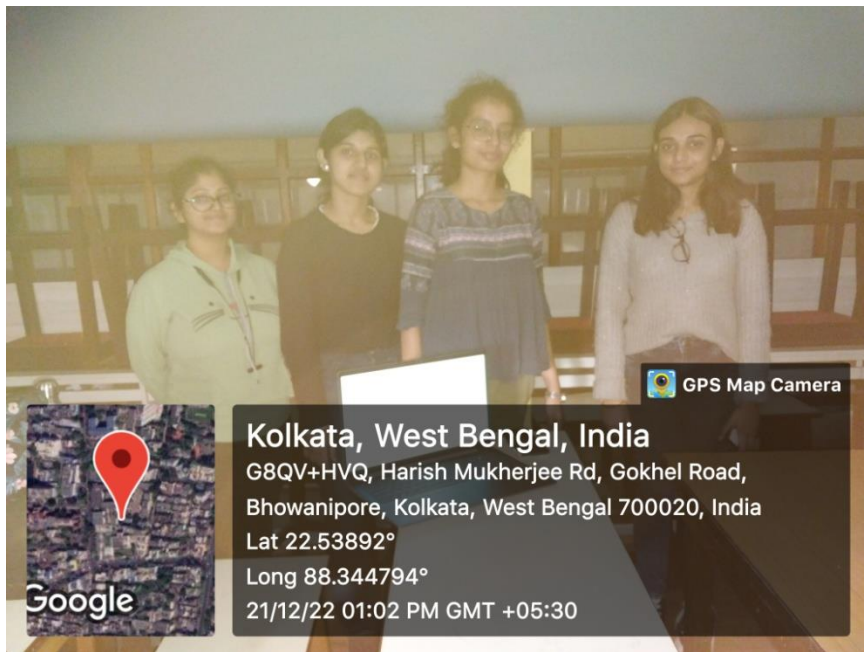
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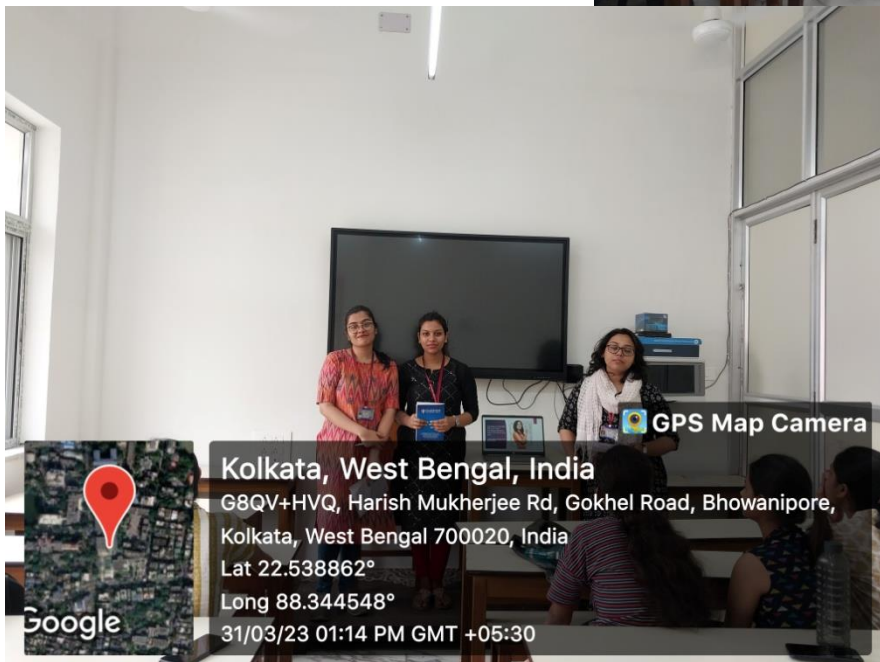
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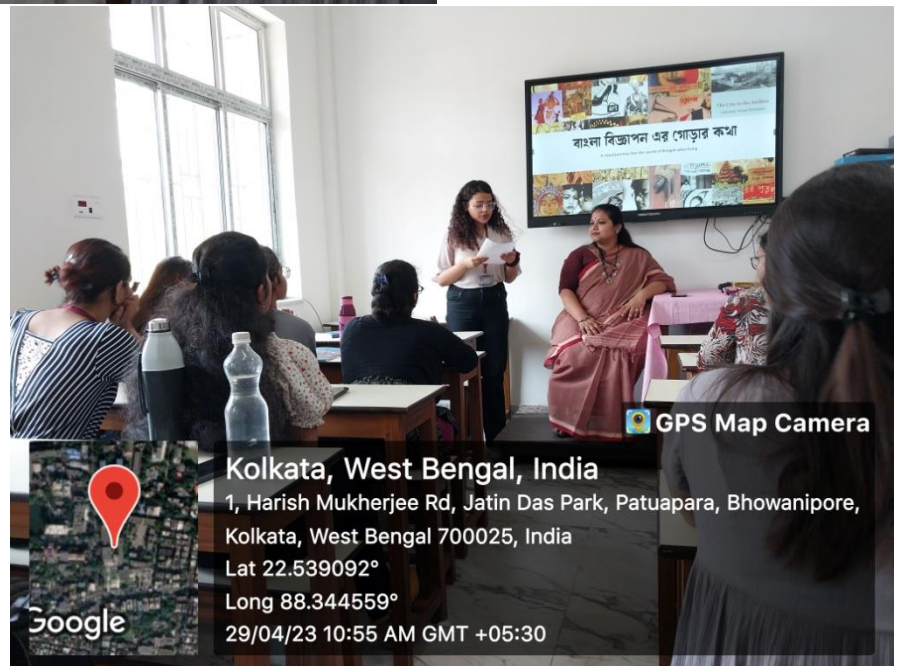
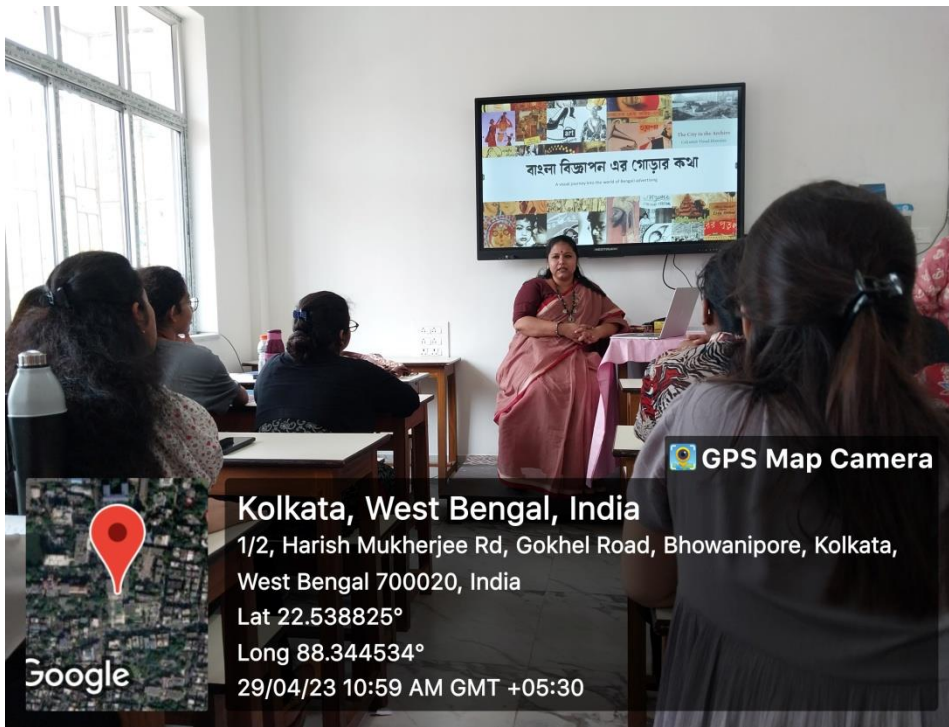
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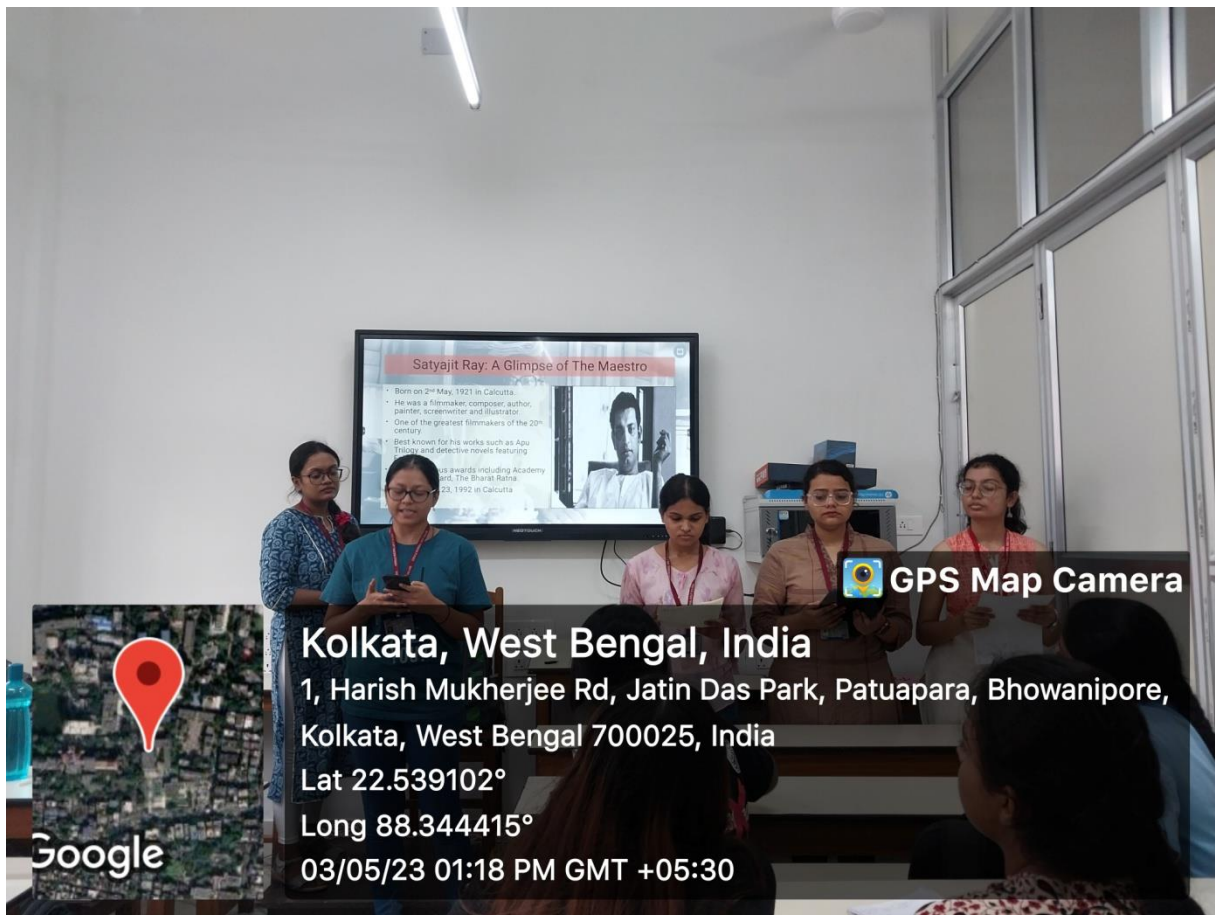


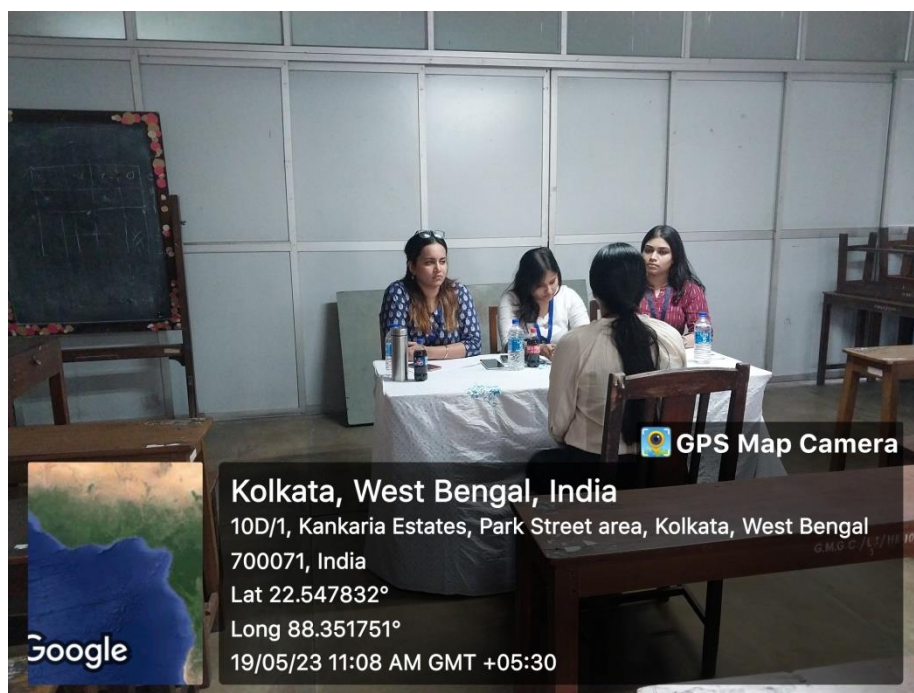
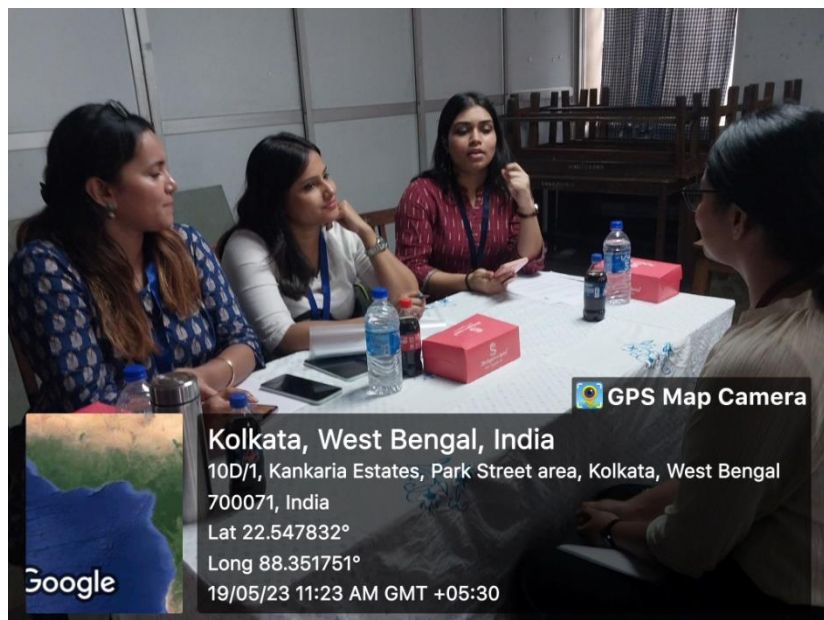






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## Additional Photographs

