



GOKHALE MEMORIAL GIRLS' COLLEGE

Activity report of Special Lecture & Seminar on Branding in Practical World

1. Date of the event: **14th December, 2024**
2. Number of participants: 16
3. Venue: ASPV Room (R13), 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 Speech	Designation	Affiliation
Smt. Ananya Ghosh	Branding in Practical World	Brand Manager, Surekha Group	-

7. Details about the resource person/brief resume/introduction-: Brand Manager, Surekha Group and department alumni.

8. Other necessary information (if any) – The students of Semester 1, 3, 5 participated in the special lecture and seminar. It was very interesting and engaging for the students to discuss on branding and its applications in the practical world, the students found it very interesting to talk about the present scenario in branding and how the strategies in branding are changing over time. The session was more appealing since it was conducted by the department alumni who could give them a clear understanding of the present market, prospects in branding after the course and the practical world of branding.



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Feedback cum Attendance sheet

Name of Activity Branding in Practical world (Ananya Ghosh)

Date: 14.12.24

Name of the organizing cell/committee/ department ASPV

Sl. No.	Name of participant	Roll No.	Signature of Participants	Feedback (in few words)
1)	Syeswini	23/BAV/0022	Syeswini	wonderful! full of knowledge
2)	Satanisha Dutta	23/BSEV/0007	Sutta.	Engaging & interesting
3)	Mayuri Das	23/BSEV/0005	Msas	Engaging and Interesting
4)	Jyotishree Dutta	23/BAV/0016	Sutta	interesting.
5)	Shreya Chakraborty	23/BAV/0026	Sh	Interesting
6)	Rupsa Das	23/BSEV/0014	Rosa	Interesting
7)	Sristi Ghosh	22/BSEV/180	Sr.	Informative
8)	Swastika Chakraborty	22/BSEV/033	Shakraborty.	Engaging.
9)	Trisha Gustipati	22/BSEV/177	T.G.	Engaging



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10)	Anushka Bhattacharya	24/BSEV/0063	Abhattacharya	Engaging
11)	Aakriti Chhetri	24/BAV/0091	Acet.	Interesting.
12)	Tripti Sharma	24/BAV/0073	Shm.	Interesting
13)	Supriya Tondar	24/BSEV/0000	Stm.	Engaging
14)	Pooja Saha	24/BSEV/0029	PSm.	Informative
15)	Nishan Kumari	24/BAV/0070	Nand.	Engaging
16)	Shelini Chakraborty	24/BSEV/0176	Shel.	Informative