



GOKHALE MEMORIAL GIRLS' COLLEGE

**Activity report of Seminar on Beyond the Ad: How ASPM Skills Power
Modern Product and Brand Management**

1. Date of the event: 20th September, 2025
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. Romi Mukherjee	Beyond the Ad: How ASPM Skills Power Modern Product and Brand Management	Assistant Product Manager, S. Chand Publications	-

7. Details about the resource person/brief resume/introduction-: Assistant Product Manager, S. Chand Publications and department alumni. She has served other publication houses and marketing firms prior to this.

8. Other necessary information (if any) – The students of Semester 1, 2 & 5, participated in the session. It was very interesting and engaging for the students and the students were happy to engage in a session which they were eager to know about. Advertising related topics always attract students. This time it was accompanied by Product and Brand Management. The session was more entertaining since it was conducted by department alumnus who is actively involved in marketing and publicity in the practical world especially in the publication houses. Understanding what exist beyond advertising and what skills and competencies are required to establish a proper product and brand image and manage it were the topics covered. The current market situations and demand by employers in this field was also explained.



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Feedback cum Attendance sheet

Name of Activity Beyond the Ad: How ASPSM Skills Power modern Product and brand management Date: 20.9.25

Name of the organizing cell/committee/ department ASPV

Sl. No.	Name of participant	Roll No.	Signature of Participants	Feedback (in few words)
1)	Syed Amir	23/BAV/0022	Syed Amir	insightful & interesting
2)	Preeza Saha	24/BSCU/016	Preeza Saha	Informative.
3)	Mayuri Das	23/BSCV/0095	Mayuri Das	Informative
4)	Surya Chandra Ganty	23/BAV/0026	S.C.	Informative
5)	Tyoti Khatke	20/BAV/0016	Tyoti Khatke	Informative & Interesting.
6)	Satish Kumar	23/BSCV/0007	Satish Kumar	Informative & engaging
7)	Tsipyti Shasima	24/BAV/010	T. Shasima	Informative.
8)	Anushika Bhattacharya	24/BSCV/000	Anushika Bhattacharya	very informative & interesting
9)	Swinandini Banerjee		Swinandini Banerjee	Insightful & informative.



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1)	Shalini Chakraborty	24/BSCV/017	Shalini Chakraborty	very nice
2)	Debarati Chakraborty	23/BAV/0017	Debarati Chakraborty	good.
3)	Mon Duha	23/BAV/011	Mon Duha	nice
4)	Trishashon Chakraborty	24/BSCU/018	Trishashon Chakraborty	Good
5)	Supriya Tarafdar	24/BSCV/019	Supriya Tarafdar	Engaging and Informative
6)	Islika Day		Islika Day	Interesting & useful
7)	Arpita Debnath		Arpita Debnath	Good.