

Activity report of Special Lecture on Personnel Management (HRM)-Value Added Course

1. Date of the event: 06th January, 2024

2. Number of participants: 70

3. Venue: 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 speaker	Title of Speech	Participants	Affiliation
Ms. Ananya Ghosh, Sr,	Importance of HRM in the	Students of all semesters	-
Brand Manager,	corporate world	who have enrolled for the	
BeTheBee, Creative		course	
Advertising Agency			

- 7. A detail about the resource person/brief resume/introduction- Ms. Ananya Ghosh is the Senior Brand Manager of BeTheBee, Creative Advertising Agency. She is an MBA graduate, Gold Medalist from Jadavpur University and has an overall experience of eight years. She also has a teaching experience in the field of management. She has experience in the fields of Marketing and Human Resource.
- 8. Other necessary information (if any) The students were very excited to get a practical exposure in the additional course they are pursuing i.e. Personnel Management. They have been exposed to the theoretical part of the subject but they were happy and motivated to know the practical part of the subject too. The importance of HRM in the actual corporate world, what are the tasks one needs to do as a part of this department, how to become corporate in HR and what career prospects is there in the subject and so on were what was discussed. A power point presentation was also given by the speaker. The students enjoyed overall.



GOKHALE MEMORIAL GIRLS' COLLEGE









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39	Suijoyee Ghosal	ENGA
40	Streya Bhoromick	CMEY
41	Indrani Halder	CMEV
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43	Maya Wubey	PLSA
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47	Rusha Nath P	PHIA
48	Adelika Was	PHIA
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