

SHREE L. R. TIWARI DEGREE COLLEGE

(Arts | Commerce | Science)

Approved by Government of Maharashtra & Affiliated to University of Mumbai

Department of B.A.M.M.C & B.M.S

Organizes a webinar on
"Public Relation in Branding"



All are invited to join us on

Date:- 25th September 2021

Time:-12.30pm onwards



Resource person: Mr. Vishal Mahtani

Designation: Entrepreneur of Younoh Media Pvt. Ltd.



ZOOM



YouTube

Asst. Prof Dimple Maakhija
BAMMC Coordinator

Asst. Prof Saeer Sawant
BMS Coordinator

Dr. Sanjay Mishra
Principal





PIONEERING EDUCATION
SINCE 1992

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Ref No: SLRTDC/21-22/092

Date: 9th September 2021

Letter of Invitation

To,

Mr Vishal Mahtani
Younoh Media Pvt Ltd
India

Respected Sir,

As per our conversation our college invites you as a speaker for the topic on "Public Relation in Branding on 25th Sept 2021, Time :12.30pm

During the session the participates would like to have an interaction session.

It will be our pleasure if you send your consent, as to enable us to make necessary arrangements for the same. We will be deeply honoured by your presence on the occasion.

Thanking you.

Dr. Sanjay Mishra

Principal -SLRTDC



Shree.L.R.Tiwari Educational Campus, Mira Road (E), Thane-401107, Maharashtra.

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Notice no. SLRTDC/2021-22/

Date: 23rd September, 2021

E-NOTICE

Students of all departments of Shree L. R. Tiwari Degree College are hereby informed that BAMMC and BMS department is organizing webinar on public relation in Branding. This insightful session aims to provide students with a deeper understanding of how effective public relations strategies contribute to building and maintaining a strong brand identity, which will take place on 25th September 2021 at 12:30 PM. Please Start joining at 12:15 PM on Google meet.

The link is given below

<https://meet.google.com/vnf-azyx-vas>.

Please note:

Guest Speaker:

Mr. Vishal Mehtani (Enterprenuare of Younoh media pvt. Ltd)

This webinar is a valuable opportunity for students pursuing studies in communications, marketing, and public relations to gain insights into the strategies employed by professionals in building and maintaining successful brands.

Asst. Prof. Dimple Makhija

BAMMC Co-ordinator

Asst.Prof. Saeed Sawant

BMS Co-ordinator

Dr. Sanjay Mishra

I/C Principal
I/C Principal

Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
Kanakia Park, Mira Road (East),
Dist. Thane - 401107. Maharashtra



Report of the BMS and BAMMC Department Webinar on Public Relations in Branding

Objectives :

- Public relations are increasingly about communicating credibly with key audiences who affect business results, such as media analysts, policymakers and policy influencers, customers and shareholders.
- It is an important element in supporting the power and value of an organization's brands to all stakeholders.

Methodology:

- *E-Learning through Google Meet as it is an emerging methodology of modern education.*

Date: 25th September, 2021

Report:

The coronavirus pandemic has resulted in the closure of schools and colleges across the country. Education has changed dramatically over the last two months, with a considerable rise of e-learning, whereby teaching is executed remotely and on digital platforms.

With the view of the situation and continuation of learning, Shree L.R. Tiwari Degree College of Arts, Commerce and Science had organized a Webinar Named "**Public Relations in Branding**". This event was organised by the Department of BMS and BAMMC.

The speaker of the Webinar was Mr. Vishal Mahtani, Entrepreneur of YounohMediaPvt. Ltd.

Asst. Prof.SaeeSawant and Asst. Prof.Dimple Makhija introduced the topic and the speaker respectively. Principal, Dr. Sanjay Mishra welcomed the speaker and gave his valuable inputs and the webinar commenced on a positive note. Asst. Prof.SaeeSawantgave the official vote of thanks and the webinar ended at 1:45 PM.

Outcome :

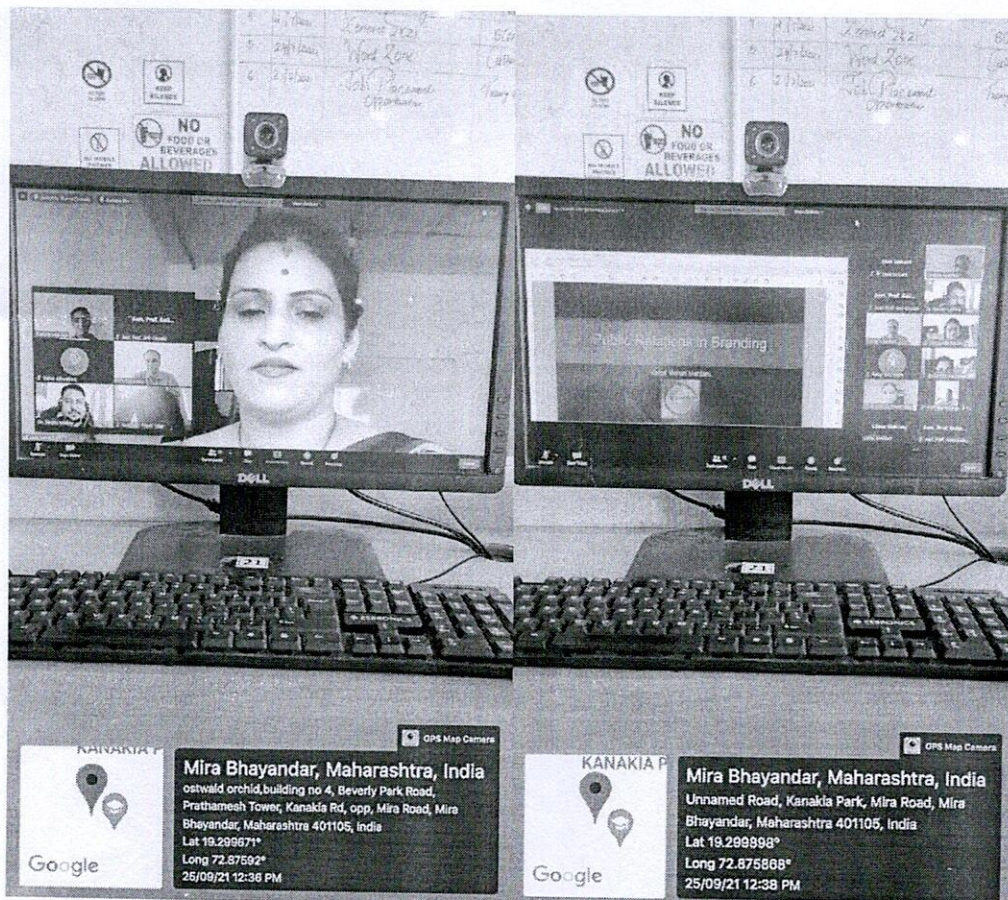
- Increased Students confidence and self-esteem.
- Help to improve students rigorous higher-order and critical thinking skills.
- Developing effective speech.
- Helped in Encouraging teamwork.

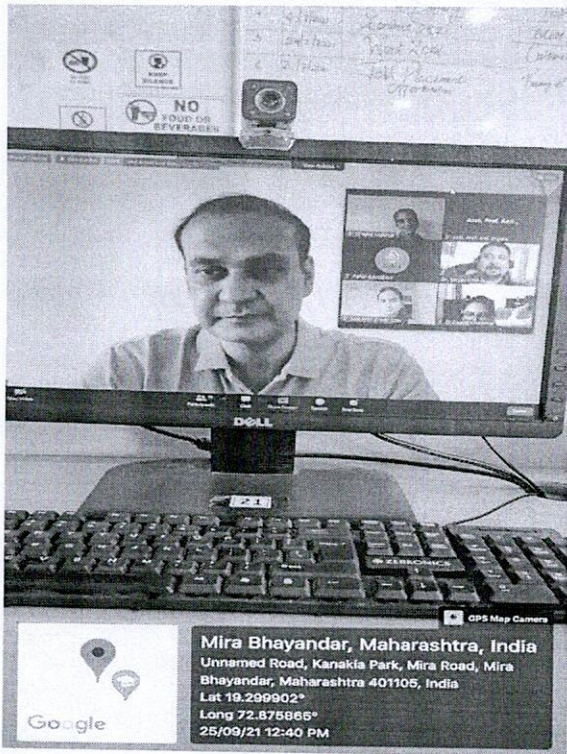


Feedback Analysis:

In this situation of a global health crisis, the virtual system of learning has proved its merits. As the technology advances, this system is here to stay. But, accepting the virtual method doesn't mean rejecting the traditional classroom pedagogy, the convenience and low-cost model of virtual learning.

The virtual learning and classroom lessons have their own importance. In these times of pandemic, virtual learning is more important so that the education of students is not hindered.. They are able to learn new skills and upgrading themselves. Thus, both forms of teachings have their own place.





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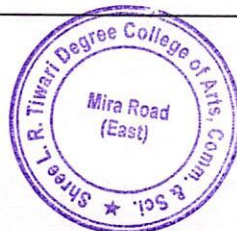
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Academic Year: 2020-21

Date 29th September 2021

Time: 11:00 AM Activity Name: Webinar on public relation in Branding

Sr no.	Name	Class
1	KHAJA FARHAZ FARISUDDIN	SYBAMMC
2	CHAUDHARI SWATI SANJEEV	TYBAMMC
3	GUPTA MANSI MANISH	TYBAMMC
4	MELISA WILSON COUTINHO	SYBAMMC
5	KHAN LISHA RASHID	SYBAMMC
6	DAVE VINAY NITIN	TYBAMMC
7	GUPTA KHUSHBOO	TYBAMMC
8	DUBEY TRISHA MANOJ	SYBAMMC
9	QURESHI RIZWANA IBRAHIM	TYBAMMC
10	NAIR DIVYA SAJIT	SYBAMMC
11	NAQVI AAYAT ALI SAEID	SYBAMMC
12	USMANI UMAMA JAWED	SYBMS
13	SURVE SUYASH VIJAY	TYBMS
14	JOSHI NIDHI TARUN	SYBMS
15	SINGH ANMOL ASHOK	TYBMS
16	SURVE SUYASH VIJAY	TYBMS
17	KAHAR PREM AVDHESH	SYBMS
18	SIDDIQUI MOHAMMED UMAR IBRAHIM	TYBMS
19	YADAV SANDHYA SAHEBLAL	SYBMS
20	SINGH AMAN RAJBALI	TYBMS
21	KHAN SAIF ALI	SYBMS



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22	KADIWALA BUSHRA MOHAMMED	SYBMS
23	BHATT SAKSHAM DIP	TYBMS
24	AMIN BHAVANA KRISHNA	SYBMS
25	ARTHUNAWALA TAHER JOUB	TYBMS

