

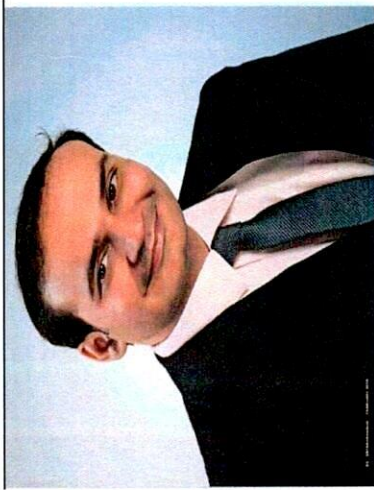


SHREE L. R. TIWARI DEGREE COLLEGE

(Arts | Commerce | Science)

PIONEERING EDUCATION
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Resource person: Mr. Vishal Mahtani

Designation: Entrepreneur of Younoh Media Pvt. Ltd.

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:- 25^h September 2021

Time:-12.30pm onwards



zOOM



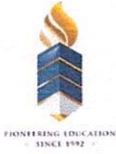
YouTube

Asst. Prof Dimple Maakhija
BAMMC Coordinator

Asst. Prof Saeer Sawant
BMS Coordinator

Dr. Sanjay Mishra
Principal





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Notice

Date: 23rd September, 2021

A webinar on the topic Public Relations in branding for the students and teaching faculty members will be held on 24th September, 2021, Tuesday at 12:30 p.m. by the Department of BMS and BAMMC through Zoom/ YouTube platform

Asst. Prof. Sae Sawant

BMS Coordinator



Dr. Sanjay Mishra

I/C Principal
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
Kandivli East,
Mumbai



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Report of Webinar on Public Relations in Branding

(Conducted by BMS and BAMMC Department)

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 Younoh MediaPvt. Ltd.

Asst. Prof. Saeed Sawant 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. Saeed Sawant gave 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.



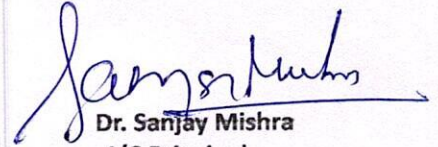
Feedback Analysis:

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.

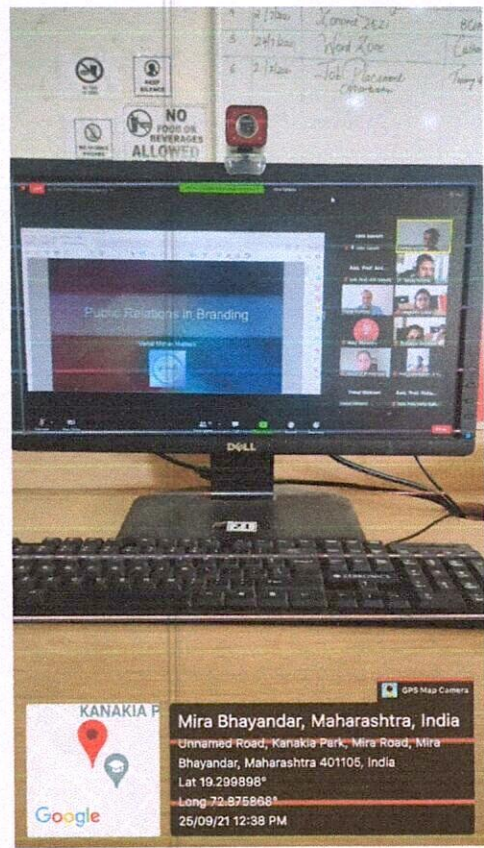
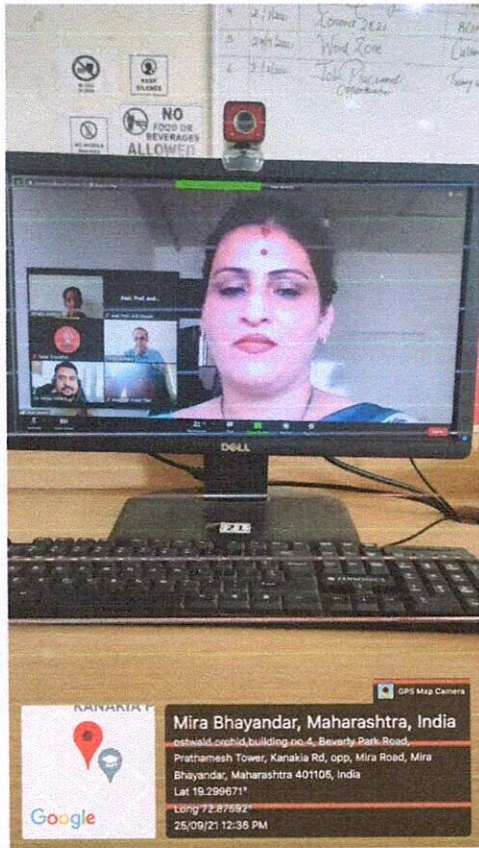
The virtual learning and classroom lessons have their own importance. In these times of pandemic, virtual learning is more important so that the education of students is not hindered.. They are able to learn new skills and upgrading themselves. Thus, both forms of teachings have their own place.



Mrs. Sae Sharad Sawant
Coordinator – Department of Bachelor of Management Studies



Dr. Sanjay Mishra
I/C Principal
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci,
Kanakia Park, Mira Road (East),
Dist. Thane - 401107, Maharashtra





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Attendance Sheet of Public Relation Seminar

Sr. No	Name of the student	Classes	Stream	Contact No.	Email Address
1	Rupal Tiwari	Second Year	BMS	9205079446	rupaltiwari182@gmail.com
2	Ashish yadav	Second Year	BMS	7905251917	20lrdtc0019@rahuleducation.com
3	Khan Mohammed Farid Gulam Maqbool	Second Year	BMS	8450959541	farid.khan010103@gmail.com
4	Anjali pal	Second Year	BSC.IT	9172885325	palanjali945@gmail.com
5	Ganguly Ananya Amar	Second Year	BMS	9967193899	ananyaganguly11@gmail.com
6	Isha Kavita Desai	Second Year	BMS	9022605952	ishaharespatel490@gmail.com
7	Netra Rane	Second Year	BMS	...	neturane12@gmail.com
8	Fatema kurawala	Second Year	BMS	9137838296	20LRTDC0204@rahuleducation.com
9	Gokul K Ullasan	Second Year	BMS	9004170285	gokullulasan@gmail.com
10	Sushmita tiruwa	Second Year	BMS	8104809584	tiruwasushmita@gmail.com
11	Khushboo upadhyay	Second Year	BMS	8928306159	khushbooupadhyay1879@gmail.com
12	Huzaifa siddiqui	Second Year	BMS	9082520247	Shuzaifa702@gmail.com
13	Abdullah Mohammed Moin Idrishi	Second Year	BMS	9004331674	l.abdullah0009@gmail.com
14	Ashutosh	Second Year	BMS	8779454266	ashutoshpandey7039@gmail.com
15	Simran Shrivastav	Second Year	BMS	9372429641	shrivastavsiran27@gmail.com
16	Umama Usmani	Second Year	BMS	7715926727	umamausmani07@gmail.com
17	Shahbaz jahangir	Third Year	BCOM	8492931609	shahbazrd42@gmail.com
18	Pandey Vishal Subhash	Third Year	BCOM	6393712175	vishalpandey51591@gmail.com
19	Pandey Vishwas Vinod	Third Year	BCOM	7618015743	pandeyvishwas62@gmail.com
20	Roshni yadav	Second Year	BMS	7083165295	roshniyadav87666@gmail.com
21	Swapnali khole	Third Year	BAF	9152266044	swapnalikhole414@gmail.com
22	Taha Huda	Third Year	BAF	8898641091	tahahuda80.ah@gmail.com
23	Nadar Jeya Prabha Jesu Rajendran	Third Year	BAF	9326824263	jeyaprabhanadar@gmail.com
24	Neha Pandey	Third Year	BCOM	7275882826	8074124@gmail.com
25	Anju Anandkumar Dubey	Second Year	BCOM	8104754470	20LRTDC0227@rahuleducation.com
26	Kazi Raffat Fazluddin	Third Year	BAF	8097761889	raffatkazi123@gmail.com
27	Vaishnavi Shripat Patil	Third Year	BCOM	9503646308	vaishnavip69@gmail.com
28	Farooqui sadiya	Second Year	BMS	9867960333	farooquisadiya21@gmail.com
29	AAKRUTI CHANDRAPRAKASH TIWARI	Second Year	BCOM	8452893761	tiwariakku71@gmail.com
30	Simran puwal	Third Year	BMS	7777088613	simranpuwal77@gmail.com
31	Shikha dinesh shukla	Second Year	BAMMC	9082011963	shuklashikha492@gmail.com
32	Jay Chindarkar	Third Year	BSC.IT	9322829060	chindarkarjay@gmail.com
33	Neha Upadhyay SYBMS	Second Year	BMS	9096458666	vineha1212@gmail.com
34	Mridul beri	Third Year	BMS	8920239270	berimridul@gmail.com
35	Divya dalvi	Second Year	BMS	8956694612	dalvidivya509@gmail.com
36	Jitendra Choudhary	Third Year	BSC.CS	9152047790	jitendra7200000@gmail.com
37	Vicky Kumawat	Third Year	BSC.CS	9967049592	19LRTDC0426@rahuldecucation.com
38	Shaikh Inamul Hasan	Second Year	BSC.CS	7977710148	inamul165@gmail.com
39	Shaikh Ayaan	Second Year	BCOM	8097144675	mra190246@gaiml.com
40	Vidhi	Third Year	BMS	7984460941	vidhibshah9@gmail.com
41	Sangeeta Sanjay Seth	Second Year	BCOM	9322823547	sangeetaseth2002@gmail.com
42	Qazi Rahil	Second Year	BMS	8450907494	rahilqazi18@gmail.com
43	Shruti Sanjay Kule	Second Year	BSC.IT	8830089857	shrutikule48@gmail.com
44	Rakesh Suthar	Second Year	BMS	9137634325	rakeshsuthar1590@gmail.com
45	KHAN FAIZ SHAMSHAD	Second Year	BMS	7700037836	1809kingkhan@gmail.com
46	Pronajit Sarkar	Second Year	BAMMC	9641680228	leocena27@gmail.com
47	saqibqureshi	Second Year	BMS	8169934674	sq660188@gmail.com
48	SUBHADEEP HAZRA	Third Year	BSC.IT	6296780396	subhadeephazra989@gmail.com
49	Anmol manna	Second Year	BMS	8433646658	andymanna420@gmail.com
50	Karan Bhanushali	Second Year	BMS	8450900299	karanbhanushali258@gmail.com
51	Khan saif	Second Year	BMS	9305352626	khansaiif665522@gmail.com



52	Sneha kahar	Second Year	BMS	8928373610	sneehaaa25@gmail.com
53	Hamza Khan	Second Year	BMS	9322590051	khanmohdhamza9322@gmail.com
54	Khan Mohammed Shahbaaz Abdul Kader	Second Year	BMS	7900033803	20LRTDC0146@rahuleducation.com
55	Tausif Mallick aftab alam	Second Year	BMS	9699147008	tausifmallick1@gmail.com
56	Albana khan	Second Year	BMS	8369760396	khanalbana75@gmail.com
57	Ayesha qureshi	Second Year	BMS	8928634577	ayeshaq079@gmail.com
58	Anirudh Dubey	Third Year	BMS	8356038985	anirudhdubey213@gmail.com
59	Affan Ansari	Second Year	BMS	9930562461	affan78673@gmail.com
60	Aniket jaiswal	Second Year	BMS	8097852569	aniketjaiswal11011@gmail.com
61	Ajit mehra	Second Year	BMS	7678097021	mehraajit880@gmail.com
62	Koylewala Naim Salim	Second Year	BMS	9156742466	naimkoylewala1407@gmail.com
63	Rebecca Muskaan Douglas	Second Year	BMS	9082740662	rebeccamuskaan@gmail.com
64	Priya Maurya	Second Year	BCOM	9136893945	priyamaurya0512@gmail.com
65	Kadiwala Bushra Mohammed Khan	Second Year	BMS	9326270546	kadiwalabm@gmail.com
66	Amanpreet Singh Malhotra	Second Year	BCOM	9326148392	amanpreet21103@gmail.com
67	Divya Sanjay Machhi	Third Year	BAF	9702222763	diyamack07@gmail.com
68	Sayyed falaq shabnoor mohammedi	Second Year	BMS	9167625851	shabnoorsayyed9167@gmail.com
69	Singh Sneha Kamlesh	Third Year	BBi	7715873581	singhsneha112000@gmail.com
70	Tulsi saraf	Second Year	BMS	98779447099	tulsisaraf99@gmail.com
71	Khushboo Jaiprakash Mourya	Third Year	BBi	7303640818	mouryakhushboo6@gmail.com
72	SNEHAL RAJENDRA CHAUDHARY	Third Year	BAF	9372553909	chaudharisnehal582@gmail.com
73	Sweety Jha	Second Year	BMS	9321377184	jhasweety18052003@gmail.com
74	Amin shaikh	Second Year	BMS	8169101594	aminshaikh0205@gmail.com
75	Riya singh	Second Year	BCOM	7304061986	rs3055311@gmail.com
76	Sejal Kashid	Third Year	BBi	9137502825	sejalkashid1751@gmail.com
77	Hitesh Singal	Second Year	BMS	7506555715	hsingal2001@gmail.com
78	Ayushi parmar	Second Year	BMS	7045256933	ayushiparmar0221@gmail.com





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Ref No: SLRTDC/21-22/092

Date: 9th September 2021

Letter of Invitation

To,

Mr Vishal Mahtani
Entrepreneur Younoh Media Pvt Ltd
Mumbai

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



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

Ref no. SLRTDC/20-21/116 Date-26th Sept 2021

LETTER OF APPRECIATION

To,

Mr Vishal Mahtani
Entrepreneur Younoh Media Pvt Ltd
Mumbai

Respected Sir,

It gives me immense pleasure to express my profound appreciation to you on behalf of BAMB Dept,

of Shree L.R. Tiwari Degree College for conducting webinar on "Public Relation in Branding on 25th Sept 2021.

Your session was rewarding and gave our students an insight to how the Public relation really works in regard to brands. It was very well appreciated by our students and will immensely benefit them in future.

We appreciate your gesture and hope to receive the same response and support from you in the future.

Thanking you.

Your sincerely


Dr. Sanjay Mishra.

(Principal)

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

