# Glimpses of workshops/seminars conducted on Research methodology Intellectual Property Rights and entrepreneurship during the last five years

### 2018-19 Report of Institute of Digital Entertainment and Arts (IDEA) ( 27<sup>th</sup> February 2019)

Institute of Digital Entertainment and Arts (IDEA) in collaboration with Career committee organised an



interactive session in the field of Animation 2D, 3D, Vfx, Film editing etc for the students of Computer science and Commerce department. Over 40 students of both department were present and participated in that interactive seminar held on 27<sup>th</sup> Feb 2019.

#### Report on Adhunik Bangla Cinemar Proborton (2<sup>nd</sup> May, 2019)

Mr. ArindamSil, the famous Bengali film director, actor and producer stepped into the beautiful campus of Gurudas College on 2<sup>nd</sup> May, 2019. He was invited for delivering a lecture on "Adhunik Bangla CinemarProborton". The hon'ble Principal of the College Dr. Mausumi Chatterjee welcomed Mr. Sil and felicitated him.

Mr. ArindamSil was born on 12 March 1964 in North Calcutta in a traditional joint family. He was a student of St. Joseph's College, Calcutta and St Xavier's College, Calcutta from where he passed ICSE, ISC & B. Com (Hons) examinations. He then pursued M.B.A. in Marketing from the Indian Institute of Social Welfare and Business Management. He discontinued his Ph.D. at USA to pursue his interest to become an actor. In 2012 he directed a movie 'Aborto'. Mr. Sil and his company, 'Nothing Beyond Cinema', has managed the line-production of films like 'The Bong Connection', 'Via Darjeeling', '033', 'Brake Fail', 'Shukno Lanka', 'Nobel Chor', 'Kahaani', 'Detective ByomkeshBakshi', 'TE3N', 'MeriPyariBindu', and others. He is the only director in Tollywood industry to run two - two detective franchises – Byomkesh and Shabor. Mr. ArindamSil was then threw light through his words on the above said topic. He started his lecture by saying "I am not here to give any lecture, I have come here to have an 'Adda' with you all." Mr.Sil then continued his speech by

aquainting us of some unknown Tollywood stories right from the time of the great movie maestro Satyajit Ray to the present day icon Mithun Chakraborty.

He gave the students the mantra to get success, by enlightening us to realize one's desire and then focusing on improving oneself. He stated the need of having excellence in what one desires to achieve. "If you are capable of having it, the Almighty shall give it to you," asserted Mr. Sil. He then told the audience about the various situations that led to such transition of Bengali cinema. He also showed us how bigger web series has emerged as a platform in current days as a career producer.

At around 2:30 p.m. he finished his speech. The programme ended with the formal vote of thanks by the H.O.D of Journalism and Mass Communication Prof. Alekshya Ray Ghatak. Around 100 students attended the seminar.

# One day Workshop on "Bloom's Taxonomy" was organized by Dept. of Education, in collaboration with IQSE. Speaker: Dr. SUBIR NAG, Satyapriya Roy College of Education, Attendance of Faculty 45.

One day Workshop on "Bloom's Taxonomy" was organized by Dept. of Education. In collaboration with IQSE, Gurudas College, on 22 June, 2019. The Resource person was **Dr. SUBIR NAG**, Principal of Satyapriya Roy College of Education.

"Dr. Nag spoke about this classification system to define and distinguished different levels of human cognition- Thinking, Learning and Understanding."

It was an engrossing lecture.





STATISTICS Workshop Write-up

A one day workshop on RESEARCH METHODOLOGY was held on 24th June 2019 at Gurudas College for the faculty members. It was organised by the Department of Statistics in collaboration with IQAC, Gurudas College. The resource person was Professor Ayanendranath Basu of Indian Statistical Institute, Kolkata. Professor Basu said that Research should establish new facts and reach new conclusions, while Research Methodology constitutes the designing of experiments, its implementation, constructing hypothesis and drawing conclusions. He emphasized the importance of good writing and commitment. Another very important topic he touched was Research ethics, fraud and Plagiarism, and the need for honesty as the age old value. It was an enriching experience for all.

A workshop on Intellectual Property Rights was held in our college on 22<sup>nd</sup> June 2019. An enriching lecture was given by Prof S.K Mitra of Adamas University.



A Workshop on Tomato In Prevention of Chronic Disesases was held on 4.1.19 by All India Institute of Public Welfare and Public Health Kolkata on 4.1.19 where 30 participants were present.

#### 2017-18

#### Seminar on Recent Trends in Bengali Cinema (7.11.17)

The Department of Journalism and Mass Communication organized a Seminar on 7<sup>th</sup> December, 2017. The main speaker of the Seminar was Mr. Agnidev Chatterjee, a noted Bengali film director. Mr. Chatterjee has created many films like Charulata,3 Kanya, Mrs.Sen, etc. From popular sitcoms to news, from current affairs to television, Drama-series and tele-films, he has directed almost all the genres of television programmeswhichexist today. Students of Journalism and Mass communication were very honoured to get Mr. Agnidev Chatterjee as a special guest. Not only students of this department but also students from different departments of the College were present there. Mr. Agnidev Chatterjee in his lecture pointed out different issues of mass communication and Bengali films. He elaborated his topic in details. Prof.AbirChottopadhay of S.A. Jaipuria College was also invited in this programme as another speaker. He also discussed different issues on journalism and mass communication. His topics of discussions were theories of mass communication, origins of newspaper, and the like. The seminar was conducted in two different methods, first in a communicative followed by a digital method. First, they both discussed the topic verbally and then they discussed it with the help of computer. Students got a great interest in listening to the topics discussed by both of them. Prof. AbirChottopadhay discussed the topics which were in the books whereas Mr. Agnidev Chatterjee discussed the topics on how these topics influence in real life. Mr. Agnidev Chatterjee told how current topic helps in developing recent movies. The seminar continued for 4 hours and students with great interest sat there and listened to it. After the seminar, students were asked to discuss the topics and problem if they have faced in any topic. Students discussed their problems and got satisfactory answers to their questions. This seminar was very much effective for all the students who participated.

#### Workshop was organized by OAASA Technologies (10.11.17)

Workshop cum campus drive was organized by **OAASA technologies** on 10.11.17 for the students of Computer science department regarding digital marketing and IT solutions in collaboration with the committee. 30 students participated in the event successfully.

#### Special Lecture Ind AS (Indian Accounting Standards (15.11.17)

. A Special Lecture on Ind AS (Indian Accounting Standards) was delivered by Dr.Sanjib Kumar Basu, (CA), Dean of M.Com, St. Xavier's College, Kolkata on 15th November, 2017. The lecture revolved around the need of a global accounting language in our Indian scenario and the importance of Ind AS. B.Com students actively participated in the discussion. Total of 129 students participated in active discussion.





#### Special Lecture on the Impact of GST (Goods & Services Tax) on financial market (13.12.17)

A Special Lecture on the Impact of GST (Goods & Services Tax) on financial market delivered by the members of ICAI (Institute of Chartered Accountants of India) on 13th December, 2017. CA Abhishek Agarwal discussed the awareness and impact of GST in the present financial markets. CA SanjibSanghi and Mrs.SusmitaSen discussed the importance of Chartered Accountancy Course in this era of globalization and liberalization. An aggregate of 30 students participated in the session.





# Report on UGC Sponsored National Seminar on Media Politics and Economics in Post Globalization India (22.9.16-23.9.16)

### Background of the Seminar

Evolution of media from print to audio-visual marks the gradual expansion of influence from literati to elite and masses alike. Globalization brings in the satellite based information technological component, which makes media----print, audio, audio-visual and the new/social media----omnipresent, independent of spatio-temporal limitations.

Media is a multi-headed hydra, which is operative at various levels. The seminar will seek to explore the interface between media, politics and economics in these turbulent times from an interdisciplinary perspective. Such development of media, under globalization is intrinsically related with new economic order and new sets of policies, which are obviously part of the domain of economics and political studies. While the survival of new media is directly dependent on technological innovations, mainstream media is also facing pressure to cater to the changing taste of the 'new' audience. In this seminar we would attempt to probe the changing taste pattern of audience following the technological innovations and the extent to which media is impacted (positively/negatively) by such changes.

Given the relevance of global conglomeration, the emergence of a new kind of media market is an area of interest. The implications of product market and factor market changes on the media industry in post-globalization India, has emerged as an important area of research. The changing pattern of the contribution of the media industry with regard to employment generation, contribution to GDP and SGDP is also a matter of academic interest. The present seminar would also like to address such issues.

Recent trend reveals an increase in the use of new media by political parties to gain support and the use of various protest groups to mobilise support against undemocratic policies/acts by various governments. However, the limitation of new media vis-a-vis the existing political structure is a matter to reckon with. The advancement of media technology has resulted in citizens' activism and journalism. This trend has influenced the political scenario in many cases. The extent to which this freedom can be enjoyed is a matter of debate and will be critically looked into in the present seminar.

Media, today plays an important role in shaping the minds of people and in many cases changing, moulding the opinions and thoughts of many. Stereotypical representation of women in films, advertisements and TV programmes, do not free them of their subjectivities. When it comes to news, women are the focus in few matters. What needs to be probed is the claim that social media is enabling them to make their voices be heard through different platforms and this issue will be critically addressed in the seminar.

# Schedule of Events 22<sup>nd</sup> September 2016 (Thursday)

Registration: 9.30am -10.00am

**Inaugural Session:** 10.00 am-11.15 pm

The two day seminar will be inaugurated by Prof. Nrisingha Prasad Bhaduri,

Eminent Indologist and Sanskrit Scholar.

Welcome Address: Dr. Rima Chatterjee, Convenor, Seminar Committee,

Gurudas College, Kolkata.

Address by the Teacher In Charge, Gurudas College.

Keynote Address: 10.30 am-11.15am

Sri. Utpal Chatterjee, Former Sheriff of Kolkata and Eminent Journalist.

**Tea Break**: 11.15- pm-11.30pm.

#### Invited Lectures for the Panel on 'Regulatory Mechanisms and Indian

**Media':** 11.30 pm- 1.15pm

**Chair:** Dr. Biplab Loha Chowdhury, Professor, Centre for Journalism and Mass Communication, Visva Bharati University.

#### Speakers:

- Hon'ble Justice Susanta Chatterji, Former Judge Calcutta High Court and Gujarat High Court and Former Chief Justice Orissa High Court
- Dr. Amar Pal Singh, Professor, GGS Indraprasta University, Delhi.
- Prof.Abir Chattopadhyay, Department of Journalism and Mass Communication, Seth Anandaram Jaipuria College, Kolkata.

**Lunch**: 1.15pm-1.45 pm.

Paper Presentations: 1.45-2.45 pm

Theme: 'Impact of Media on Economics, Politics and Society'

**Chair:** Sri. Sourav Gupta, Assistant Professor, Department of Journalism and Mass Communication, Central University of Koraput, Orissa.

#### Papers to Be Presented:

- ↓ 'Impact of Digital News Media on Viewer's Rationale',
  by Somrita Sengupta, Guest Lecturer, Department of Sociology,
  Rabindra Bharati University, Kolkata,
- ♣ 'The Impact of FM Radio on Socio Economic Development',
  by Dr. Chameli Mandal (Pandit), Assistant Professor Department
  of Economics, Sarsuna and Dr. Pintu Kumar Maji, Post-Doctoral
  Fellow, Indian Council of Social Science Research (ICSSR), New Delhi,
  Assistant Professor, Department of Education, Sarsuna College.
- ↓ 'Impact of Social Media on Society', by Ruchira Chatterjee,
  Assistant Professor, Swami Vivekanda Institute of Management
  and Computer Science.
- ⁴ 'Development, politics and the role played by media', by Mita Biswas,
   Department of Mass Communication, University of Burdwan.
- 4 'Role of print media in preserving culture: With special reference to local publications of Birbhum District', by Debjani Roy, Assistant Professor AdamasUniversity, Barasat, West Bengal.
- 'Media and Child Health' by Dr. Jonaki Sengupta, Assistant Professor, Department of Economics, Charuchandra College and Dr. Rakhi Banerjee, Department of Economics, Gurudas College, Kolkata.
- 4 'Changing Dimension of Media Economics In The Post Globalization India' by Tanima Kundu, Assistant Professor, Department of Commerce, Gurudas College

Tea Break: 2.45 pm-3.00pm

Invited Lectures for the Panel on 'Politics New Social Protest and

New Media': 3.oopm -4.15 pm

Chair: Dr Sibaji Pratim Basu, Professor, Department Of Political Science, Vidyasagar University and Secretary Calcutta Research Group.

Speakers:

• Sri.Rajat Roy, Eminent Journalist and Member, Calcutta Research Group.

 Smt. Samata Biswas, Assistant Professor, Department of English, Bethune College, Member, Calcutta Research Group.

#### 4.15 p.m-5.00p.m: Paper Presentations

Chair: Dr Sibaji Pratim Basu, Professor, Department Of Political Science, Vidyasagar University and Secretary Calcutta Research Group.

- ♣ 'Separate Political Identity & Dalit Social Protest in Uttar Pradesh: A Critical Analysis' by Sri Kallol Debnath, Guest Lecturer, Rishi Bankim Chandra Evening College, Naihati and Sri Suvarun Goswami, Assistant Professor, Rishi Bankim Chandra Evening College, Naihati.
  - ♣ 'Netizen's and their way of raising voice 'E-Petition' by Debashis Ghosh, Assistant Professor, Department of Sanskrit Scottish Church College.
  - ♣ 'Transition of the Medium of Social protest from Wall Graffiti to Facebook Wall' by Trishita PalGuest Lecturer, Department of Sociology, Vivekananda College for Women.
  - 4 'Role of New Media in defining the contours of "New" Social

    Movements: A Case Study of the Shahbag Movement in Bangladesh' by

    Srimanti

    Sarkar
  - Presentation by Malika Sen, Assistant Professor, Bhangar Mahavidyalaya, Bhangar.

#### And

#### Students' Corner

Chair: Dr. Santanu Basu, Associate Professor, Gurudas College.

## 23rd September 2016 (Friday)

Invited Lectures for the Panel 'Technological Innovations, Media and New

**Audience':**10.00a.m-11.45p.m

**Chair:** Dr. Biplab Loha Chowdhury, Professor, Centre for Journalism and Mass Communication, Visva Bharati University.

Speakers:

- Sri Sunil Umarao, Assistant Professor, Department of Journalism and Mass Communication, Allahabad University
- Dr Mithilesh Kumar, TISS Patna
- Sri.Sourav Gupta, Assistant Professor, Department of Journalism and Mass Communication,
   Central University of Orissa, Koraput.

**Tea Break:** 11.45pm-12.00pm

Invited Lectures for the Panel on 'Changing Dimensions of Media Economics in Post Globalization India: 12.00pm-1.45pm

**Chair:** Dr Maidul Islam, Assistant Professor, Department of Political Science, Centre For Studies In Social Sciences, Kolkata.

Speakers:

- Sri. Rajesh Das, Assistant Professor, Teacher In Charge, Department of Mass Communication, Burdwan University
- Sri Niladri Banerjee, CEO Narsingha Broadcasting Pvt. limited
- Sri Sumitabha Ray, Chartered Accountant

**Lunch:** 1.45pm-2.15pm

Invited Lectures for the Panel on 'Gender and Media': 2.15 pm-.3.30pm

Chair: Dr.Swati Mukerji, Associate Professor, Department of English, Gurudas

College and Guest Lecturer, Department of English, University of Calcutta.

Speakers:

- Dr. Saswati Gangopadhyay, Associate Professor, Department of Mass Communication, Burdwan University.
- Sri. Sourav Gupta, Assistant Professor, Department of Journalism and Mass Communication, Central University of Orissa, Koraput.

Paper Presentations: 3.30pm-4.40pm

Theme: Gender and Media

**Chair:** Dr. Saswati Gangopadhyay, Associate Professor, Department of Mass Communication, Burdwan University

#### Papers To be presented

♣ 'Changing Contours of Feminism in India-Pivotal Role of Indian

- Advertisements' by Smt. Somali Mukherjee, Department of Political Science, Gurudas College.
- ♣ 'Gender Stereotypes in Mass Media' by Prarthita Biswas, Asst.Prof.(Senior Scale), Pailan College Of Education.
- ⁴ 'Changing Portrayal of Women in Bengali Daily Soaps: A Case Study', by Moumita Chattakhandi, Lecturer, Department of Political Science, Budge Budge College,
- ♣ 'Breaking the Myth: (De) Constructing the Notion of Womanhood in Contemporary Media Representation' by Kaberi Mukherjee Department of Political Science, Jogamaya Devi College.
- ♣ 'Image of Women In Bengali Films Transformed or Static?'Dr. Sushmita Bhattacharyya, Assistant Professor, Department of Sociology, Prasanta Chandra Mahalanobis Mahavidyalay.
- 4 'Reification of Women A cultural product of Mass Media A Critique', by Soumik Chatterjee (Head & Assistant Professor) Department of Journalism and Mass Communication, Tara Devi Harakh Chand Kankari Jain College.
- ♣ 'Gender Equality and Role of Media' by Dr. Sanjukta Chakraborty, Assistant Professor, Department Of Economics, Department of Economics, Bhangar Mahavidyalaya.

#### Valedictory Lecture: 4.40 pm-5.10p.m

'Looking Beyond India', by Dr. Purna Banerjee, Associate Professor, Department of English, Presidency University.

Vote of Thanks: Dr. Mitu De, Convenor, Seminar Committee, Gurudas College.

The Seminar was a huge success with over 200 prticipants from all walks of life





## Workshop cum seminar regarding ethical hacking and robotics in collaboration with OAASA technologies (29.9.16)

Keeping the cyber security in mind, committee had organized another work shops cum seminar regarding Ethical Hacking and Robotics in collaboration with **OASAA Technologies on**. More than 80 students were participated successfully and experienced ethical hacking and constructed robots by their own hand.

#### Report of 2015-16

The seminar committee of Gurudas College organized a one day seminar on 'Overview of Capital Market' in collaboration with University of Calcutta, Calcutta Stock Exchange, Centre of Excellence in Financial Markets(CUCSE-CEFM) on 25<sup>th</sup> August,2015. The seminar was inaugurated by Dr. Monotosh Chandra Baisya, Principal, Gurudas College. The chief guest was Dr. Ashish Kumar Sana, Director, CUCSE-CEFM. The inaugural session was chaired by Prof. Kartick Chandra Lakshman, HOD, Dept. of Commerce. Resource persons were viz.

- 1. Mr. Indranil Sarker, Academic Head, International College of Financial Planning who delivered a talk on 'Why should one invest in Stock Market-Common-Myths Demystified'.
- 2. Dr.Pema Lama Assistance Professor, Dept. of Commerce, University of Calcutta, Who delivered a talk on 'Indian Capital Market-Issues and Challenge'.
- 3. Mr. Nemai Sundar Manna, Research Associate, CUCSE-CEFM talked about the career opportunities in capital market.



On 24<sup>th</sup> September,2015 a one day Workshop on Financial Planning for Young Investors was organized in collaboration with Securities and Exchange Board of India(SEBI). Resource persons were viz.

Dr. Ram Prahlad Choudhary, Assitant Professor, Dept. of Commerce, University of Calcutta who spoke on 'Financial Planning for Young Investors'. Around 83 students and several teachers attended this works

#### Few more relevant photos of 17 -18:



Seminar by Sri. Basab Chowdhury



Lecture By Prof. Kirloskar



**Lecture by Prof. Debashish Biswas** 

## Some Relevant pictures of 2018-19









