



Directorate of Outcome Outcome Report Event/Activity Organized @ AUH

Event Type: Faculty Development Program

Event Title: Application of Marketing Management Skills

Details of Speaker/Resource Person: Dr. P Banerjee, Associate Professor, ABS

Date: 18th July 2017

Venue: LT-403 ,Academic Block-B

Organized by: ABS

Faculty Coordinator(s): ABS Faculty

Participation: 61 participants

Point wise highlights of the Event:

- Inaugural of the event was graced by Hon'ble PVC madam Prof (Dr) Padmakali Banerjee, respected Prof (Dr) R.C. Sharma, Dr Bhavna Adhikari and Dr Vikas Madhukar .
- The main purpose of this program was to appreciate for the all-pervasive nature of marketing, Identify core concepts of marketing and the role of marketing in corporate and society.
- Various queries were handled by the resource person.
- The programme was highly appreciated by the all participants. They requested to organize many such programmes in the future.

Outcome of the Event with Time Line (Proposed/Achieved)

(Provide suitable details wherever applicable)

1. Outcome related to Academia Connect		
a) Collaborations for Research Papers/Conference Papers/Book Chapter etc	Y/N	N
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Y/N	N
c) Collaboration for Funded Projects.	Y/N	N
2. Outcome related to Industry Connect		
a) Placement	Y/N	N
b) Collaborations for Research Papers	Y/N	N
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments.	Y/N	N
d) Collaboration for Funded Projects.	Y/N	N
3. Outcome related to Society Outreach		

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Director, Outcome

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a) Benefit to society in terms of Health & hygiene	Y/N	N
b) Benefit to society in terms of Education	Y/N	N
4. Outcome related to Participants Learning & Grooming		
Participants will be able to assess and apply their strengths in marketing		
5. Any other		

Enclose event report along with glimpses of the event (Photographs)

Faculty Development Program was organized on Application of Marketing Management Skills. Inaugural of the event was graced by Hon'ble PVC madam Prof (Dr) Padmakali Banerjee, respected Prof (Dr) R.C. Sharma, Dr Bhavna Adhikari and Dr Vikas Madhukar .

The main purpose of this program was to Appreciate for the all-pervasive nature of marketing, Identify core concepts of marketing and the role of marketing in corporate and society.

Dr. Banerjee helped the participants to learn, assess and apply their strengths in marketing. He also shared his views on how to analyze the organization's activities to develop or implement the marketing strategy, Various queries were handled by the resource person. The programme was highly appreciated by the all participants. They requested to organize many such programmes in the future.



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Registration for FDP on 18th July 2017

S. No	Name	Department
1	Narender Kumar	ASET(ME)
2	Avinash Dholiwal	ASET(MAE)
3	Arunangshu Bhattacharya	ASH
4	Subrata Pal	ASH
5	Kunal Seth	ASH
6	Vivekanand Sharma	ASH
7	Vinod Chauhan	ASH
8	Deeptiman Bhattacharya	ASH
9	Ruchika Kulsreshtha	ASH
10	Swati Gupta	ASET(CSE)
11	Ashima Gambhir	ASET(CSE)
12	Chandni Sengupta	ASLA
13	Himani Saini	ASFA
14	Ranjan Kumar Mallik	ASFA
15	Pradipta Biswas	ASFA
16	Abhijit Kumar Mohanty	ASFA
17	ULYA SABEEL	ASET(CSE)
18	Komal	ASET
19	Dr. Payel Pal	ASLA
20	Dr. Jaishree Umale	ASLA
21	Dr Parul Yadav	ASLA
22	Hemant Jha	ASLA
23	Prof. Sanjay K. Jha	ASLA
24	Pranshul Pathak	Law School
25	Atul Jain	Law School
26	Monica Yadav	Law School
27	Neha Mishra	Law School
28	Amit Kumar	Law School
29	Ajay Kumar	Law School
30	Papiya Golder	Law School
31	Nidhi Sharma	Law School
32	Meenakshi Soni	Law School
33	S.K. Tripathi	Law School
34	Shiv Raman	Law School
35	Priyanka Bolel	(ASAS)
36	Mustakeem Raza Khan	ASAP
37	Siddharth P Bettajewargi	ASAP
38	Kuldeep kumar	ASET
39	Shruti Karkra	ASET
40	Mahendra Singh Meena	ASET


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41	Sakshi Sethi	ASET
42	Jagandeep kaur	ASET
43	Nisha Charaya	ASET
44	Aarti chugh	ASET
45	Pallavi Gupta	Admissions
46	Rakesh Kumar	ASAP-AUH
47	Om Parkash	ASET
55	SAPNA MIDHA	
56	CHHAVI VALECHA	
57	HARDIAL SINGH	MAE/ASET
58	DEEPAK KUMAR	MAE/ASET
59	KULDEEP KUMAR	MAE/ASET
60	OM PARKASH	MAE/ASET
61	NARENDER KUMAR	MAE/ASET
62		
63		
64		


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