



Title of the Seminar: “Brand Building” and “E-Commerce”

Date and Time: 26th November, 2025, 12.40 PM – 2.00 PM

Venue: Room No. 19, Heramba Chandra College

Organised by

Career Counselling and Placement Cell, Heramba Chandra College

In association with Internal Quality Assurance Cell (IQAC), Heramba Chandra College

In collaboration with

Alliance University, Bangalore

Coordinator:

Dr. Paromita Dutta, Assistant Professor, Department of Commerce, Heramba Chandra College

Joint Coordinator:

Dr. Sumit Naskar, Assistant Professor, Department of English, Heramba Chandra College

Resource Persons:

Dr. Mrinmoy Bhattacharjee, Professor & Area Chair – Marketing, Alliance School of Business

Number of Participants:

52 Students

Objectives of the Programme:

The key objectives of the seminar were:

- To introduce students to the concept and importance of brand building in modern businesses.
- To create awareness about the growth, scope, and functioning of e-commerce.
- To bridge the gap between theoretical knowledge and practical industry practices.
- To motivate students to explore career opportunities in marketing and digital commerce.

Activity Report:

The session was conducted by **Dr. Mrinmoy Bhattacharjee, Professor & Area Chair – Marketing, Alliance School of Business**. Dr. Bhattacharjee delivered an insightful and engaging lecture covering the fundamentals of brand building, brand positioning, and customer-centric strategies. He also discussed the evolution of e-commerce, digital business models, and recent trends shaping online markets.

The session was highly interactive, with students actively participating through questions and discussions. Real-life examples and case illustrations shared by the resource person helped in better comprehension of the topics. A total of **52 students** attended the seminar and showed keen interest throughout the session, making it lively and engaging.

Outcome of the Programme:

The seminar proved to be highly beneficial for the participants. The major outcomes were:

- Enhanced understanding of branding strategies and the role of brands in business success.
- Improved awareness of e-commerce platforms, digital marketing trends, and online consumer behavior.
- Development of analytical and critical thinking regarding real-world marketing challenges.
- Increased motivation among students to pursue further learning and career prospects in marketing and e-commerce.

The seminar concluded with a vote of thanks to Dr. Mrinmoy Bhattacharjee for sharing his valuable insights and to the students for their enthusiastic participation. Overall, the programme was successful in achieving its objectives and contributed significantly to the academic enrichment of the students.

Photographs:



Serial No	Name	Dept.	Signature	Remarks
1	Lipi Sanpui	Commerce	Lipi Sanpui	
2	Deleika Saha	Commerce	Deleika Saha	
3	Trisha Das	Commerce	Trisha Das	
4.	Tithi Sarkar	Commerce	Tithi Sarkar	
5.	Ishita Mondal	Commerce	Ishita Mondal	
6.	Lisha Mahapatra	Commerce	Lisha Mahapatra	
7.	Krishnendu Mondal	Commerce	Krishnendu Mondal	
8	Joy Mondal	Commerce	Joy Mondal	
9.	Zinia Roy	Commerce	Zinia Roy	
10.	Tithi Biswas	Commerce	Tithi Biswas	
11.	Susmita Mondal	Commerce	Susmita Mondal	
12.	Sumon Naskar	Commerce	Sumon Naskar	
13.	Gopal Kumar Pandey	Commerce	Gopal Pandey	
14.	Vishal Kumar Poddar	Commerce	Vishal Poddar	
15.	Sayan Bar	Commerce	Sayan Bar	
16.	SubhadEEP Sahoo	Commerce	SubhadEEP Sahoo	
17	Dwaipayan Saha	Commerce	Dwaipayan Saha	
18.	Deep Mondal	Commerce	Deep Mondal	
19.	Dishan Naskar	Commerce	Dishan Naskar	
20	Jeet Patra	Commerce	Jeet Patra	
21	Zeeshan Ali	Commerce	Zeeshan Ali	
22	Tuhin Mondal	Commerce	Tuhin Mondal	
23	Ayan Sadhukhan	Commerce	Ayan Sadhukhan	

24.	Joydev Jana	Commerce	Joydev Jana
25)	Indranil Ganguly	Commerce	Indranil Ganguly
26)	Siddhantha Sen	Commerce	Siddhantha Sen
27)	Taposree Majumder	Commerce	Taposree Majumder
28)	Swarnup Das	Commerce	Swarnup Das
29)	Vishal Bharti	Commerce	Vishal Bharti
30)	Anindam Paul	Commerce	Anindam Paul
31)	Sujit Sil	Commerce	Sujit Sil
32)	Sujan Sarkar	Commerce	Sujan Sarkar
33)	Rupankar Das	Commerce	Rupankar Das
34)	Dr. FARHAN	Commerce	Dr. Farhan
35)	Snehasish Saha	Commerce	Saha
36)	Suman Mondal	Commerce	Suman Mondal.
37)	Srijit Ghosh	Commerce	Ghosh
38)	Suman Paul	Commerce	Paul
39)	Ayushman Mukherjee	Commerce	Ayushman Mukherjee.
40)	Md Shahid	Commerce	Md Shahid