



CIRCULAR



ARKA JAIN
University
Jharkhand



SCHOOL OF COMMERCE & MANAGEMENT

Department of Commerce

NOTICE

Ref No: AJU/SCoM/DoC/2025/922

Date: 23.01.2025

Department of Commerce, B.COM (H) in collaboration with Jamshedpur Management Association is organizing a Guest Lecture session on Advertising and Communication.

Speaker – Mr. Taameir Shahid, Manager Communication (Event Management and Protocol),
TATA STEEL

Date – 29th January 2025

Day - Wednesday

Time – 01:30 PM onwards

Mode – JEH Auditorium, Block A, AJU Campus.

Event Coordinator: Dr. Rama Singh & Ms. Abha Vishwakarma

Dr. Ankita Singh
Program Coordinator
B.COM (H)

Dr. Pompi Das Sengupta
Asst. Dean (UG)
School of Commerce and Management
Assistant Dean (UG)
School of Commerce and Management
Arka Jain University, Jharkhand

Program Co-ordinator
School of Commerce & Management

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GUEST LECTURE ON ADVERTISING AND COMMUNICATION

Date of Event	29.01.2025
Name of the Event	Guest Lecture on Advertising and Communication
Type of the Event	Life Skills Development/ Collaborative Activity
Conducted by	School of Commerce and Management, Department of Commerce In association with Jamshedpur Management Association
Faculty Coordinators	Dr. Rama Singh
No. Of Participant	90
Guest Speaker	Mr. Taameir Shahid Manager - Communication, Tata Steel

OBJECTIVE

The School of Commerce and Management, Department of Commerce, in collaboration with Jamshedpur Management Association, organized a guest lecture on *Advertising and Communication*. The session was aimed at providing students with industry insights into advertising strategies, brand communication and the evolving role of marketing in the digital era.

DETAILS

The School of Commerce and Management, Department of Commerce, in collaboration with Jamshedpur Management Association, organized a guest lecture on Advertising and Communication on 29th January 2025. The session took place at the JEH Auditorium, Block A, ARKA JAIN University Campus, from 1:30 PM to 3:00 PM. The event aimed to provide students with insights into the evolving world of advertising and brand communication, with a special focus on real-world applications in the corporate sector.

The resource person for the session was Mr. Taameir Shahid, Manager - Communication, Tata Steel. With extensive experience in corporate communication and brand strategy, Mr. Shahid shared his expertise on the impact of advertising in shaping consumer behavior and business success. He discussed the transition from traditional advertising methods to digital marketing and highlighted the increasing role of social media in brand communication. He also provided practical insights into the importance of storytelling in advertising and how businesses create compelling brand narratives to engage consumers.

The session began with a welcome address by Dr. Pompe Das Sengupta and Dr. Ankita Singh, who emphasized the importance of industry-academia collaboration in bridging the gap between theoretical knowledge and practical applications. Mr. Shahid's talk was highly engaging, as he encouraged students to think critically about the changing landscape of advertising and its role in business strategy. The session was interactive, with students actively participating in discussions, asking questions, and seeking guidance on careers in marketing and communication.

The event concluded with a vote of thanks delivered by Dr. Rama Singh, acknowledging the valuable insights shared by the speaker and appreciating the enthusiastic participation of students. The session proved to be a great learning experience, providing students with a deeper understanding of advertising strategies and communication techniques in the corporate world. The guest lecture was well-received by the students, who found the discussion highly relevant and beneficial for their academic and professional growth. The event highlighted the importance of keeping up with modern advertising trends and reinforced the need for students to develop strong communication skills to excel in the field of marketing.

TAKEAWAY (OUTCOMES)

Students gained insights into the evolution of advertising from traditional media to digital platforms, including the growing impact of social media and influencer marketing. The session highlighted how effective communication plays a crucial role in brand positioning and consumer engagement. Mr. Taameir Shahid emphasized the power of storytelling in creating emotional connections with consumers and building strong brand identities.



POSTER OF THE EVENT



School of Commerce and Management
Department of Commerce

in association with

 **JAMSHEDPUR**
MANAGEMENT ASSOCIATION

Organizes

SESSION ON
ADVERTISING
AND
COMMUNICATION



Resource Person:
Mr. Taameir Shahid
Manager Communication
TATA STEEL

Date: 29TH January 2025 Time: 1:30 to 3:00 pm

Convenors: Dr. Pompe Das Sengupta & Dr. Ankita Singh Coordinator: Dr. Rama Singh

PHOTOS OF THE EVENT



FIGURE 1: SESSION BY MR. TAAMEIR SHAHID, MANAGER - COMMUNICATION, TATA STEEL



FIGURE 2: FELICITATION OF MR. TAAMEIR SHAHID



FIGURE 3: ALL IN ONE FRAME, POST SESSION

LIST OF PARTICIPANTS

JGI ARKA JAIN University Jharkhand		NAAC GRADE A		2025	
Session on Advertising and Communication				DATE : 29-01-2025	
School of Commerce					
SL NO.	NAME	ENROLLMENT NO.	COURSE	Section	SIGNATURE
1	ADITYA PANDEY	AJU/231738	B.COM. HONS	B	<i>Aditya Pandey</i>
2	Alok Kr. Singh	AJU/231202	B.COM(H)	A	<i>Alok Singh</i>
3	Ritton Roy	AJU/230705	B.COM(H)	A	<i>Ritton Roy</i>
4	K. DINAKARAN	AJU/230980	B.COM(H)	A	<i>Dinakaran</i>
5	Nupur Mahato	AJU/231386	B.COM(H)	B	<i>Nupur Mahato</i>
6	Sneha Kumari	AJU/231394	B.COM(H)	B	<i>Sneha Kumari</i>
7	Kaif Kumari	AJU/231901	B.COM(H)	B	<i>Kaif Kumari</i>
8	Pratyaja Khatoom	AJU/230845	BBA	B	<i>Pratyajakhatoom</i>
9	Kumari Khushi	AJU/230451	BBA	B	<i>Khushi</i>
10	Naman Shah	AJU/230457	BBA	B	<i>Naman</i>
11	Shrawani Mamali	AJU/230466	BBA	B	<i>Shrawani</i>
12	Apushi Chakraborty	AJU/230946	BBA	B	<i>Apushi Chakraborty</i>
13	Bandana Rani Jena	AJU/230947	B.COM(H)	A	<i>Bandana</i>
14	Shruti Rani	AJU/231641	B.COM(H)	B	<i>Shruti</i>
15	Namira Suhail	AJU/231608	B.COM(H)	B	<i>Namira</i>
16	Somya Kumari	AJU/232077	B.COM(H)	B	<i>Somya</i>
17	Shruti Choudhary	AJU/231638	B.COM(H)	B	<i>Shruti</i>
18	Rozy Kumari	AJU/231507	B.COM(H)	B	<i>Rozy</i>
19	Ananya Kumari	AJU/230552	BBA	B	<i>Ananya</i>
20	Reena Sengupta	AJU/230559	BBA	B	<i>Reena</i>
21	M. Meghna Choudhary	AJU/230483	BBA	B	<i>Meghna</i>
22	Rani Kumari	AJU/230848	BBA	B	<i>Rani</i>
23	Shivangi Kumari	AJU/231649	B.COMMCH	B	<i>Shivangi</i>
24	Aakansha Akriti	AJU/231789	B.COMMCH	B	<i>Aakansha</i>
25	Sakshee Kumari	AJU/231227	B.COMMCH	B	<i>Sakshee</i>
26	Shruti Sundhija	AJU/230661	BBA	B	<i>Shruti</i>
27	AMAN Kr Singh	AJU/231881	B.COM(H)	B	<i>AMAN</i>
28	Rohit Dutta	AJU/230560	B.COM(H)	A	<i>Rohit</i>
29	Ishika Tewary	AJU/231419	B.COM(H)	B	<i>Ishika</i>
30	BULBUL KUMARI	AJU/230488	B.COM(H)	Program Co-ordinator	<i>Bulbul</i>

SL NO.	NAME	ENROLLMENT NO.	COURSE	Section	SIGNATURE
1	Aditya Kumar Mondal	AJU/23157	B.com	'B'	Aditya
2	Vedant Kumar	AJU/231601	B.COM	'B'	Vedant
3	Tanishq prasad	AJU/231283	B.com	'B'	Tanishq
4	Loknath Sahu	AJU/230581	B.com	'A'	Loknath
5	Shivam Kumar	AJU/231295	B.com	'B'	Shivam
6	Kunal Singh	AJU/230857	B.B.A	'B'	Kunal
7	AVUSH KUMAR	AJU/230859	B. B. A	'B'	Avush
8	Ryush Ranjan	AJU/230854	B. B. A	'B'	Ryush
9	Nikhil - Kumar	AJU/231587	B.com	'B'	Nikhil
10	Sumit Rajak	AJU/231820	B.COM	'B'	Sumit
11	Ayush Koh	AJU/231718	B.COM	'B'	Ayush K
12	Aditya Anurag Pandey	AJU/231733	B.COM	'B'	Aditya
13	Rishika Singh	AJU/231871	B.COM	'B'	Rishika Singh
14	Hanshraj Singh	AJU/231556	B.COM	'B'	Hanshraj
15	Ayush Tripathi	AJU/230095	B.COM	'A'	Ayush
16	Ayush Singh	AJU/231327	B.COM	'B'	Ayush
17	Aditya	AJU/230221	B.COM	'A'	Aditya
18	Ajeeta Singh	AJU/232046	B.COM	'B'	Ajeeta
19	Rishika Kowari	AJU/231664	B.COM	'B'	Rishika
20	Anni Kumari	AJU/231353	B.COM	'B'	Anni
21	Shivani Sahu	AJU/231469	B.COM	'B'	Shivani Sahu
22	Manisha Hansda	AJU/232024	B.COM	'B'	Manisha
23	Akash Das	AJU/231002	B.COM	'A'	Akash
24	Diya Kumari	AJU/230224	B.COM	'A'	Diya
25	Jiya Pani	AJU/230526	B.COM	'A'	Jiya
26	Riya Vinayakamma	AJU/230991	B.COM	'A'	Riya
27	Aastha Sinha	AJU/230532	B.COM	'A'	Aastha
28	Bharti Kri Mahato	AJU/231119	B.COM	'A'	Bharti
29	Rashon Sameer Singh	AJU/231466	B.COM	'B'	Rashon
30	Ujjwal Sridhar	AJU/230328	B.COM	'A'	Ujjwal

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SL NO.	NAME	ENROLLMENT NO.	COURSE	Section	SIGNATURE
54	ANUJ PRADHAN	AJU/231573	BBA	D	Anuj
55	Ankit Kumar	AJU/231475	BBA	D	Ankit
56	Nadeem Malik	AJU/231501	BBA	D	Nadeem M
57	Subham Rawani	AJU/231484	BBA	D	Subham
58	Riya Jha	AJU/231546	BBA	D	Riyanjali
59	Abhishek	AJU/231574	BBA	D	Abhishek
60	Haresh Bahad Singh	AJU/230182	BBA	A	Haresh
61	Hajwan Singh	AJU/230062	BBA	A	Hajwan
62	Sukhbier Singh	AJU/230235	BBA	A	S.S
63	Rohan Malhotra	AJU/231540	BBA	D	Rohan
64	Sahil Bera	AJU/231593	BBA	D	Sahil
65	Kulshra Kumar Tripathi	AJU/221587	B.COM(H)	B	Kulshra
66	Sonali Pramanick	AJU/220143	B.COM(H)	A	Sonali
67	Rishika Singh	AJU/220149	B.COM(H)	A	Rishika
68	G. Jugnu Dev	AJU/220462	B.COM(H)	A	G. Jugnu
69	Anurag Prasad	AJU/220123	B.Com(H)	A	Anurag
70	Nimmi Kumari	AJU/220178	B.Com(H)	A	Nimmi
71	Priyanka Raut	AJU/220999	B.Com(H)	A	Priyanka
72	Sneha Lamary	AJU/220162	B.Com(H)	A	Sneha
73	Neha Kumari	AJU/220104	B.Com(H)	A	Neha Kumari
74	Smriti Singh	AJU/220937	B.COM(H)	A	Smriti Singh
75	Sushila Guria	AJU/220991	B.Com(H)	A	Sushila
76	Ayushi Biswas	AJU/220205	B.COM(H)	A	Ayushi
77	Sanjata Bodda	AJU/220179	B.COM(H)	A	Sanjata
78	Prakrity Sany	AJU/221182	B.COM(H)	B	Prakrity
79	Sejal Kumari	AJU/221376	B.COM(H)	B	Sejal
80	Chandana Kumari	AJU/221760	B.COM(H)	B	Chandana
	Pastika Chatterjee	AJU/221593	B.COM(H)	B	Pastika

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