

## NOTICE

This is to notify that the 1<sup>st</sup> Masterclass & Mentored workshop on "Application of digital and social media in Business: a hands-on approach" conducted by Cambridge Marketing College for FMS students will be held on 26<sup>th</sup> & 27<sup>th</sup> February, 2020. All the participants are advised to report at 9:00 am sharp on both the days.

A pre-Masterclass Orientation Session will be held on 25<sup>th</sup> February, 2020 from 2:30 pm onwards. Participants are advised to report at 2:00 pm sharp for the session.

The Details of the Programme is as follows:

Date	Time	Venue
25 <sup>th</sup> February	2:00pm - 5:30pm	FMS/AJC Bose Bhawan
26 <sup>th</sup> & 27 <sup>th</sup> February	9:00am - 5:30pm	AJC Bose Bhawan

### *Tutors*


**Mr Atanu Ghosh:** By training, Atanu is an Electrical Engineering from Jadavpur University Kolkata, India and a PGDM from Indian Institute of Management, Bangalore, India. Atanu started his professional career as an Engineer in Tata Steel and then BHEL. Subsequently, in a career spanning over two decades, Atanu worked for PwC and IBM providing services to various Fortune 100 clients in India, USA, UK, Europe, China, and SE Asia. Atanu is an Entrepreneur, a Mentor, an Angel Investor to Start-ups and a Digital Transformation, Marketing and Analytics Coach. He is also an adjunct/Guest faculty in areas of ERP, E-Commerce and Digital Marketing in a number of top Business Schools in India. He is an empanelled tutor of Cambridge Marketing College.

**Mr Nandan Sengupta:** By training Nandan Sengupta is a Master of Business Management from University of Kolkata and CIM P.G Diploma holder from Chartered Institute of Marketing, UK. He has worked with a number of companies of USA, Italy, Switzerland, The Netherlands, Japan and Australia. Nandan is a business consultant with specialisation web analytics and technology application in marketing. He is the College Ambassador for India of Cambridge Marketing College and supervises all CMC collaborations in India.

### *Guest Lecturer*

**Mr Sumit Kanungo :** By training, Sumit Kanungo is a Master of Business Management from IISWBM, Kolkata. Sumit has worked in the media sector as Senior Vice-President at Lintas, COO at Madison World and Executive Vice president at Starcom. He is considered a leading expert in the media planning relevant to both conventional and contemporary digital media. Sumit works as an independent business consultant and educator now. He is an empanelled tutor of Cambridge marketing College.

Participants are further advised to put their attendance in the prescribed format on all three days.

  
Dr. Rajib Roy  
HoD, FMS  
Date: 22<sup>nd</sup> February, 2020.

**Head of the Department**  
**Faculty of Management Studies**  
**Dr. B C Roy Engg. College**  
**DURGAPUR**



MASTERCLASS & MENTORED WORKSHOP  
ON



APPLICATION OF DIGITAL AND SOCIAL MEDIA IN BUSINESS  
: A HANDS-ON APPROACH

ATTENDANCE SHEET

Date : 25.02.2020

Sl #	Univ. Roll	Name	Signature
FMS/MASTERCLASS/01	✓12000919016	ALIBHIA MANDAL	Alibhia Mandal
FMS/MASTERCLASS/02	✓12000919011	SHREYA GHOSH	Shreya Ghosh
FMS/MASTERCLASS/03	✓12000919056	DISHARI PATRA	Dishari Patra
FMS/MASTERCLASS/04	✓12000919044	MEHERUNNISHA KHATUN	Meherrunnisha Khatun
FMS/MASTERCLASS/05	✓12000919050	SWAGNIK BHATTACHARYYA	Swagnik Bhattacharyya
FMS/MASTERCLASS/06	✓12000919053	KUNAL DEY	Kunal Dey
FMS/MASTERCLASS/07	✓12000919040	NISHA MISHRA	Nisha Mishra
FMS/MASTERCLASS/08	✓12000919039	TRIPTI MISHRA	Tripti Mishra
FMS/MASTERCLASS/09	✓12000919035	SHRUTI SHREE	Shruti Shree
FMS/MASTERCLASS/10	✓12000919010	PRAGATI JAIN	Pragati Jain
FMS/MASTERCLASS/11	✓12000919057	PUJA CHOWDHURY	Puja Chowdhury
FMS/MASTERCLASS/12	✓12000919032	ALKA RANI NAYAK	Alka Rani Nayak
FMS/MASTERCLASS/13	✓12000919029	RUCHIRA BUTT	Ruchira Butt
FMS/MASTERCLASS/14	✓12000919014	ANISHA NAYAK NAYEK	Anisha Nayak
FMS/MASTERCLASS/15	✓12000919022	RAJASHREE MONDAL	Rajashree Mondal
FMS/MASTERCLASS/16	✓12000919025	RANKITA PAUL	Rankita Paul
FMS/MASTERCLASS/17	✓12000919021	TANMAY BISWAS	Tanmay Biswas
FMS/MASTERCLASS/18	✓12000919049	DHIRAJ KUMAR OJHA	Dhiraj Kumar Ojha
FMS/MASTERCLASS/19	✓12000919043	ANIL KUMAR	Anil Kumar
FMS/MASTERCLASS/20	✓12000919003	PRAWEEEN KR. YADAV	Praweeren Kr. Yadav
FMS/MASTERCLASS/21	✓12000919024	GEETANJANI HANSDA	Geetanjani Hansda
FMS/MASTERCLASS/22	✓12000919012	ANANYA DUTTA	Ananya Dutta
FMS/MASTERCLASS/23	✓12000919018	ANKUSH PAUL	Ankush Paul
FMS/MASTERCLASS/24	✓12000919020	ANIKET GOSWAMI	Aniket Goswami
FMS/MASTERCLASS/25	✓12000919019	MANDIRA KESH	Mandira Kesh
FMS/MASTERCLASS/26	✓12000919047	SURAJIT SARKAR	Surajit Sarkar
FMS/MASTERCLASS/27	✓12000919036	APARAJITA CHAKRABORTY	Aparajita Chakraborty
FMS/MASTERCLASS/28	✓12000919028	SWEETY DEY	Sweety Dey
FMS/MASTERCLASS/29	✓12000919037	ANITA SAHU	Anita Sahu
FMS/MASTERCLASS/30	✓12000919051	SUBHRADEEP SIL	Subhadeep Sil
FMS/MASTERCLASS/31	✓12000919017	ANKITA LAHA	Ankita Laha
FMS/MASTERCLASS/32	✓12000919048	TUHIN SEN	Tuhin Sen
FMS/MASTERCLASS/33	✓12000919013	PROSENJEET DUTTA	Prosenjeet Dutta
FMS/MASTERCLASS/34	✓12000919058	RUBAI PANDEY	Rubai Pandey
FMS/MASTERCLASS/35	✓12000919045	SANATA KUNDU	Sanata Kundu
FMS/MASTERCLASS/36	✓12000919052	SUBHADRA GORAI	Subhadra Gorai
FMS/MASTERCLASS/37	✓12000919031	SURAJIT KUNDU	Surajit Kundu
FMS/MASTERCLASS/38	✓12000919015	AYAN KARMAKAR	Ayan Karமாகার
FMS/MASTERCLASS/39	✓12000919009	RICHA SINGH	Richa Singh
FMS/MASTERCLASS/40	✓12000919046	ANKIT BANERJEE	Ankit Banerjee

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Date : 25.02.2020

Sl #	Univ. Roll	Name	Signature
FMS/MASTERCLASS/41	✓12000919034	JOYTIRMOY KARMAKAR	Joytirmoy Karமாகar
FMS/MASTERCLASS/42	✓12000919038	SOUTRIK BISWAS	Soutrik Biswas
FMS/MASTERCLASS/43	✓12000918006	SURBHI RAJ	Surbhi Raj
FMS/MASTERCLASS/44	✓12000918008	SUBHRAJA DAS	Subhraj Das
FMS/MASTERCLASS/45	✓12000918043	KUMARI RASHMI PAL	Rashmi
FMS/MASTERCLASS/46	✓12000918017	SHIPRA PATRA	Shipra Patra
FMS/MASTERCLASS/47	✓12000918033	PAMELA BERA	Pamela Bera
FMS/MASTERCLASS/48	✓12000918009	SUBHASHREE DATTA	Subhashree Datta
FMS/MASTERCLASS/49	12000919001	MEGHNA PANDEY	
FMS/MASTERCLASS/50	✓12000919006	SUBHRA SARATHI BHATTACHARJEE	Subhrasarithi
FMS/MASTERCLASS/51	✓12000919054	ARGHA SARKAR	Argha Sarkar
FMS/MASTERCLASS/52	✓12000919007	SAFIA FATIMA	Safia Fatima

  
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