

SHAHID VIRPATNI LAXMI MAHAVIDYALAYA,
TITAVE

Department Of BAMB

Notice

Date: 29th October 2021

The Changing Trends in PR Industries

All students and faculties are hereby informed that Department of B.A. Mass Media is going to organize a guest lecture regarding to the topic **The Changing Trends in PR Industries**. Ms. Anuradha R. Inamdar, Assistant Professor, Department of Journalism and Mass Communication, Sanjay Ghodawat University, Attigre, Kolhapur is our guest for this session. All the students were requested to join the lecture on Saturday, October 30, 2021 at 9:00 am sharp.



Anuradha R. Inamdar
Head
Department Of
Mass Media



SHAHID SHIKSHAN PRASARAK MANDAL TITAVE'S

SHAHID VIRPATNI LAXMI MAHAVIDYALAYA,

Titave, Tal : Radhanagari, Dist : Kolhapur

PH (02321) 253470

E-Mail: sps.titave@gmail.com

Ref.: 2021-22/432

Date: 29/10/2021

To,

Ms. Anuradha R. Inamdar,
Assistant Professor,
Department of Journalism and
Mass communication,
Sanjay Ghodawat University,
Attigre, Kolhapur.

Subject- Invitation for expert lecture on **"The Changing Trends in PR Industry"**.

Dear Mam,

We are pleased to invite you as a Resource Person for expert lecture on **"The Changing Trends in PR Industry."** Department of B. A. Mass Media in our college is going to conduct this guest lecture. The lecture will take place on **Saturday, 30th October 2021**. I very much look forward to hearing from you and hope that you would be willing to accept our invitation to this event.

Yours sincerely,



 Department Of
 Mass media


 Principal
 Principal
 Shahid Virpatni Laxmi Mahavidyalaya
 Titave, Tal. Radhanagari, Dist. Kolhapur



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SHAHID VIRPATNI LAXMI MAHAVIDYALAYA,

Titave, Tal : Radhanagari, Dist : Kolhapur

PH (02321) 253470

E-Mail:sps.titave@gmail.com

Ref. : 2021-22/438

Date : 30 / 10 / 2021

To,
Ms. Anuradha R. Inamdar,
 Assistant Professor,
 Dept. of Journalism and Mass Comm.,
 Sanjay Ghodawat University,
 Attigre, Kolhapur.

Sub- Thanking for conducting Expert Lecture.

Ref- Expert lecture conducted in our college on '**The Changing Trends in PR Industries**' dated on 30th October 2021.

Respected Madam,

With reference to above mentioned subject we are thankful for accepting our invitation and conducting **Expert Lecture** for students in our institute on subject '**The Changing Trends in PR Industries**' dated on 30th October 2021.

We assure you that your expertise will definitely help our students in their future studies.

With best regards,

Thanking you,


 Head



Yours Faithfully


 Principal

Shahid Virpatni Laxmi Mahavidyalaya
 Titave, Tal. Radhanagari, Dist. Kolhapur

Shahid Virpatni Laxmi Mahavidyalaya, Titave
Tal. Radhanagari Dist. Kolhapur

Event Report
Department Of B.A. Mass Media
Digital Marketing

The Changing Trends in PR Industries

2021-2022

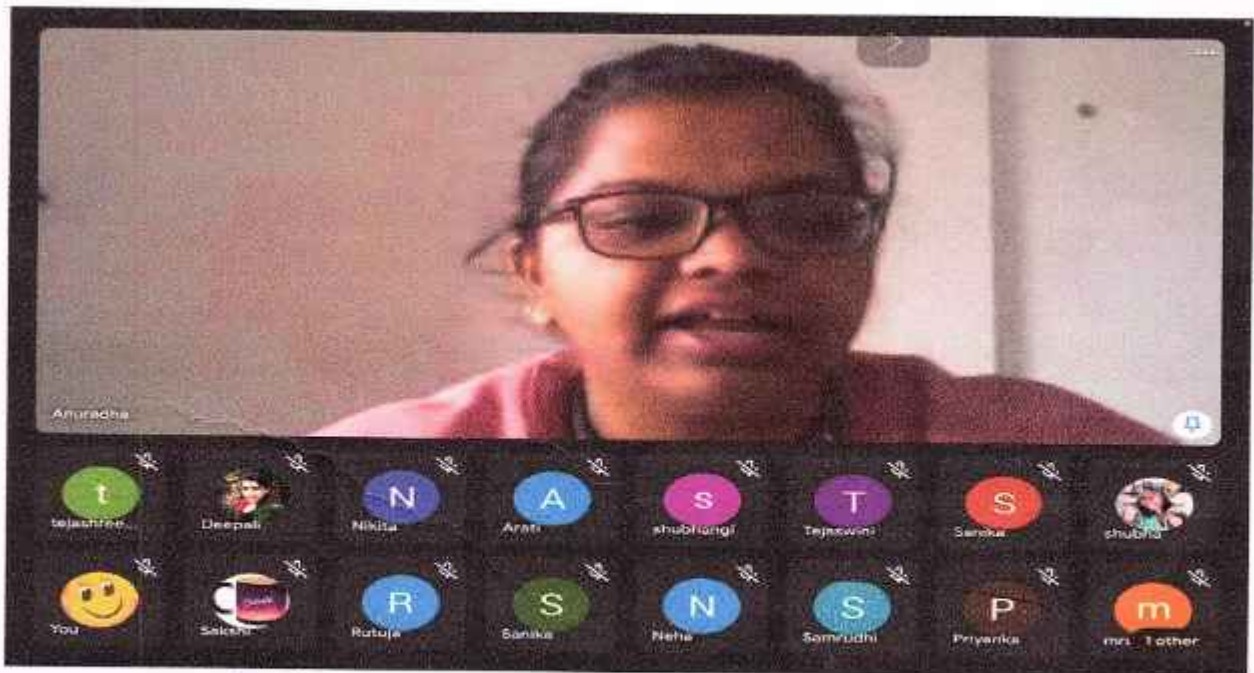
Saturday, October 30, 2021



Name of the Event and Guest	Guest Lecture Ms. Anuradha R. Inamdar, Assistant Professor, Department of Journalism and Mass Communication, Sanjay Ghodawat University, Attigre, Kolhapur.
Organizing Dept./ Committee	Department of B.A. Mass Media
Name of the Teacher	Mr. Digvijay D. Kumbhar Program Coordinator
Day and Date	30/10/2021
No. of Participants	30
Time	9:00 am to 10:00 am



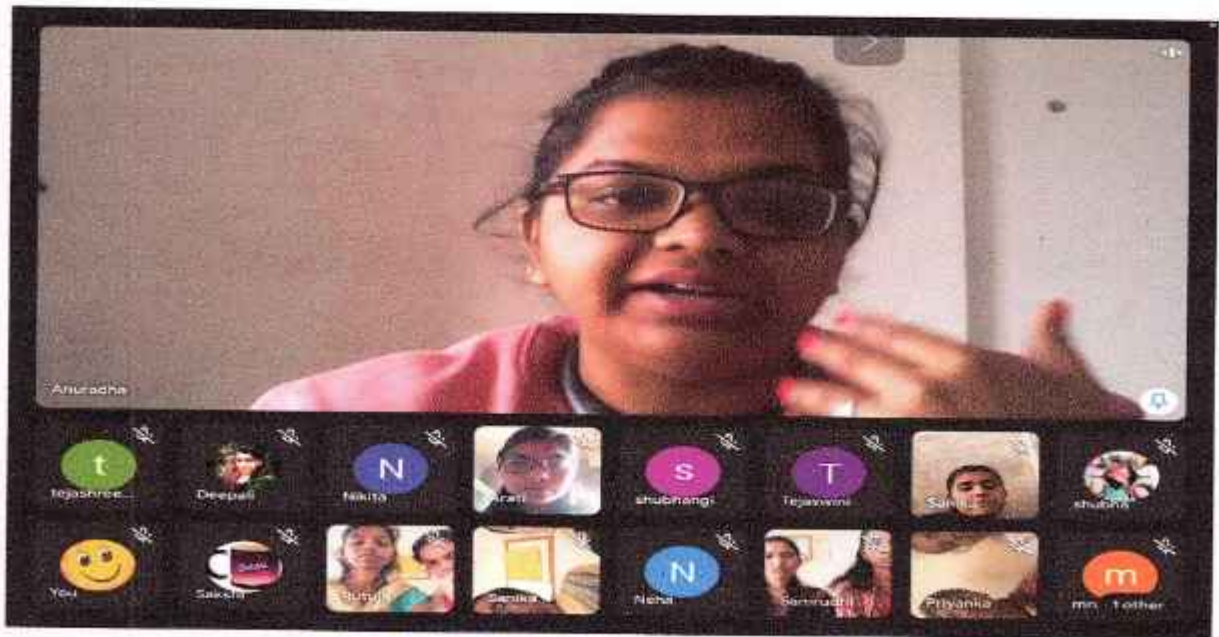
Photos:



Deepali
Head
Department Of
Mass Media



Pratibha
Head of Department
Department of Mass Media




 Head
 Department of
 Mass Media


 Virpalmi Laxmi Mahavidyalaya
 Affi No. 452
 Titave

Date: _____
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 Department of Mass Media

Detail Report:

Shahid Virpatni Laxmi Mahavidyalaya, Titave. Department of B.A. Mass Media organized guest lecture on 30th October 2021 related to Public Relation.

For this event one of the special and knowledgeable guest **Ms. Anuradha R. Inamdar**, Assistant Professor, Department of Journalism and Mass Communication, Sanjay Ghodawat University, Attigre, Kolhapur delivered lecture on "Emerging Trends in PR Industries." The lecture was conducted through online mode by using Google Meet. Event started with welcome and introductory speech by Mr. Digvijay kumbhar. Then Ms. Anuradha Inamdar started his graceful and informative presentation to all.

The outline of his lecture was, emerging and meaning of public relations. Ms. Inamdar explained what public relation is in such a great manner. Also she has touches the current situations of PR industry. Also she explained difference between traditional PR tools and modern PR tools. Social media is going enlarge PR industry nowadays. Some businesses like TATA, Cadbury, Chitale bandhu and many more are continuously going to participate social activities and sharing it with public, this is a PR strategy and a chance to get public attraction towards the business.

"To create brand image and sustain it, PR officer must have an abilities like save goodwill, do not be aggressive, react tactfully, answer the peoples silently and in a good manner, having command on more than three languages expect our mother tong, convince the peoples etc. We can't be appointed directly as PR officer, before that students have to learn news writing, script writing, promotional message writing, and effective and healthy communication skills and no. of such skills" She explained.

The session was concluded by vote of thanks by Miss. Deepali Lohar (T.Y. B.A. M.M.). Anchoring was done by Mr. Digvijay Kumbhar (H.O.D., B.A. Mass Media). Total 30 students and faculties of our college were participated in this guest lecture.


Head
Department Of
Mass Media




Principal
Shahid Virpatni Laxmi Mahavidyalaya
Titave, Tal. Radhanagar, Dist. Kolhapur

Shahid Virpatni Laxmi Mahavidyalaya, Titave

Department of B.A. Mass Media

Name Of Event : The Changing Trends in PR. Industries
 Ms. Anuradha R. Inamdar .

Date : 30/10/2021

Time : 9 to 10:00am

Sr. No.	Name of Student	Class	Sign
1.	Sanika Balasa Tavade	BAMM-FY	B.Tavade
2.	Toupti Bhagwan Pawar	BAMM-FY	T.B.Pawar
3.	Akshata Mazuti Patil	BAMM-FY	A.M.Patil
4.	Indrajani Sattappa Parit	BAMM-FY	I.S.Parit
5.	Aditi Sanjay Khochare	BAMM-FY	A.Khochare
6.	Tadhav Aishwarya Bhanath	BAMM-FY	T.Bhanath
7.	Lohar Deepali Kulkarni	BAMM-FY	L.Kulkarni
8.	Kamble Divya Kashirath	— II — TY	D.Kamble
9.	Sutar's Anjali Ashok	— II — TY	A.Sutar
10.	Karvade Rajeshwari Shivaji	— II — TY	R.Karvade
11.	Ghoshale Shubhangi Sambhaji	— II — TY	S.Ghoshale
12.	Chougale Sonali Sambhaji	— II — TY	S.Chougale
13.	Patil Poojali Dhuraji	— II — TY	P.Patil
14.	Barage Tejashree Shivaji	— II — TY	T.Barage
15.	Prabkar Tejswini Jaysing	— II — TY	T.Prabkar
16.	Kamble Nikita Ananta	— II — SY	N.Kamble
17.	Sutar Samudhi Bhagwan	— II — SY	S.Sutar
18.	Barage Neha Gurbak	— II — SY	N.Barage
19.	Kamble Akanksha Arjun	— II — SY	A.Kamble
20.	Kamble Pradnya Prakash	— II — SY	P.Kamble
21.	Kamble Mounali Ganesh	— II — SY	M.Kamble
22.	Patil Reshma Rajaram	— II — SY	R.Patil
23.	Mahekar Rutuja Sandesh	— II — FY	R.Mahekar
24.	Patil Sanika Nitaji	— II — FY	S.Patil
25.	Parit Indrajani Sattappa	— II — FY	I.Parit
26.	Patil Akshata Mazuti	— II — FY	A.Patil
27.	Barage Sanika Dilip	— II — FY	S.Barage
28.	Khochare Aditi Sanjay	— II — FY	A.Khochare
29.	Kamble Jagita Shivaji	— II — FY	J.Kamble
30.	Samarant Poochi Rahul	— II — FY	R.Samarant