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Vidyanagar College

P.O. - Charashyamdas, South 24-Parganas

West Bengal Pin - 743 503

Website : www.vidyanagarcollege.net

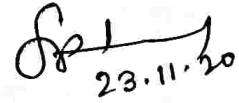
Email : vidya.college.56@gmail.com

Ref. No. :

Date : 23.11.2020

NOTICE

This is to inform that Department of Commerce in collaboration with IQAC, Vidyanagar College is going to organize A National Level Webinar on "Recent Trends in Accounting & Marketing" on 29th November, 2020 (SUNDAY) at online platform (Google Meet & YouTube) from 11:00am onwards. All the respected teachers and students are requested to join the said program on time.


23.11.20

Principal
Vidyanagar College
South 24 Parganas



VIDYANAGAR COLLEGE

Affiliated to University of Calcutta
South 24 Parganas, West Bengal, India Pin-743503
(NAAC ACCREDITED WITH GRADE B+)

DEPARTMENT OF COMMERCE, IN COLLABORATION WITH IQAC,
VIDYANAGAR COLLEGE PRESENTING A NATIONAL LEVEL
WEBINAR ON



"RECENT TRENDS IN ACCOUNTING & MARKETING"

29th November, 2020, FROM 11:00 A.M.

CHIEF PATRON



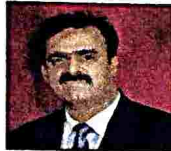
Dr. SURJA PRAKASH AGARWALA
PRINCIPAL, VIDYANAGAR COLLEGE

CHIEF ADVISOR



PROF. SUBRATA SAR
COORDINATOR IQAC, VIDYANAGAR COLLEGE

SPEAKERS



Dr. SURESH B K NAIDU
ASSISTANT PROFESSOR
DEPT. OF COMMERCE & MANAGEMENT,
TUMKUR UNIVERSITY, KARNATAKA



Dr. PRADIPTA GANGOPADHYAY,
JOINT DIRECTOR,
INSTITUTE OF COST ACCOUNTANTS OF INDIA

JOINT CONVENOR



GOURAB DAS
CONVENOR



SUBRATA DAS
Jt. CONVENOR

ORGANIZING SECRETARY



PROF. MAMATA KANJILAL
HEAD, DEPARTMENT OF
COMMERCE



PROF. NETAJEE PRASAD KUIRY
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE

PLEASE NOTE:

- *Platform of this Webinar is GOOGLE MEET & YOUTUBE LIVE (if needed).
- *NO Registration fee.
- *Registration is to be done by 28th November 2020 till 11:59 pm through this link
- *<https://forms.gle/bQJx4Bf1a6kiv1gM6> **CLICK HERE**
- *CERTIFICATE will be provided to all participants through mail.
(AFTER SUBMISSION OF THE FEEDBACK FORM)
- *Meeting-ID and other information will be sent to the enrolled participants through Whatsapp



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VIDYANAGAR COLLEGE PRESENTING A NATIONAL LEVEL



WEBINAR ON

RECENT TRENDS IN ACCOUNTING & MARKETING "

29th November, 2020, FROM 11:00 A.M.

ORGANIZING COMMITTEE (FACULTY MEMBERS):

DOYEL AICH ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE
SRIJANI BASU SACT, DEPARTMENT OF COMMERCE
TAMA DWIBEDI SACT, DEPARTMENT OF COMMERCE
ARNA RAY SACT, DEPARTMENT OF COMMERCE
MONALISA BHOWMICK SACT, DEPARTMENT OF COMMERCE
UTSAB DAS SACT, DEPARTMENT OF COMMERCE

CONTACT PERSONS

GOURAB DAS -(9038694600)

FOR REGISTRATION REGARDING QUERY

AKASH KUMAR (9804481762) (Akashkumar741@outlook.com)

REQUESTS TO THE PARTICIPANTS

- 1) Participants are requested to join at least 10 minutes before the scheduled time.
- 2) Participants are requested to kindly mute their microphones and turn off their videos during the webinar.
- 3) Do not start presentation during the webinar.
- 4) Do not write unnecessary messages (e.g. greetings) in the chat box.
- 5) Participants are requested to write down their questions in the chat box during the Question Answer session. Direct interaction with the speakers will not be allowed.
- 6) Feedback Form will be provided in the chat box only at the end of the webinar. The feedback form will be active only for 3 hours.
- 7) E-Certificate will be provided only after successful submission of the feedback form by registered participants.
- 8) It may take some time to generate and dispatch all certificates. So, participants are requested to wait for maximum of 15 days for E-Certificate.
- 9) Participants are requested to fill up the Feedback Form carefully.

Details of Webinar

Organized By: Department of Commerce in collaboration with IQAC, Vidyanagar College

Date and Time: 29th November 2020.

Tool for Delivery: online (Google Meet & You Tube)

Meeting Link:

- Registration link: <https://forms.gle/NSD7cq2Y2xtjRi3f8>
- Google Meet joining info Video call link: <https://meet.google.com/vxu-tdtv-ukj>
- You tube Link: 1. https://youtu.be/lzZeuUT_gT4
- You tube Link: 2. https://youtu.be/g-CJ_dA_iSM

Total Number of Participants Registered: 721

Total Number of Participants attended: 195

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Resource Person	Topic	Major Concepts
Dr. SURESH B K NAIDU ASSISTANT PROFESSOR DEPT.OF COMMERCE & MANAGEMENT , TUMKUR UNIVERSITY, KARNATAKA	Recent Trends in Accounting - Contours and Challenges"	<ul style="list-style-type: none">• To discuss the recent trends in accounting• Discuss the challenges and issues relating to accounting
Dr. PRADIPTA GANGOPADHYAY, JOINT DIRECTOR, INSTITUTE OF COST ACCOUNTANTS OF INDIA	Recent Trends in Marketing and the Challenges thereof"	<ul style="list-style-type: none">• To discuss the recent trends in Marketing• Discuss the challenges and issues relating to Marketing

General Feedback: file attached

Appreciations: File attached

Convener:

- Mr.Gourab Das, Assistant Professor of Commerce (Convenor).
- Mr.Subrata Das, Assistant Professor of Commerce(Jt. Convenor).

Theme of the Webinar:

To enlighten the changes of accounting and marketing specially in the time of pandemic.

About the Speaker:



Dr.Suresh B.K.Naidu

Dr. Naidu presently working as an Assistant Professor in the Department of Commerce and Management, Tumkur University, Karnataka, India. He got Ph.D. degree from Tumkur university. He also completed his MBA and Phil form Bangalore University. He has vast knowledge over accounting and he has many International publications in the era of business and accounting in renowned journals. He was also acted as Dean, finance officer in Tumkur University and was principal in RBANMS FGEC Bangalore for 5 years.





Dr. Pradipta Gangopadhyay


Dr. Pradipta Gangopadhyay is presently working as joint Director, The Institute of Cost Accountant of India. He Completed his PhD in Marketing from Delhi University. Apart from administrative job, he is also very much expert in teaching. He published so many articles in the journal of national and international repute.

Learning outcomes:

- Participants could see the worldwide changes of Accounting System and its implication in practical field.
- Participants could learn the overall changes of marketing system in present era.
- Participants could understand the relation between changes of Accounting and Marketing system with economical growth.
- Participants could learn about the effect of COVID-19 in present marketing management system.

Signature of Convener



Signature of Coordinator, IQAC



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DEPARTMENT OF COMMERCE & IQAC

CERTIFICATE OF PARTICIPATION

This certificate is conferred on



Dr. SURESH B K NAIDU

ASSISTANT PROFESSOR

DEPT. OF COMMERCE & MANAGEMENT ,

TUMKUR UNIVERSITY, KARNATAKA

"Recent Trends in Accounting - Contours and Challenges"

In recognition of the contribution made by him as a resource person

for NATIONAL LEVEL WEBINAR ON

"RECENT TRENDS IN ACCOUNTING & MARKETING"

on 29th November, 2020.

Dr. S. P. Agarwala
Principal

Prof Subrata Sar
Coordinator IQAC

Prof. Mamata Kanjilal HOD
& Organising Secretary

Prof N. P. Kuiry
Jt. Secretary

Gourab Das
Convenor

Subrata Das
Jt. Convenor



তমসো মা জ্যোতির্গময়

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Dr. PRADIPTA GANGOPADHYAY
JOINT DIRECTOR,

INSTITUTE OF COST ACCOUNTANTS OF INDIA

"Recent Trends in Marketing and the Challenges thereof"

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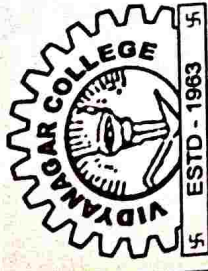
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Certificate of Participation



This is to certify that Prof./Dr./Mr./Ms. Ms.Sukhpreet Kaur of S.D. College.
Barnala

has attended a Nation Level Webinar on
"RECENT TRENDS IN ACCOUNTING & MARKETING"
organised by the Department of Commerce in collaboration with IQAC,
Vidyanagar College on
29th November, 2020.



Dr. S. P. Agarwala
Principal



Prof Subrata Sar
Coordinator IQAC



Prof. Mamata Kanjilal HOD &
Organising Secretary



Prof N. P. Kulry
Jt. Secretary



Gourab Das
Convener



Subrata Das
Jt. convener

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