



Date: 03 September, 2021

Report	
Name of Activity	Workshop on Corporate Communication
Date	8 th September, 2021
Venue	Seminar Hall
Organized by	Management department, MIMT
No. of Beneficiaries	127 students
Resource Person	Mr.Ritesh Goyal, Director(Recruitment and Training Developement)
Activity In-charge	Dr. Gazal Singh, Faculty, MIMT
Objectives	<p>To provide students with the knowledge of skills required to work as strategic communication specialists in the business world.</p> <p>To help students understand the role of strategic corporate communication in social interaction, effective relationship and brand building.</p> <p>To help students apply the corporate communication tools effectively targeting internal and external audience.</p>
Content	<p>With the initiative of Internal Quality Assurance Cell (IQAC), Mangalmai Institute of Management and Technology organized a workshop on Corporate Communication on 8th September 2021 at 2:30 pm in the seminar hall. The resource person for the workshop was Mr.Ritesh Goyal, Director(Recruitment and Training Developement).</p> <p>The Session started with a warm welcome of the esteemed speaker by Dr. Gazal Singh, faculty, MIMT. She introduced the speaker to the audience and presented a bouquet of flowers to him.</p> <p>The eminent speaker started his talk with the introduction of corporate communication. He flawlessly explained the students that corporate communication is a process and it includes managerial activities related to conveying company communication, with relevant internal and external stakeholders to create and maintain brand image and positive reputation of a company. It is a well-</p>



	<p>structured process through which a company tells its customers about its goals, attitude, and company's beliefs so that the public would perceive a good and favorable image of the company. The speaker also told the students that the targeted audience could be potential customers, employees, key stakeholders, the media and general public, Government agencies and other third-party regulators. He also explained about many forms of corporate communications depending on the audience that is being addressed. He also talked in detail on the functions of a communications department in any organization like media and public relations, customer communications and marketing, crisis communication etc. In the last but not the least he also discussed about specialized skills set required to pursue a career in corporate communication, regardless of the area on which students ultimately choose to concentrate.</p> <p>It was indeed an interactive workshop and ended on a successful note. The students were also enthusiastic about sharing their feedback.</p> <p>Dr. Gazal Singh thanked Mr.Ritesh Goyal, Director(Recruitment and Training Development),for a wonderful session and presented a memento.</p>
Outcome of Activity	<p>Students became aware of the structure of corporate communication, its functions and the tools of corporate communication.</p> <p>They also became sensitized about the importance of building and maintaining effective relationship with internal and external audience.</p> <p>Students will be able to analyze the specialist areas of corporate communication like organizational relation, investor relation and community relation.</p>



LIST OF BENEFICIARIES:

S.No	NAME OF THE STUDENT	COURSE
1.	SHANE MOHAMMAD	BCA I
2.	VAISHNAVI JHA	BCA I
3.	SAGAR CHAUHAN	BCA I
4.	KANHA SINGH	BCA I
5.	LAV KHARI	BCA I
6.	AASHISH KUMAR	BCA I
7.	SHASHANK UPADHYAY	BCA I
8.	SHIVAM DUBEY	BCA I
9.	JATIN UPADHYAY	BCA I
10.	SHIVAM	BCA I
11.	KARTIKEY	BCA I
12.	UTKARSH SINGHAL	BCA I
13.	SUBHAM KUMAR	BCA I
14.	SHAKSHI	BCA I
15.	ANSHU KUMARI	BCA I
16.	ABHISHEK KUMAR	BCA II
17.	ANIKET SAHU	BCA II
18.	DEEPAK KUMAR	BCA II
19.	ABHISHEK KUMAR THAKUR	BCA II



20. JAY VATS	BCA II
21. ANISH RAJ	BCA II
22. VISHAL RAI	BCA II
23. YUVRAJ YADAV	BCA II
24. ANKUSH KUMAR	BCA II
25. GAUTAM KUMAR	BCA III
26. MOHD ISRAR	BCA III
27. KUSHAGAR MEHTA	BCA III
28. SHAKSHI TIWARI	BCA III
29. RAMAVTAR	BCA III
30. AMIT KUMAR BHAGAT	BCA III
31. VIKAS SAHU	BCA III
32. DIVYANSHU SINGH	BCA III
33. ISHANT TEOTIA	BCA III
34. TUSHAR SAXENA	BBA I
35. HUMDAAN ALI	BBA I
36. PRIYANSHI BHATI	BBA I
37. MANVI SHUKLA	BBA I
38. PARTH GARG	BBA I
39. PRAFUL PRATAP SINGH	BBA I
40. BHARAT	BBA I
41. SAKSHI SHARMA	BBA I
42. ARVIND KISHOR	BBA I
43. AHSHAN ALI	BBA I
44. SUSHANT KR JHA	BBA I



45. KUNAL CHAUHAN	BBA I
46. KESHAV KUMAR	BBA I
47. SHORYA BHATI	BBA I
48. HIMANSHU CHAUHAN	BBA I
49. NIKHIL JAISWAL	BBA I
50. ANKIT KUMAR	BBA I
51. PRIYANSHU KASERA	BBA I
52. SUMIT SHARMA	BBA I
53. BEDANT KUMAR SINGH	BBA I
54. DEEPESH KUMAR	BBA I
55. SAURAV KUMAR	BBA I
56. AMAN KUMAR SINGH	BBA I
57. AYUSH JAIN	BBA I
58. PINTU BHATI	BBA I
59. ATUL KUMAR THAKUR	BBA I
60. ANANYA PATHAK	BBA I
61. MUSKAN GARG	BBA I
62. DILSHAD	BBA I
63. GAURAV	BBA I
64. KAIF WALI	BBA I
65. SAMEER ALAM	BBA II
66. BELAL ANSARI	BBA II
67. PRASHANT KUMAR	BBA II
68. ANAMIKA RAJPUT	BBA II
69. SHREYASH KUMAR	BBA II



70. ABHISHEK KUSHWAH	BBA II
71. NISHANT KUMAR	BBA II
72. PRINCESS	BBA II
73. SEJAL CHAUHAN	BBA II
74. PARVENDRA SINGH	BBA II
75. AMAN PRATAP	BBA II
76. DIVYANSHI MITTAL	BBA II
77. SHIVANI CHAUBEY	BBA II
78. AMARTAY ARYAN	BBA II
79. INDRESH	BBA II
80. SALMAN RAZA	BBA II
81. DEV BAISOYA	BBA II
82. ALOK KUMAR MISHRA	BBA II
83. RUPESH KUMAR MISHRA	BBA II
84. YASH RAGHAV	BBA II
85. AKSHITA SAXENA	BBA II
86. SHRUTI TYAGI	BBA II
87. ZAFAR MAHBOOB ZILANI	BBA II
88. AAQUIB WAQUAR QUASMI	BBA III
89. ADARSH PARASHAR	BBA III
90. AMAN KUMAR	BBA III
91. ANKIT KUMAR SINGH	BBA III
92. MD SHARIQUE AJAZ	BBA III
93. KUMAR NAVNEET	BBA III
94. CHANDA KUMARI	BBA III



95. KOMAL KUMARI	BBA III
96. SAURABH KUMAR CHOUDHARY	BBA III
97. ASHWANI KUMAR BHARDWAJ	BBA III
98. KUNAL CHAUHAN	BBA III
99. VISHAL YAZI	BBA III
100 VIPIN BHATI	BCOM I
101 ABHAY SINGH	BCOM I
102 VARDHIKA MAHESHWARI	BCOM I
103 CHIRAG GARG	BCOM I
104 HARSH SINGH	BCOM I
105 RITIK	BCOM I
106 CHHAVI	BCOM I
107 NAKUL KUMAR	BCOM I
108 ASTHA UPADHAYAY	BCOM I
109 ADESH KUMAR	BCOM I
110 VIKRANT SINGH	BCOM I
111 AKANKSHA SINGH	BCOM I
112 PRACHI TYAGI	BCOM I
113 PRIYA CHAUDHARY	BCOM I
114 PRIYANKA CHAUHDHARY	BCOM I
115 YASHIKA SINGH	BCOM I
116 CHESHTA SHARMA	BCOM I
117 DEEPAK CHAUHAN	BCOM I
118 SHALINI SINGH	BCOM I
119 OMANSH PRATAP SINGH	BCOM I



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120 PIYUSH AMBAVATA	BCOM I
121 HIMANSHU	BCOM I
122 SHAMSH ARFIN	BCOM II
123 SHAN SAIFI	BCOM II
124 SANJU BHATI	BCOM II
125 KAJAL SACHAN	BCOM II
126 KIRTI RAI	BCOM II
127 SACHIN SINGH	BCOMII