



## Department of Journalism and Mass Communication

# Aliah University

(A UGC approved autonomous Institution under the Department of Minority Affairs and  
Madrasah Education, Govt. of West of Bengal)

**Park Circus Campus, 17, Gorachand Road, Kolkata- 700014**

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### **Webinar on PR in the Government and Private Sector at Aliah University**

Kolkata, June 7, 2021:

The Department of Journalism & Mass Communication, Aliah University organised a webinar on PR in the Government and Private Sector on June 7, 2021.

The key speaker of this webinar was Mr Nurul Islam Laskar, Chairperson PRCI Guwahati Chapter and Founder, Stars of North East India (SoNEI). During his lecture he said that PR is nothing but an image building process and knowing ones external or internal public is a very crucial.

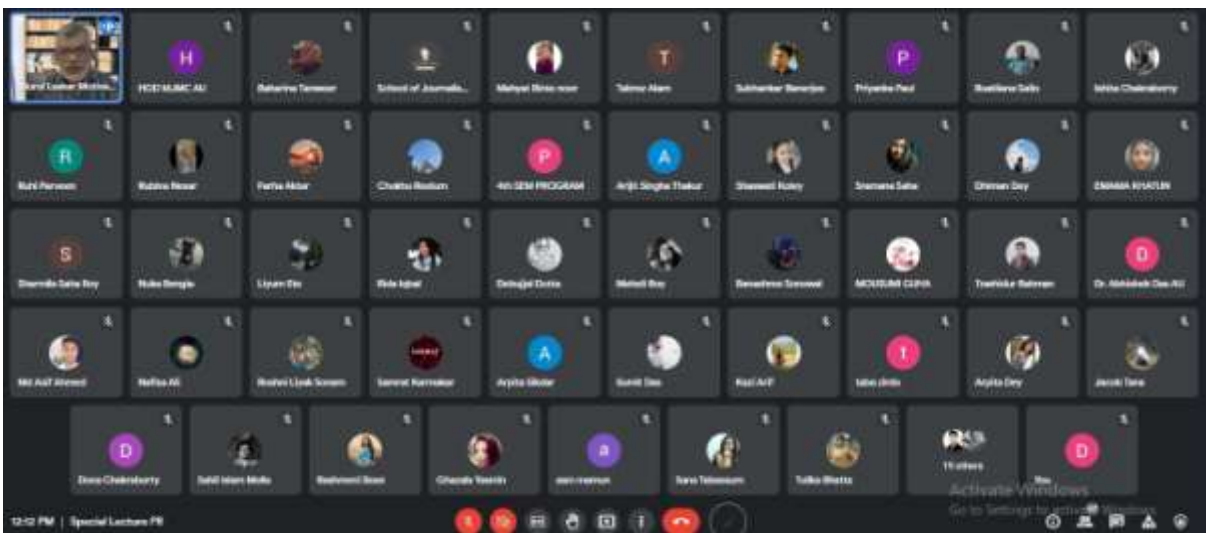
Other veteran practitioners in the Public relations and Corporate Communication like Mr S. R. Sailo, Director, IIMC (Aizawl) and Anjali Chittaranjan, Region Head, Reliance Jio Infocom North East graced the occasion with their valuable words. A young entrepreneur Mr Subhankar Banerjee, Director, PRCI-YCC, North East Chapter and Founder Director, Seven Sense Communication PR Agency, Guwahati shared tips of digital marketing and crisis communication in private sector.

Sheikh Adnan Fahad, Assistant Professor, Jahangirnagar University, Bangladesh and Telli Yami, Assistant Professor, Rajiv Gandhi Central University, Arunachal Pradesh also briefly spoke on various issues concerning the practices of PR during the webinar.

The webinar witnessed an active and interactive audience of nearly 70 not from Aliah University but from various other states as well.



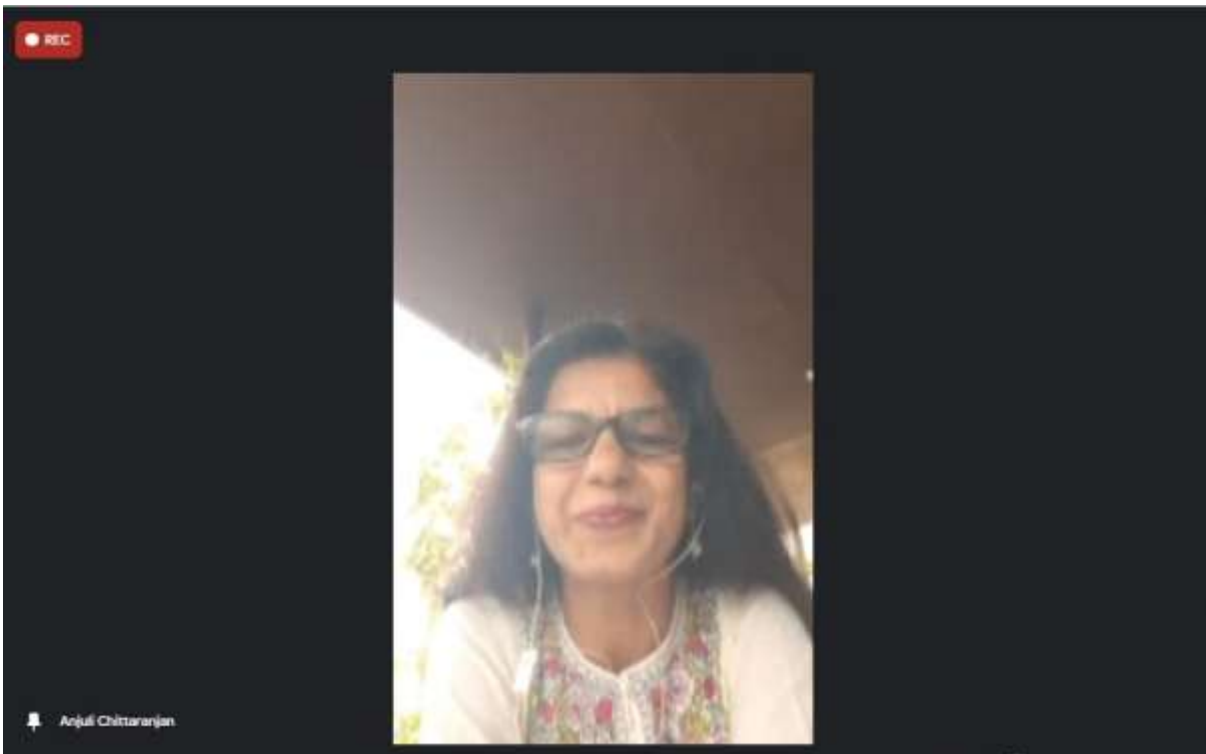
Mr Nurul Islam Laskar addressing the program



Participants of the special lecture on PR in Govt and Private sector



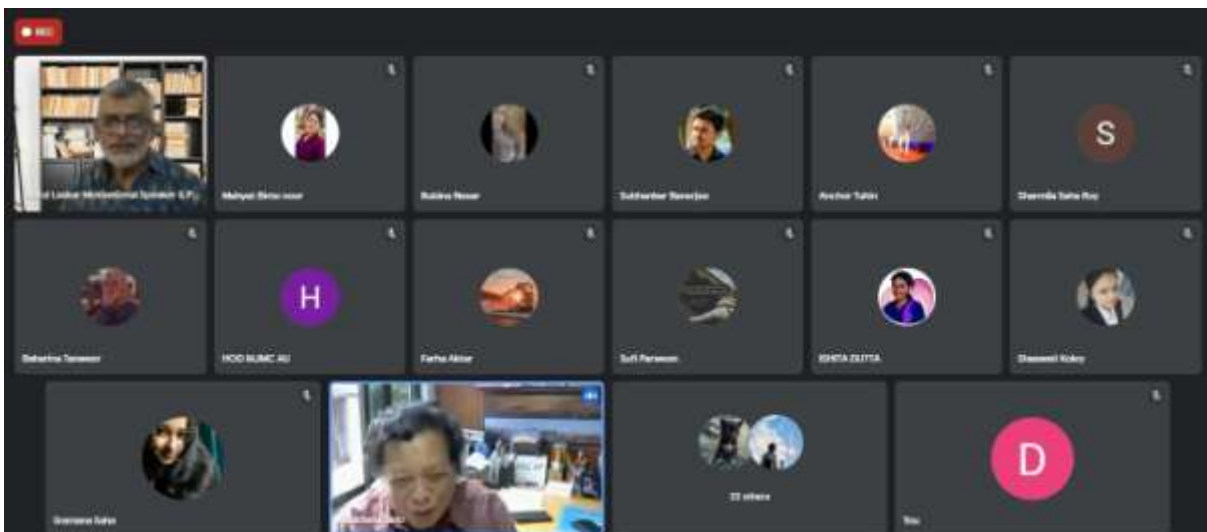
Mr L.R. Sailo Addressing the participants



Anjali Chittaranjan addressing the participants



Mr. Subhankar Bannerjee addressing the participants



Interaction session during the lecture

The link of the recorded video of the webinar is available here:  
<https://www.youtube.com/watch?v=8HcyL3b74xs&t=103s>

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