


**National level Webinar**  
on  
**“ Covid- 19 Pandemic and the Changing Business Environment”**  
on 20th July, 2020 via Zoom , 3.30 pm onwards  
organized by  
**Department of Economics**  
in association with  
**The Internal Quality Assurance Cell**  
**Brahmananda Keshab Chandra College**

The department of Economics, Brahmananda Keshab Chandra College in association with the Internal Quality Assurance Cell (IQAC) of the college organized a webinar “ Covid -19 Pandemic and the Changing Business Environment” on 20th June, 2020 via Zoom, 3.30 pm onwards.

The Webinar began with a welcome address by Dr. Papia Chakraborti, Principal of Brahmananda Keshab Chandra College. Dr. Aparajita Nag, IQAC Coordinator spoke on the occasion. Mr. Rathindra Nath Mallick, Joint Convenor of the webinar welcomed all with a short note on the perspective of the webinar.

Mrs. Sanchita Roy, vice president of OMNICOM India spoke on ‘Changing Consumer Sentiments during Covid -19’. Mr. Sugata Halder, a prominent person of the corporate world and Associate Partner, Management Consultant for Human Capital, Kolkata spoke on ‘ Industry Revolution 4.0 and Artificial Intelligence: The world today and tomorrow’ . The lectures were highly informative which were followed by lively discussions.

Dr. Jayanta Kumar Dwibedi anchored the webinar who was also the co-host along with Dr. Nishi Pulugurtha who hosted the event. Mrs. Nayna Guha Majumder coordinated the question answer session. The webinar was well attended by faculty, scholars and students from various institutions. It was also streamed live on social media. Eighty four persons attended the webinar in these two platforms (zoom and facebook). The webinar ended with vote of thanks by Joint Convenor, Ms. Susmita Haldar.



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 20 July 2020 | 3:30 PM onwards via Zoom

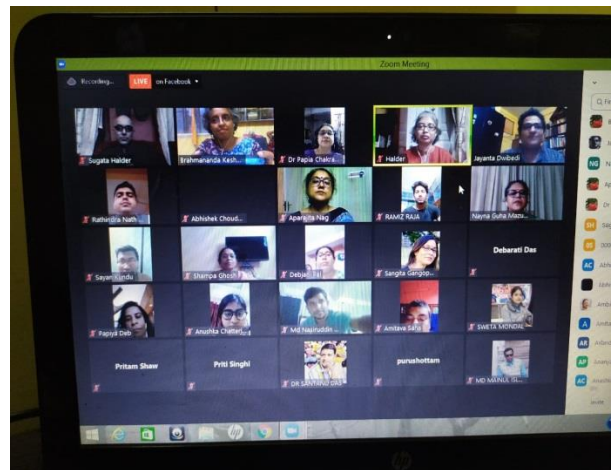
**Speakers**

**Mrs. Sanchita Roy**  
 Vice President, CMR&COM INDIA, Mumbai  
 Topic: Changing Consumer Sentiments during Covid-19

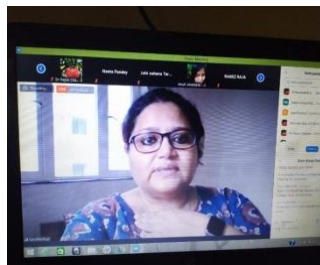
**Mr. Sugata Halder**  
 Associate Partner, Management Consultant for Human Capital, Kolkata  
 Topic: Impact of Industrial Revolution 4.0 and Covid-19 on the Business Eco System

**Registration Link:**  
<https://forms.gle/2YqBwT7R1uEDzuZ>

E-Certificates will be provided to all participants.



### The Announcement



**Mrs. Sanchita Roy**



**Mr. Sugata Halder**



**Prof. Papia Chakraborti**  
Principal

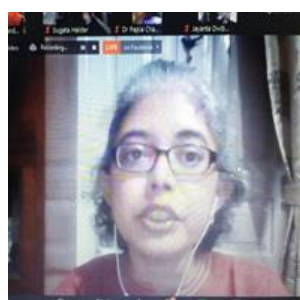


**Dr. Aparajita Nag**  
IQAC Coordinator

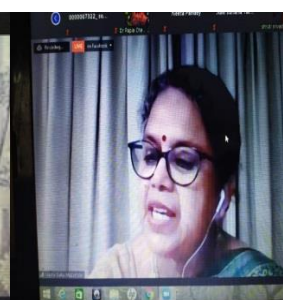
### Invited Speakers



**Mr. Rathindranath Mallick**



**Ms. Susmita Halder**



**Mrs. Nayna Guha Majumdar**



**Dr. Jayanta Kumar Dwibedi**

**Department of Economics, BKC College**