



Mr. K. Marredy
Respondent



ST. JOSEPH'S
DEGREE & PG COLLEGE
King Koti , Hyderabad



Fr. Dr. D. Sunder Raju
PRINCIPAL

Dept. of Mass Communication & Journalism

Seminar On : "Corporate Communication in the Digital Age"

By

Mrs. ANINDITA MOOKERJEE SINHA
Senior Communication Professional &
Head Corporate Communication-L&TMRHL



Date : 28th October 2021
Timing : 11.30am to 1.00pm

Venue: Jubilee Hall



Anindita Mookerjee Sinha -Profile

Senior Communication Professional & Head Corporate Communication - L&TMRHL

Anindita with a professional experience of more than three decades working with Yatri Travels, Public Sector Undertaking (Airports Authority of India), and Global Conglomerates (GVK Group-Mumbai International Airport Ltd., GMR Group-GMR Hyderabad International Airport Ltd., currently working with L&T Group-L&T Metro Rail Hyderabad Ltd.), excels in integrated communication, reputation management and strategy formulation. With a proven track record as an effective crisis communicator, spokesperson for companies she worked, she brought several awards and accolades, built, and sustained positive image for them leading the Corporate Communication Department. An impactful writer and an astute storyteller, she champions Business Excellence and is a strong proponent of CSR.

Speaker at over 120 forums spanning various industry and educational platforms, she is a real-life motivator for students and young professionals. Winner of several leadership awards, her name was featured for one in Forbes India 2021 New Year Special. She had also been a news presenter with 'In Mumbai' Channel and worked in both Doordarshan and All India Radio Kolkata, as freelancer for drama and live programmes.

A believer in working as a team player and then a team leader, she focuses on her team's all-round development to be SMART+ Professionals. For her, Right Attitude is all that it counts to be successful as an individual and in career.

A movie buff and wanderlust, she finds ultimate peace, happiness and leisure spending time with her family, cooking, dancing, reading, by contributing towards animal rescue and care, and other social causes.

For her, 'empowerment' means 'I have the power within' which mostly remains untapped, and believes education, awareness of one's rights, safety, financial security, inclusiveness, introspection, and virtuousness can significantly instil empowerment in individuals!

Affiliations:

- Chair for CII Telangana's Tourism & Culture Committee 2020-21, 2021-22
- Co-Chair for CII Telangana's Tourism & Culture Committee 2019-20
- Co-Chair for ASSOCHAM's National Ease of Doing Business (EODB) Council 2019-20
- Chair for Public Relations Council of India's (PRCI) Hyd Chapter 2020-21
- Co-Chair for FTCCI's Smart Cities, Infra & Real Estate Committee 2019-20, 2020-21, Present
- Co-Chair for FTCCI's Ladies Wing/Women Empowerment Committee, 2021-22
- IWN Core Council member
- Chief Advisor with CIMSME and GCPIT
- Advisor to the board of studies/international & industry advisory committee/centres of excellence for Mody University, an only women University in Jaipur
- Advisor to the Academic Advisory Board of School of Media and Communication-Adamas University, Kolkata
- Core team member of Society for Cyber Security Council (SCSC), Hyderabad, for Women's Safety and Skill Development for Transgenders
- Honorary Member for Della Leaders Club's (DLC) Global Digital, Marketing & PR Committee
- Core Council Member of Global Talent Company Ltd., for Women Empowerment

- Mentor for Beyond Mentoring under Beyond Pink, a training, staffing & recruiting body for Women Empowerment
- Presiding Officer of IC at L&TMRHL for POSH

Leadership Awards:

- CII-IWN Leadership Award - Unstoppable from the Austrian Ambassador to India
- PRSI National Leadership Award from the Chief Minister of Uttarakhand
- PRCI Global Hall of Fame Award In Communication from the Chief Election Commissioner of India
- Transformation Business Media - Women Leader In the Field of Communication, 2019
- Chosen- 'Elite List of 50 Best Marketing Marvels', from 500 Marketing & Communication Professionals by White Page International; the recognition listed in Forbes India 2021 New Year Special issue
- Selected as India's Top 100 Influential Game Changers of 2020, by Exchange 4 Media
- Recognised with a Certificate for contributing towards Women Empowerment, by SCSC Head-CP Cyberabad
- Women Leadership Award by HIBIZ TV
- Global Women in Leadership Award by Global Council for the Promotion of International Trade (GCPIT) and Brand India, in 'Brand India- Women in Business Awards 2021'
- Recognition as 50 Under 50 Top Achievers-2020, by The Indian Achiever's Club
- Mentor of Year Award in PR & Corporate Communication, 2021, by Exchange 4 Media
- Ameyaa Award in PRCI Global Communication Conclave '21, for contribution to PRCI as a Woman in PR & Communication from Art & Culture Minister of Goa



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King Koti Main Road, Hyderabad-500029

Department of Mass Communication

Name of the event: Corporate communication in the Digital Era

Date: 28th October 2021

Venue: Jubilee Hall, St. Joseph's Degree and PG College

Target Group: Mass Communication Students

No of students participated: 81

Objective: To help students understand the impact of social media on Corporate communication

Brief Report: The Department of Mass communication organized a seminar on Corporate Communication in Digital Era on 28th October, 2021 from 11:30AM to 1:15PM in the Jubilee Hall of St. Joseph's degree and PG College.

The seminar was conducted by Mrs. Anindita Mookerjee Sinha, Senior Communication Professional and Head Corporate communication at L&TMRHL. The seminar was hosted by Srestha Roy from BA MCI-3. The event started off with a welcome address by the Head of Department, Mr. Glen D Silva.

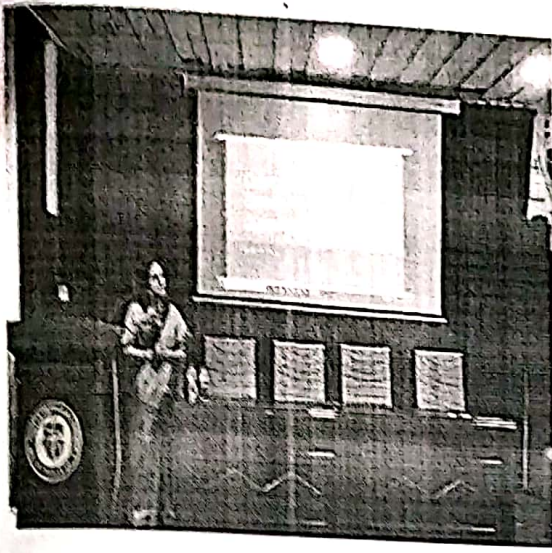
Mrs. Anindita took up various case studies and examples to explain how various social media platforms impact the communication process of any organisation with their target audience. She also emphasized on the importance of the element of human touch which is necessary for any campaign to have a maximum reach. She supported her theoretical aspects with some statistics to explain the same.

It was later followed by a very interactive question and answer session.

The seminar concluded with a Vote of Thanks by Miss Sriveda Baswapoor, Assistant Professor, Department of Mass communication.

Outcome:

- An overview of the corporate industry
- Inputs regarding usage of digital platforms in the industry for better communication practices
- Success stories as well as failure stories were explained to understand the elements to be considered while communicating with the target audience in this digital era.



Mrs. Anindita speaking to the students



Mrs. Anindita interacting with the students



Mrs. Anindita with Faculty of Mass Communication Department



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Department of Mass Communication and Journalism

Feedback responses of the
Seminar titled "Corporate Communication in the Digital Era"

Guest speaker: Ms. Anindita Mookerjee Sinha,
*Senior Communication Professional & Head Corporate
Communication – L&TMRHL*

The following responses are based on the feedback form
circulated after the seminar

Students largely have liked the following aspects in the
presentation:

- Content
- Informative session
- Well presented
- Usage of industry examples
- Case studies
- Confidence of the speaker

Seminar Invite- St. Joseph's College

External
Inbox



Glen Dsilva <glendsilva@josephscollege.ac.in> Fri, Oct 22, 1:51 PM

to aninditaaz, bamasscomdept

Dear Anindita Maam ,

Greetings from the Dept of Mass Communication and Journalism, St Joseph's Degree and PG College!

This is in continuation with the conversation my colleague Ms. Sriveda had with you. On the occasion of World Communicators Day we would like to invite you as a Subject expert for a Seminar scheduled on the 28th October. The tentative theme is, " Corporate Communications in the Digital Era"

The session would be for an hour and 15 minutes , from 11.30 am to 12.45 pm. Then a Q & A session for 15 minutes.

I believe that the students will learn new things as you share from your experience and expertise.

Looking forward to a favourable reply from you.

Warm Regards

Glen D Silva
Head, Dept. of Mass Communication & Journalism
St. Joseph's Degree and PG College
Hyderabad



Anindita Mookerjee Sinha Sun, Oct 24, 8:58 PM

to me, bamasscomdept

Dear Mr Glen,

Thank you for your email and the invitation to address your students on 28 October '21. What I would require is a calendar invite to get the date autoblocked. Also, I have attached my profile and photograph. Kindly share with me the poster/creative made for the session before your roll out.

Regards,
Anindita
+91 8897255222

ANINDITA

aninditaaz@gmail.com

to me

Wed, Oct 27, 7:19 AM

Seminar- St. Joseph's Degree & PG Col...
From Google Calendar
Oct28Thu aninditaaz@gmail.com has accepted this event.
[View updated information on Google Calendar](#)

aninditaaz@gmail.com has accepted this invitation.

Seminar- St. Joseph's Degree & PG College

When Thu Oct 28, 2021 11:30am – 1pm India Standard Time - Kolkata

Where St. Joseph's Degree and PG College, ST. JOSEPHS DEGREE & PG COLLEGE, Shergate, King Koti, Basheer Bagh, Hyderabad, Telangana 500029, India ([map](#))

Joining info Join with Google Meet
meet.google.com/qdh-ipwj-ieh

Calendar glendsilva@josephscollege.ac.in

Who

- glendsilva@josephscollege.ac.in - organizer
- srivedabaswapoor@josephscollege.ac.in
- aninditaaz@gmail.com

Attachments [Corporate Communication - E Poster.jpeg](#)

Respected Madam,

Kindly find attached the E-poster designed for the event.

Regards
Glen

St. Joseph's Degree College- Pics

External
Inbox

28 October 2021



Glen Dsilva <glendsilva@josephscollege.ac.in> Thu, Oct 28, 3:42 PM
to aninditaaz, bamasscomdept

Respected Maam,

Thank you once again for graciously accepting our invitation and addressing our students. I believe that your presentation has definitely made an impact on them. Kindly find attached a few pics of the seminar.

Warm Regards

Glen D Silva
Head, Dept. of Mass Communication & Journalism
St. Joseph's Degree and PG College
Hyderabad

28th October 2021

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Corporate Communications

S NO	NAME	CLASS	ROLL NUMBER	MOBILE NO	SIGNATURE
1	Abdul	BA-III	121419400012	921555 120	
2	Vaibhav K.	BA-III	121419400019	9022233051	
3	Mohammad	BA-III	121419400017	8008266041	
4	SAFVAN	BA-III	121419400017	1573563282	
5	Sameer	BA-III	121419400021	7715395190	
6	Manish	BA-III	121419400023	8655073574	
7	Radha Konda	BA-III	121419400011	6801961113	
8	Bhagyashree. J	BA-III	121419400044	7989617820	
9	Balaji Sharma	BA-III	121419400026	810610913	
10	Annapurna	BA-III	121419400002	8309699593	
11	P. Kritika	BA-I	021400010	9392615286	
12	Disha Rungta	BA-I	0214000011	7989058853	
13	M. Shrushti	BA-I	0214000009	9148869159	
14	Chananya. Ch	BA-I	021400002	9676994479	
15	Ritesh	BA-I	0214000005	949632517690	
16	Rishita	BA-I	0214000001	9094918838	
17	Vaishnav. K	BA-I	0214000015	7569616957	
18	Kunal Sharma	BA-I	0214000008	9502961046	
19	Shristi Yadav	BA-I	0214000013	7000166249	
20	Vishal Upadhyay.	BA-I	0214000016	7775844262	
21	Utkarsh Taluka	BA-I	0214000014	9849205151	
22	Aditi Bhansali	BA-I	0214000001	9392400221	
23	Rounak Shah.	BA-I	0214000020	8160850558	
24	PRATHAM JAIN	BA-I	0214000022	91347123933	
25	Y. AJAY KUMAR -reddy	BA-I	0214000038	7671027039	
26	Vikas Tiwari	BA-II	121420400031	7396282051	
27	Anuroop Poila	BA-II	121420400036	8919493011	
28	Prashik Meshram	BA-II	121420400049	758229732	
29	P. Mahaboub Risha	BA-II	121420400013	9392358489	
30	Ch. Soham Jain	BA-II	121420300009	7995891013	
31	T. Navin Yadav	BA-III	121419400040	9398881212	
32	K. Shreanya	BA-II	121420400014	9014513645	
33	K. Priganka	BA-I	0214000028	630294015	
34	Darshita Jain	BA-III	121419400009	8074077113	
35	Mitali	BA-II	121420400042	837462470	

F. 101

S.No	Name	Class	Roll number	Mobile no.	Signature	
36	Archana	BA-III	121420400005	6281404564		
37	Adesh	BA-II	121420400002	8933166972	Adesh	
38	Rashav	BA-II	121420400046	8008333366		
39	Raumeet	BA-II	121420400024	8229280221	Raumeet	
40	Purana	BA-II	121420400021	7036113322	Purana	
41	K.veda vyas	BA-I		8309334626	K.veda	
42	K. Samuel	BA-II	121420400020	9121613902		
43	K. Suresh	BA-II	121420400013	906404362		
44	M. Karan	BA-II	121420400047	7330891988	M. Karan	
45	M. Nandeeep	BA-2	121420400033	8639323342	M. Nandeeep	
46	Dhanesh Datta	BA-II	121420400012	9951513993	Dhanesh	
47	Avani Goyal	BA-2	121420400040	8374800084	Avani	
48	Tanu Jain	BA-2	121420400026	9701850302	Tanu	
49	Rishika Upadhyay	BA-2	121420400022	91133266805	Rishika	
50	J. J. Prasad	MA-T		9848946824	J. J. Prasad	
51	Col Aniket Saha	MA-1		7771014857	Col Aniket Saha	
52	Col B. Sanjay				Col B. Sanjay	
53	Col Venkat Srinivas				Col Venkat Srinivas	
54	Varun				Varun	
55	Vandana				Vandana	
56	Vaishnavi				Vaishnavi	
57	Ashika Shah				Ashika Shah	
58	M. Praneeethy	BA-II	121420400044	8897664855	M. Praneeethy	
59	D. Kritika	BA-III	121419400008	9398731009	D. Kritika	
60	K. Pranathi	BA-III	121419400034	9398476672	K. Pranathi	
61	Tanzel	BA-III	121419400041	7032264377	Tanzel	
62	Shivananda	BA-III	121419400048	7672852946	Shivananda	
63	Shyam	BA-II	121420400041	8698915430	Shyam	
64	V. Viplov	BA-II	"	54	953931802	V. Viplov
65	Varsha	BA-II	"	29	824752400	Varsha
66	Ankitha	BA-II	"	04	7093554001	Ankitha
67	Sreenidhi	BA-II	"	39	9676990133	Sreenidhi
68	Amsha	BA-II	"	38	9618527196	Amsha
69	Sankeethana	BA-II	"	53	9030598113	Sankeethana
70	Anjali	BA-II	"	48	9866416054	Anjali
71	Aakanksha	BA-II	"	07	9704193531	Aakanksha
72	Nandini	BA-II	"	34	9440115447	Nandini
73	Hemanjali	BA-I	121421400023	8341075345	Hemanjali	
74	Ram	BA-I	"	19	8008487529	Ram
75	Namini Khatu	BA-I	"	03	6303931809	Namini Khatu
16	Hysuki Vinod	BA-III	121420400017	9573451627	Hysuki Vinod	
17	Amisha	BA-3	121419400027	8790700968	Amisha	
18	Mir Umar Khan	BA-3	121419400006	799324275	Mir Umar Khan	
19	Tashua	BA-3	121419400001	8019962971	Tashua	
20	Santoon	BA-3	121419400025	6305300620	Santoon	

50

