



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC
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Expert Lecture on “Choosing the Right Communication for your Business Ideas”

October 21, 2020

The Department of Journalism & Mass Communication, Maharaja Agrasen Institute of Management Studies organized an expert lecture on “Choosing the Right Communication for your Business Ideas” on 21st October, 2020. The Seminar was focused on to make the students understand the importance of choosing the right communication for your business ideas. It was a great learning experience for the students. In total 150 students participated in the seminar.

Mr. Mohit Gupta, Senior Consultant at HSBC, interacted with students and guided them how communication channels are the most powerful tool for growing business relationships. He further elucidates about the different communication channels and how communication channels have evolved over the time. He emphasized on a point that a successful business depends not only on the channel used but also on how it resonates with the target audience.

On the behalf of Maharaja Agrasen Institute of Management Studies, Dr. Nisha Singh Assistant Professor, Department of Journalism & Mass Communication, (MAIMS) presented a memento to Mr. Mohit Gupta, Senior Consultant, HSBC as a token of gratitude.

