

Name of Programmes:

BAMMC and B.Com Branding and Advertising

Name of Event:

Genesis of Brand – Workshop by Roaring Minds

Resource Person:

Mr. Shyam Chabbria

Independent Consultant

GCC

Date & Time of Event:

20th August 2026 Time: 11:30 a.m. to 1:00 p.m. **Venue:** College Campus, D Wing – Room 401

No. Of Participants: 82

About the Event:

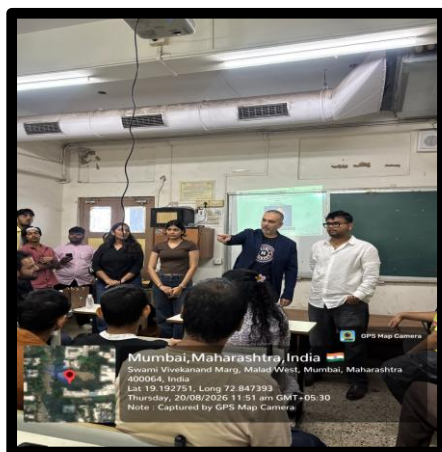
The Department of BAMMC hosted an industry centric lecture on “Genesis of a Brand”. This was in association with Roaring Minds made possible by the Director and Principal Prof Dr. Moushumi Dutta.

The resource person was Mr Shyam Chabbria who has over 27 years of experience in building and scaling high-impact media, entertainment, and business ecosystems across India and international markets.

Learner participants were taken on an informative journey on how APPLE built it's brand and how it is sustained through competition and change. The workshop focused on the fundamentals of branding and provided students with valuable insights into how to build a brand and develop an effective branding strategy.



Our Department Coordinator felicitating our esteemed guest Mr. Shyam Chabbria.



Students engaged in creative brand activity, blending fun with learning.



Mr. Shyam Chabbria explaining what branding means and its importance in industry.

Preethi Rao

Asst. Prof. Preethi Rao (BAMMC & B. Com Branding and Advertising Coordinator)