



SSR INSTITUTE OF MANAGEMENT & RESEARCH, SILVASSA

Empower Yourself @ IMR

NAAC Accreditation with Grade "B+"

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STUDENT DEVELOPMENT ACTIVITY

BBA SEM VI, A.Y.2022-23

“Communication Exercise”

Session Expert: Dr. Rajesh K. Pandey, Associate Professor, SSR IMR, Silvassa

SSR IMR, Silvassa under the aegis of IQAC and as part of the Student Development Activity (SDA) for BBA Sem VI Students conducted an SDA on “Communication Exercise” spread across 2 Sessions on 13th & 16th Feb. 2023. Following are the key reporting attributes:

Sr. No.	Date	Number of Participants	Objectives of the Session
1	13/02/2023	42	<ul style="list-style-type: none">To inculcate the Communication Skills among students while highlighting the 7 Cs of CommunicationTo enable the participants to groom their inner quotient on self-development with special reference to Communication
2	16/02/2023	39	

The Participants had good opportunity of expressing themselves and learning the key elements of communication through the 7 Cs of Communication that potentially shall help them in self-development & personal grooming. A Research paper presentation was also scheduled in order to demonstrate the communication skills with respect to presentation of Research work. The Principal Dr. Rajeev Singh was present on Day 2 of the session and appreciated the Students.

