

EVENT FORMAT

1. Event Banner - (h*w): 300*350 (Pixels)



2. Event Title: Industry Training Session by Shri Saikat Chakraborty, Chief Manager (Corporate Communication), GAIL (India)

+ Event Types- Industry Training Session

3. Event Date and year (Ex-1st Jan 2023): 09/02/2026

4. Event brief description – 200 words

The Industry Training Session focused on understanding the fundamentals of strategic communication and its significance in the corporate world through the expert insights of Shri Saikat Chakraborty, Chief Manager (Corporate Communication), GAIL (India) Ltd. The session introduced students to corporate communication practices, stakeholder engagement, organizational reputation management, internal and external communication strategies, and the role of communication professionals in modern organizations. The program aimed to provide beginners with practical exposure to the corporate communication ecosystem and familiarize them with industry expectations, professional competencies, and career opportunities in the corporate sector.

5.Event Detailed Description- Max 500 words

Date: 09/02/2026

AI Building, SMCS, Galgotias University

The School of Media and Communication Studies (SMCS), Galgotias University, organized an Industry Training Session titled “Strategic Communication and the Corporate World for Beginners” on 9th February 2026. The session was conducted by Shri Saikat Chakraborty, Chief Manager (Corporate Communication), GAIL (India) Ltd., who shared valuable industry insights and practical knowledge with students aspiring to build careers in media, communication, and corporate sectors.

The primary objective of the session was to introduce students to the concept of strategic communication and its growing importance in the contemporary corporate environment. Shri Chakraborty explained how effective communication serves as a critical tool for building organizational reputation, strengthening stakeholder relationships, and ensuring the successful implementation of business objectives. He highlighted the strategic role played by communication professionals in shaping public perception and maintaining corporate credibility.

During the session, the speaker discussed the structure and functioning of corporate communication departments in large organizations. He elaborated on the responsibilities of communication professionals, including media relations, crisis communication, brand management, employee engagement, public affairs, and stakeholder communication. Students were introduced to the practical aspects of planning and executing communication strategies that align with organizational goals and values.

A significant focus of the session was on the evolving nature of communication in the digital era. Shri Chakraborty emphasized how organizations today utilize digital platforms, social media channels, and integrated communication strategies to engage with diverse audiences. He explained the importance of maintaining consistency in messaging across various communication channels while adapting content to meet audience expectations.

The speaker also shared real-life examples and professional experiences from his tenure at GAIL (India) Ltd., enabling students to understand the challenges and opportunities associated with corporate communication. Through practical case discussions, he highlighted the importance of professionalism, ethical communication, leadership skills, and strategic thinking in achieving success within the corporate world.

The interactive nature of the session encouraged active participation from students, who engaged in discussions and raised queries related to corporate communication careers, industry expectations, and skill development. The session provided a valuable platform for students to gain practical insights into corporate communication practices and understand the competencies required to excel in the field.

The event concluded with a Vote of Thanks, expressing sincere gratitude to Shri Saikat Chakraborty for his enlightening session and valuable guidance. Appreciation was also extended to the organizing team, faculty members, and students for their enthusiastic participation and contribution to the success of the program.

Overall, the Industry Training Session proved to be an enriching learning experience that successfully bridged the gap between academic knowledge and corporate industry practices. The session enhanced students' understanding of strategic communication and inspired them to explore emerging opportunities in the corporate communication domain.

6. Pictures /Photos/Image

Format – JPEG

Photo Size-(h*w): 300*350 (Pixels)

+ Add name of the pic also (Max 100 words)

7.Mentor Name – Dr. Tasha Singh Parihar

8. Department Name –School of Media and Communications

9.SDGs Linked with images-

+ Add the SDG logo also (MANDATORY)



10.No of Registrations (Numerical data): 50

11.No. of Attendees (Numerical data)

Internal – 50

External – NA

12. Event Outcome

1. Engagement:

Students actively participated in discussions, case-based learning, and the interactive Q&A session, gaining firsthand exposure to corporate communication practices and industry expectations.

2. Educational Impact:

The session strengthened students' understanding of strategic communication by connecting academic concepts with real-world corporate applications, enhancing their knowledge of stakeholder engagement, media relations, crisis communication, and professional communication skills.

13.Social media Poster - (h*w): 400*1900 Pixels –Not Available



