

TRIPURA UNIVERSITY

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

INVITES YOU TO
A Webinar on- 'BRAND PREMIUMIZATION'

Chief Guest & Patron



Prof. Ganga Prasad Prasain
Vice Chancellor,
Tripura University

Key Resource Person



Sumo Banerjee,
Kreta Consulting, Mumbai

Brand premiumisation consultant, based in Mumbai with work experience in Grey, Saatchi & Saatchi, McCann Erickson, Ogilvy Group, Trikaya Grey, Bombay in Media Planning, Client Servicing, Strategic Planning, Market Research, Marketing, Distribution, Production, & Internal Communication for 23 years. This former student of Mudra Communications has worked across four continents.

Guest of Honour of Inaugural Program



Dr. Jaya Chakraborty
Professor &
Head of the Department
Journalism & Mass Communication,
Tezpur University

Guest of Honour & Chair of Technical Session



Dr. Charvak
Assam University, Silchar
Founder (&Former) Head of News, DD News,
Agartala, Former Head of News, AIR Itanagar &
Kohima, Former IIS, Govt. of India

Convener & Coordinator



Sunil Kalai ,
Head (i/c)
JMC, Tripura University

Co-Convener



Dr. Deepak Uppadhyaya, JMC, Tripura University