

**REPORT OF 5<sup>th</sup> STAFFROOM CONVERSATION,  
SIR ASUTOSH MUKHERJEE CHARCHA KENDRA**

**MONTH: JANUARY, 2024**

- Day: 19.01.2024, Friday Time 3:00 PM
- Name of the event: Staffroom Conversation
- Organizing Committee : Sir Asutosh Mukherjee Charcha Kendra
- Conveners: Dr. Chandramalli Sengupta, Dr. Sanchita Sanyal, Dr. Bidisha Sen Maitra,  
Dr. Taniya Roy, Dr. Arpita Paul.
- Speaker: Dr. Debastuti Dasgupta, Faculty, Dept of Journalism and Mass Communication,  
Asutosh College.

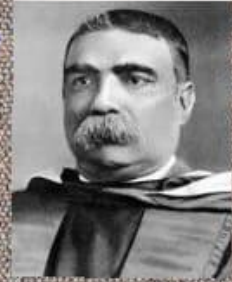
**Brief summary of the Endeavour:**

The fifth lecture of the interdisciplinary lecture series titled ‘STAFFROOM CONVERSATION’ was organized on 19<sup>th</sup> January, 2024 in the staffroom at around 3:00 PM. The convener of Sir Asutosh Mukherjee Charcha Kendra Dr. Chandramalli Sengupta introduced and welcomed the speaker Dr. Debastuti Dasgupta cordially to deliver her lecture. The entire event took place in the presence of the teachers of the institution from various departments and the conveners of Sir Asutosh Mukherjee Charcha Kendra.

Dr. Debastuti Dasgupta delivered her lecture titled “Tollywood's film marketing and social media: contemporary Scenario” which was a very interesting and mind boggling lecture to all the audience. In the end of the lecture Dr. Chandramalli Sengupta, convener of Sir Asutosh Mukherjee Charcha Kendra expressed thanks to everyone present in the event including the speaker.



**Sir Asutosh Mukherjee**  
**Charcha Kendra**  
**presents**



## **Staffroom Conversation**

**Tollywood's film marketing and Social Media  
Contemporary Scenario**



**Dr. Debastuti Dasgupta**  
**Assistant Professor,**  
**Dept of Journalism and Masscom**

**19th January 2024 - 3pm**

**Professors' Room, Main Building**  
**Asutosh College**



