



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

DEPARTMENT OF HUMANITIES
IN COLLABORATION WITH
RESEARCH AND IP CELL

DIGITAL COMMUNICATION IN THE DIGITAL ERA

DATE : 20TH APRIL 2023

VENUE : 4TH FLOOR CONFERENCE HALL



Mr. SACHIN TANTRY
MANAGER
COMMUNICATION
B.PAC –BANGALORE
POLITICAL ACTION
COMMITTEE





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SEMINAR on DIGITAL COMMUNICATION IN THE DIGITAL ERA

TITLE	DIGITAL COMMUNICATION IN THE DIGITAL ERA
DATE OF EVENT(s)	20-04-2023
DEPARTMENT /ASSOCIATION/CELL/COMMITTEE	HUMANITIES
VENUE	4 TH FLOOR CONFERENCE HALL
NUMBER OF PARTICIPANTS	42
TARGET AUDIENCE	BA

RESOURCE PERSON(s) WITH QUALIFICATION	Mr. SACHIN TANTRY, MEDIA AND POLITICAL CONSULTANT AND TRAINER WORKING AS A COMMUNICATION CONSULTANT WITH BANGALORE POLITICAL ACTION COMMITTEE(B.PAC)

PLACE OF VISIT/DETAILS OF INDUSTRIAL VISIT PLACE	NA
EVENT COORDINATOR	Prof. LAKSHMI BALAKRISHNAM



Electronics City P.O., Bengaluru - 560 100
Tel.: 080-27836065 / 27834611, Fax: 080-27832299, Email: principal@sfscollege.in
www.sfscollege.in



The objective of the Program:

- One of the major objectives of the program is to bring in and make students understand the various subject matters in different perspectives.
- To create and engage interest in new area.
- To synthesize information across a range or variety of materials.

The Department of Humanities in association with Research and IP Cell organized INFINITY- One Week Guest Lecture series on the 20th of April 2023. The lecture was based on the subject Political Science with the topic "**POLITICAL COMMUNICATION IN THE DIGITAL ERA.**" The resource person for the day was Mr. Sachin Tantry who is a Media and Political Consultant and Trainer. He is currently working as a communication consultant with Bangalore Political Action Committee. His session was based completely on how politics turns during the digital era. He majorly spoke and stressed more on the elections and the processes that happens throughout.

He started off by an activity by asking students the famous leaders of various states which has instilled an insight among the students. The session focused on the connections that happens within the politicians and the citizens, the campaigning that happens both online and offline. During this digital era, the communication has become even more easier to connect with the public.

Since he is working for B.PAC, he spoke of the working procedures during the elections and the flow which they follow. At the end, he spoke about the importance of every citizen to vote and use the right to choose the right candidate.

The outcome of the program:

- Students gained and learned more insights on political communication and its connection in the digital era.
- Students gained a lot of educational experience based on the reality/ real- life experience.

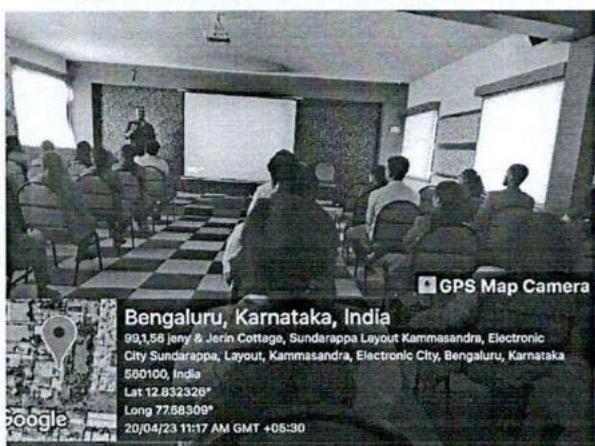
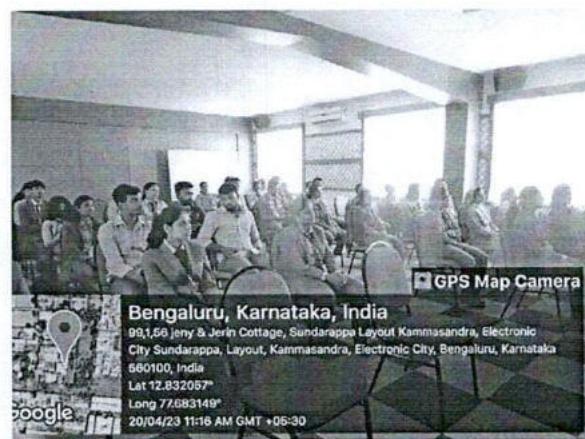
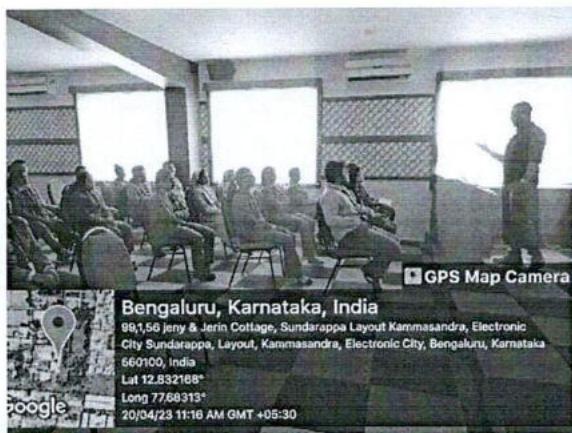
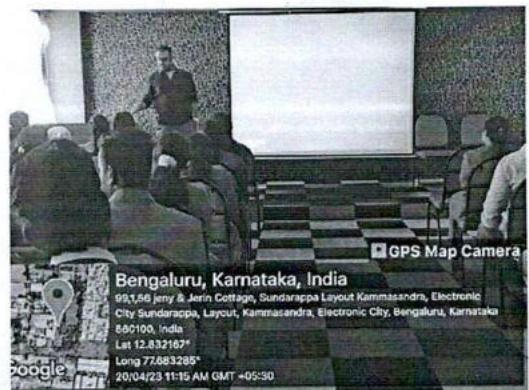
Report Prepared by: Prof. Lakshmi Balakrishnan



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St. Francis de Sales College
Electronics City Post, Bangalore - 560 100

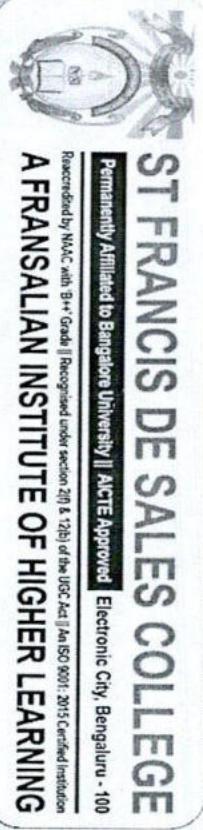
GEO- TAGGED PHOTOS



DEPARTMENT OF HUMANITIES

IN COLLABORATION WITH

RESEARCH AND IP CELL



INFINITY 2023

GUEST LECTURE SERIES

POLITICAL COMMUNICATION IN THE DIGITAL ERA



SPEAKER

Mr. SACHIN TANTRY

MANAGER
COMMUNICATIONS
B.PAC – BENGALURU
POLITICAL ACTION
COMMITTEE

DATE: 20TH APRIL 2023

TIME: 10:30am- 12:30pm PM

VENUE: 4TH FLOOR CONFERENCE HALL

About St. Francis de Sales College

St. Francis de Sales College is managed by the Missionaries of St. Francis de Sales (MSFS) of the South West India Province, who firmly believe that 'the education of the heart is the heart of education' as propounded by its founder, Fr. Peter Marie Mermier. The College is named after St. Francis de Sales, the patron of the MSFS. At present, the College offers BSC, BA, BCom, BBA, BCA, MCOM, MSc and MA. The College also runs an Evening College to cater to the working youth and to educate them. The College has obtained the 2(f) and 12(b) recognition under the UGC Act of 1956. Now with all these new programmes introduced, the College stands ready to become an autonomous college in the near future.

About the Department

Bachelor of Arts (BA) is a three year under graduate program under Bangalore University spanning over six semesters. It follows triple major system where in students study combinations of History, Economics, Political Science, Psychology, Sociology and Journalism. The three-year program paves way for taking up further postgraduate programs in these fields and to enter into the field of research or corporate and social contribution. This course completely focuses on areas of Humanities, Social Studies and Liberal Arts with a variety of specializations. The department of Humanities works with a vision to inculcate the interest of interdisciplinary learning in younger generation and mould them into lifelong learners and promote them as catalysts of transformation of the society.



About INFINITY 2023

INFINITY Guest Lecture Series focuses on nurturing the research culture among Post graduate as well as graduate students. Infinity is a platform for the students and faculty members of the department to refresh themselves with the trends and applications of the dynamic world of research in various disciplines through persons who have proved for their expertise in their respective field of study.

Schedule			
Date	Time	Topic	Resource Person
19-04-2023	10:30am to 12:30pm	POLITICAL COMMUNICATION IN THE DIGITAL ERA	SACHIN TANTRI

CONTACT DETAILS:

MAIL ID: ba.samvada@sfscollege.in
CONTACT DETAILS: 7338023790





Name of the Resource Person: - Sachin Tantay
ATTENDANCE SHEET

INFINITY- GUEST LECTURE SERIES-2023

SL. no	Name of the Student	Reg Number	Signature
1	Sandhya. S	20HEP039K	Sandhya
2	Kavya. Y	20HEPD11K	Kavya
3	Divya. K	20HEP007K	Divya
4	Darshan G. H	20HEP006K	Darshan
5	Sagar. S.	20HEP030K	Sagar S
6	Pavan	20HEP016K	Pavan
7	Balaji	20HEP004K	Balaji
8	Reddy Prasad	20HEP0	Reddy
9	Salman, IS	20HEP033K	Salman
10	Sudeep	20HEP	Sudeep
11	Poiyanshi - B	20HEP018H	Poiyanshi
12	Gangothri. J	20HEP008K	Gangothri
13	Jelvin The	20JPE019H	Jelvin The
14	Swarna. K. V	20JPE014E	Swarna
15	Priyanka. Kumar	20JPE001H	Priyanka
16	Lavanya. G. P	20HEP012K	Lavanya
17	Rahel	20JPE009H	Rahel
18	Samuel. L	20JPE021A	Samuel
19	Thenmolins	20HES004K	Thenmolins
20	Swathi. K	20HES004K	Swathi
21	Sandeep. N	20JPE011A	Sandeep
22	Mona Lakshmi. S	20JPE005E	Mona
23	Renee. C. V	20HES006H	Renee
24	Ashwini. V	20SEP002K	Ashwini
25	poopa - H C	20HEP017K	poopa
26	prasanna v sugooor	20HEP028K	prasanna v sugooor
27	pradeep Kumar	20HEP035K	pradeep Kumar
28	Sujay Thomas	20SEP004G	Sujay
29	M. Ambica. Singh	20CJP029K	M. Ambica. Singh
30	T. Steffi Joseph	20CJP023G	T. Steffi Joseph
31	Bharana. M	20SEP001K	Bharana
32	Kousalya. K	20SEP005K	Kousalya. K
33	Rooba. C	20HEP019TA	Rooba. C



34	Vimal Sophiya.P	20HEP040H	Vimal Sophiya.P
35	Manisha Ekka	20HEP013H	Manisha
36	Atten Jojewar	20HEP003H	Atten
37	Dayana Meey.M	20SEPO06TA	Dayana
38	Mynili	20HEP024E	Mynili
39	Kecarthi . S. Reddy	20HEP031K	Kecarthi
40	Ramya.M	R20JPB017T	Ramya
41	Sanjana.N	20HEP026K	Sanjana
42	Shireesha.MK	20HEP027K	Shireesha .M