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Dr. Meghnad Saha Sarani, Bidhannagar, Durgapur-713206, West Bengal (India)

**A REPORT ON A SEMINAR ON BUSINESS COMMUNICATION AND SOFT
SKILLS, ORGANIZED BY IQAC BCRCP, ON 22ND SEPTEMBER 2023.**



DR. B. C. ROY COLLEGE OF PHARMACY & AHS

DURGAPUR

Conducts

Seminar

on

“Business Communication and Soft Skills Enhancement ”

ORGANIZED BY

IQAC,BCRCP





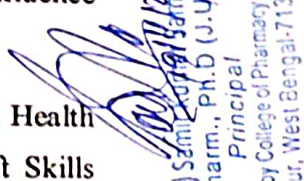
Speaker
Ms. Debadrita Sen
Assistant Professor (English)
Basic Science and Humanities
Dr. B. C. Roy Engineering College, Durgapur

22nd September, 2023, 2:30 pm
Venue: Acharya P.C. Roy Seminar Hall

Soft skills, often called people skills or emotional intelligence, are defined as the ability to interact amicably with others. They are personal attributes that can affect relationships, communication, and interaction with others. Soft skills are an essential part of improving one's ability to work with others and can have a positive influence on furthering your career. If you are a small business owner or self-employed, soft skills can help you find, attract, and retain clients. Highly-developed presentation skills, networking abilities, and etiquette awareness can help you win new clients and gain more work from existing clients. Honing your abilities to resolve conflicts, solve problems, and provide excellent customer service can lead to stronger relationships with colleagues, vendors, and other professional contacts. Ultimately, strong soft skills can help you gain confidence—an invaluable trait in the business world. On the other hand, a lack of soft skills can limit your potential, or even be the downfall of your business. By developing strong leadership, teamwork, and communication abilities, you can run projects more smoothly, deliver results that please everyone, and even positively influence your personal life by improving how you interact with others.

The Internal Quality Assurance Cell of Dr. B. C. Roy College of Pharmacy & Allied Health Sciences Durgapur also organized a seminar on Business Communication and Soft Skills Enhancement for both the B. Pharm and M. Pharm students at APC Roy Seminar Hall. The eminent speaker for the occasion was Ms. Debadrita Sen, Assistant Professor (English), Dr. B.




Prof. (Dr.) Samit Kumar Samanta
M. Pharm., Ph.D (U.V.)
Principal
Dr. B. C. Roy College of Pharmacy & AHS
Durgapur, West Bengal-713206




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C. Roy Engineering College. The event began with a welcoming address of the Principal & IQAC Chairman, Prof. Dr. Samir Kumar Samanta.

Being a soft skill trainer herself, Ms. Sen started the session by differentiating between business communication and soft skills and that how both the components are interrelated. She discussed in details about the most important soft skills, the communication process, the stages of communication, enhancement of listening skills, the difference between listening and hearing, how to enhance speaking skills, the presentation skills, SWOT analysis and Barriers to effective communication. She specially focused on interview skills where she discussed how the recruiters check the different soft skills that a candidate acquires. She even pointed out the dos and don'ts of an interview, the way one should behave, the non-verbal communication skills to be maintained, the commonly asked questions, decision making skills, leadership skills among the others.

Business Communication and Soft Skill Enhancement is a vast domain. Communication Skills and Soft Skills, both, are equally necessary in the current scenario to sustain in the present market. While hard skills give us the knowledge to perform a particular task, it is soft skills that will help us to add value to our life. Enhancement of Soft Skills will lead us to be a better individual and to become a successful person in life. The session was indeed an interesting and informative session which helped the students to learn many unknown and new facts. The program ended with the handing over of the certificate and memento to Ms. Sen by Mr. Sagar Sengupta, Registrar BCRCPP, which was followed by a vote of thanks delivered by Prof. Dr. Shyamshree S. S. Manna, DIC Pharmacology and Criteria Head NAAC 5.1.3.


Prof. (Dr.) Samir Kumar Samanta
M. Pharm., Ph.D (J.U.)
Principal
Dr. B. C. Roy College of Pharmacy & AHS
Durgapur, West Bengal-713206





Name of the Event: Seminar on Business Communication and Soft Skills Enhancement.

Date: 22nd September, 2023.

Venue: APC Roy Seminar Hall.

No. of Participants: 132.

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