

**NATIONAL SEMINAR ON
CULTURE AND COMMUNICATION: REFLECTING PARADIGM
SHIFTS**

Coordinator: Dr. Parveen Prasad, Dr. Vinita Basantani, Dr. D. B. Shirode

A two day national seminar on 'Culture and Communication: Reflecting Paradigm Shifts' was organized by the college. It was sponsored by Savitribai Phule Pune University. The seminar was inaugurated at the hands of Dr. Awadhesh Kumar Singh, Professor and Director, School for Translation Studies, IGNOU, New Delhi. Nitin Gavane, General Manager- Learning and Development, Thyssenkrupp Industries Ltd., Pimpri was guest of honour. Mrs. Aruna Jethwani, Chairperson, College Committee graced the occasion. The Principal, **Dr. Mrs. Vijayalakshmi Nambiar** delivered the welcome address. **Dr. Parveen Prasad** spoke on the relevance of the theme of the seminar. In his key note address, **Dr. A. K. Singh** mentioned the sequence of Nature, Communication and Culture. He stated communication as an art of persuasion rules any kind of discourse. This art can be effected through the body, character, clothes, and goodwill. He cited the examples of Gandhi and Buddha as manifestations of the same. He underlined Aristotle's art of persuasion comprises three elements, namely, pathos or emotions, idos or credibility and logos or intelligence and content. He spoke of changes in communication due to mobile technology and changing context of culture, values and beliefs. **Mr. Nitin Gavane** stated that one's behavior should be culture specific. He stressed the importance of learning to learn, imbibing an attitude of openness and feedback. **Mrs. Aruna Jethwani** spoke about the need for mentors and life coaches for students in today's culture of the virtual world. **Dr. Vinita Basantani** proposed vote of thanks and was compered by **Dr. Dnyaneshwar Shirode**.

After the inaugural, four parallel research paper reading sessions were conducted. These sessions were chaired by **Dr. S. R. Kandalgaonkar**, Former Vice Principal, BMCC, Pune; **Dr. V. N. Bhalerao**, Head, Dept. of Hindi, Savitribai Phule Pune University; **Dr. Chetan Deshmane**, Head & Associate Professor, HPT College, Nashik and **Dr. Savita Deogirkar**, Head & Associate Professor, SVM College, Nagpur.

A Panel Discussion was conducted post lunch. The panelists were **Dr. C. N. Rawal**, Principal, BMCC, Pune; **Dr. Hrishikesh Soman**, Principal, Symbiosis College of Arts & Commerce, Pune; **Dr. Ashok Chaskar**, Former Dean, SavitribaiPhule Pune University & Vice Principal, S. P. College, Pune and **Dr. Hitesh Raviya**, Associate Professor, M. S. University, Baroda. They discussed on multiculturalism and cross cultural communication. They underlined the need of openness, integration, adaptability in the multicultural context. A lively discussion followed by interactive participation from audience during this session was a key feature of the seminar. The session was coordinated by **Dr. Parveen Prasad**.

After the panel discussion, four parallel research paper reading sessions were conducted. These sessions were chaired by **Dr. Hrishikesh Soman**, Principal, Symbiosis College of Arts & Commerce, Pune; **Dr. Shridhar Gokhale**, Former Head, Dept. of English, Savitribai Phule Pune University; **Dr. Rahul Pungaliya**, Associate Professor, Abasaheb Garware College, Pune; and **Dr. Shilpagauri Ganpule**, Coordinator – Research Center (English), Prof. Ramkrishna More College of Arts, Science & Commerce, Pimpri, Pune.

The second day began with a technical session, wherein **Mr. George Cardoz**, Head HR, Forbes Marshall, Pimpri, discussed the culture of Forbes Marshall as a Great Place to Work For. He mentioned that the director meets each and every new candidate before the final appointment to check if the candidate is able to align with the values of the organization. In the same session, **Dr. Ashok Thorat**, Director, Institute of Advanced Studies in English, Pune, spoke about communication through building relationships. He spoke of the dynamic nature of culture & communication, building values of responsibility, working out relationships very carefully and staying connected at all times in the socially networked world of today. The session was coordinated by **Dr. Vinita Basantani**.

After the technical session, three parallel research paper reading sessions were conducted. These sessions were chaired by **Dr. Sucharit Rajadhykasha**, Director, Zaware's CA Academy, Pune; **Dr. Bajrang Korde**, Professor & Head, Dept. of English, Savitribai Phule Pune University, Pune and **Dr. Suvarna Shinde**, Associate Professor & Head, SNTD Women's College, Dhule.

Mr. Sham Sirur, Chairman, Cotmac Group of Industries, Pune was the Chief Guest during the Valedictory Session. Dr. Hitesh Raviya presided over the session. Mr. Sham Sirur spoke on importance of non-verbal communication in multicultural world. **Dr. Hitesh Raviya** delivered an address on English for Specific Purposes: Key Issues in Curriculum Development. He focused on designing need based English syllabi for various streams. **Dr. Vinita Basantani** read out the report of the seminar. **Dr. Dnyaneshwar Shirode** proposed vote of thanks and was compered by **Mrs. Rekha Chetwani**.

Different parallel research paper reading sessions were coordinated by Dr. Varsha Borgaonkar, Mrs. S. T. Nadar, Ms. Pushpa Pamnani, Dr. Dnyaneshwar Shirode, Ms. Deepa Nathwani, Mrs. Asmita Bhagat, Mrs. Snigdha Shukla, Dr. Madan Kale, Dr. Prashant Mothe (Osmanbad) and Dr. Pritam Thakur (Indapur).

The seminar received a very good response as 83 research papers in the areas of Commerce, English and Hindifrom various states, namely, Hong Kong, Maharashtra, Goa, Karnataka, Tamil Nadu, Gujrat, West Bengal, Madhya Pradesh, Chhattisgarh, Harayana, Uttar Pradesh, Bihar and New Delhi were received. Participants and students from neighbouring colleges as well our own college were in attendance.
