



SYMBIOSIS SCHOOL OF PLANNING ARCHITECTURE & DESIGN, NAGPUR

Symbiosis International (Deemed University)

Guest Lecture -Power of Design

17/10/2023

The Symbiosis School of Planning Architecture and Design organized a guest lecture for B.Design and B.Arch students on 17th October 2023 at SSPAD Seminar Hall. The speaker for the guest lecture Dr. Sanjay Arora who is the founder and CEO of Shell Advertising Inc. Nagpur, TEDx Speaker, 40 + years of experience in the field of advertising, Digital marketing, sales etc. Dr. Sanjay has worked with global & national blue-chip clients built solid brands & businesses from scratch. Along with building strategic marketing communication campaigns across traditional & digital media have also taught at premier business schools, trained thousands including professional practitioners. The Guest lecture was begun with welcome and brief introduction by the faculty member and after the introduction the Director of SSPAD Dr. Nandini Kulkarni Felicitate the guest by giving the memento on Behalf of SSPAD.

The Session was then Started with inauguration of Annual Magazine of SSPAD called “Vayanam” By Dr. Sanjay Arora and Dr. Nandini Kulkarni. He congratulates students on their hard work done for creating a wonderful platform through the magazine.

He then begun with a small interaction with students and then introduced the certain facts about the Design as profession and the future aspects of Designers in the Industry. It was a very interactive session where Dr. Sanjay given a lot of examples of various brands and their strategy of marketing for the targeted audience. He has also mentioned about his journey from non-designer to become successful designer in the field of communication design which was very inspirational for students.



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Further, Dr. Sanjay Arora , also enlightened the students with his great knowledge and explained to them the importance of hard work.

The session ended with hearty thanks by Professor Aditi Lule in appreciation for taking the time out to educate and enlighten the students. The session was concluded by vote of thanks.





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17/10/23 03:45 PM GMT +05:30

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