



**DEPARTMENT OF COMMERCE AND MANAGEMENT,
UNIVERSITY OF KOTA, KOTA, (RAJ.)
&
INDIAN ACCOUNTING ASSOCIATION
KOTA BRANCH**



A National Seminar

on

“ COMMUNICATION 360° ”

(Hybrid Mode)

is jointly being organized by

Department of Commerce and Management

and

Indian Accounting Association, Kota Branch

(7th December, 2024 Saturday)

Event Report

1. Name of the Event – National Seminar on “ Communication 360° ”

2. Date – 7th December, 2024

3. Objectives –

- 1. To provide participants with a comprehensive understanding of communication channels and methods.***
- 2. To highlight the importance of feedback and active listening in the communication process.***
- 3. To discuss the role of technology and digital platforms in contemporary communication.***
- 4. To enhance interpersonal and professional communication skills.***

5. Eminent Speakers – Mrs. Rohini Kholi, Director, The Finesse, Professionally acclaimed

Certified Skills Coach



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6. **Seminar Director** – CMA Dr. Meenu Maheshwari, Head & Associate Professor, University of Kota, Executive Member & General Secretary, IAA Kota branch.

7. **Organizing Secretary** – Dr. Pradeep Agarwal (Guest Faculty)

Dr. Jyoti Chaudhary (Assistant Professor)

Mrs. Rupali Loke (Executive Member, IAA, Kota, Branch),

Mrs. Priyanka (Executive Member, IAA, Kota, Branch)

Event Summary

Department of Commerce and Management, University of Kota, Kota in collaboration with Indian Accounting Association Kota Branch have organized “Communication 360° ” on 7th December 2024, Saturday.

The seminar titled *Communication 360°* focused on the holistic approach to understanding and mastering the art of communication in professional and personal spheres. It covered verbal, non-verbal, written, and digital communication, emphasizing their interrelation and importance in the modern world.

The seminar commenced with a warm welcome address of our Eminent Speaker Mrs. Rohini Kohli.

She delivered an insightful keynote address, covering the following key points: Assertive Communication, Understanding & Practising different styles of Communication, Understanding a leader’ s Communication Style, Importance of Communication in a Team, Team Work Activities, Role play for Formal & Informal Conversations.

She explained assertive communication was defined as a balanced and respectful way of expressing oneself that acknowledges both one’s own needs and the needs of others. Characteristics such as clarity, directness, Openness, and respect were emphasized.

Seminar Highlights



- **Understanding 360° Communication:** Explained how every form of communication—verbal, non-verbal, written, and visual—complements the other.
- **Benefits of Assertive Communication:** The speaker discussed how assertive communication can lead to healthier and more fulfilling relationships by reducing misunderstandings, building mutual respect, and fostering a positive and open environment.
- **Role of Feedback:** Discussed why feedback is a critical element in completing the communication loop.
- **Digital Communication:** Explored emerging trends like social media, email etiquettes, and virtual meeting best practices.
- **Interactive Activities:** Role-playing sessions, case studies, and team discussions to practice real-life communication scenarios.
- **Feedback and Q&A Session:** The event concluded with a feedback and Q&A session, where participants had the opportunity to ask questions and provide feedback on the seminar. Many attendees expressed appreciation for the practical nature of the activities and the valuable insights gained.
- **Conclusion:** The "Communication 360°" seminar successfully achieved its objectives by providing participants with a deeper understanding of assertive communication, Formal and Informal conversation and practical tools to apply in their daily lives. The event fostered a supportive and interactive learning environment, encouraging attendees to continue developing their communication skills for healthier and more effective relationships.

The National Seminar on "Communication 360°" was well-received by attendees. Seminar registration was free of cost. In this Seminar more than 400 Students, Teachers, Academician and Researchers registered from various states like Rajasthan, Madhya Pradesh, Haryana, Punjab, Chhattisgarh, Uttar Pradesh, Uttarakhand, Gujarat etc. from different Universities like Mohan Lal Sukhadia University Udaipur, IIS deemed University, Jaipur, University of Delhi, University of Mumbai, University of Rajasthan etc. Participants appreciated the wealth of knowledge shared by the speakers. The event successfully ignited enthusiasm and provided a robust platform for aspiring students to embark on their professional and career journeys.





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Department of Commerce and Management
University of Kota, Kota
&



Indian Accounting Association Kota Branch
is Organizing

**NATIONAL SEMINAR
(HYBRID MODE)
ON**

**COMMUNICATION
360°**

EVENT HIGHLIGHTS

1. Understanding & Practicing different styles of Communication
2. Understanding a leader's Communication Style.
3. Importance of Communication in a Team
4. Team Work Activities
5. Role plays for Formal & Informal Conversations

Note:

1. No Registration Charges
2. Seminar will be in Hybrid Mode(Online and Offline)
- 3.Registration is mandatory for all the Participants.
4. E- Certificates will be issued to the participants after filling the feedback form

Speaker



Mrs. Rohini Kohli
Professional Soft Skills Trainer

Programme Director



CMA Dr. Meenu Maheshwari
Head
DOCM, University of Kota, Kota
General Secretary, IAA Kota Branch

Organizing Committee

Dr. Pradeep Agarwal
Dr. Jyoti Chaudhery
Mrs. Rupali Loke
Mrs. Priyanka Dahiya

LINK FOR REGISTRATION:

[HTTPS://FORMS.GLE/E4FUEJSPXZR2CO29A](https://forms.gle/E4FUEJSPXZR2CO29A)



12:00 NOON ONWARDS

7

DECEMBER

Venue:

Department of Commerce and Management, Nagarjuna Bhawan, University of Kota, Kota, Rajasthan-324010

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कम्यूनिकेशन 360 पर राष्ट्रीय सेमिनार का आयोजन

नवज्योति/कोटा

कोटा विश्वविद्यालय के वणिज्य एवं प्रबंधन विभाग एवं इंडियन एकाउंटिंग एसोसिएशन कोटा शाखा द्वारा कम्यूनिकेशन 360 विषय पर नेशनल सेमिनार हाइब्रिड मोड का आयोजन किया गया। सेमिनार की मुख्य वक्ता राष्ट्रीय प्राशिक्षक और द फिनीज

इंस्टीट्यूट की निदेशक रोहिनी कोहली थी। संचार कौशल जीवन के हर पहलू में उपयोगी होती है चाहे विद्यार्थी इन्टरव्यू दे या नौकरी में जाए या स्वयं के व्यक्तिगत जीवन में इसी उपयोगिता देखते हुए विभाग द्वारा यह सेमिनार आयोजित की गई। इस सेमिनार का उद्देश्य कम्यूनिकेशन की विभिन्न शैलियों को

समझना व प्रयोग में लाना है। सेमिनार की डायरेक्टर एवं वणिज्य एवं प्रबंधन विभाग की विभागाध्यक्ष डॉ. मीनू



माहेश्वरी ने बताया कि सेमिनार में विभाग के विद्यार्थियों के साथ ही देश भर से 400 से अधिक विद्यार्थी ऑनलाइन शामिल हुए हैं। आयोजन समिति के डॉ. प्रदीप अग्रवाल, डॉ. ज्योति चौधरी, रूपाली एवं प्रियंका दहिया ने सेमिनार का आयोजन सफलतापूर्वक किया।





Kota News: कोटा विश्वविद्यालय में
'कम्युनिकेशन 360' पर राष्ट्रीय सेमिनार का ...
कोटा विश्वविद्यालय (Kota University) के वणिज्य एवं प्र...
naihawa.com

Kota News: कोटा विश्वविद्यालय में
'कम्युनिकेशन 360' पर राष्ट्रीय सेमिनार का
आयोजन

[https://naihawa.com/states
/rajasthan/kota-news-national
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4:25 pm



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