REPORT

NAME OF THE EVENT: Workshop on "Branding Indian cities through History and Technology"

ORGANIZED BY : IQAC, Shri Shikshayatan College

COLLABORATOR: ICFAI Business School, Kolkata

DATE: 7.10.2026 (11-2 pm)

VENUE Room 303

NUMBER OF PARTICIPANTS: 36 Faculty members

BRIEF DESCRIPTION OF THE EVENT:

The Workshop was held in two halves. In the first half, the Speaker was Prof. Mallika Roychowdhury, Assistant Professor, Department of History, Shri Shikshayatan College and the other Speaker was Prof, Kumar Satyaki Ray from ICFAI Business School. Prof. Mallika Roychowdhury deliberated on 'Branding The City- History, Heritage and Making of Urban Identity'. She spoke exclusively on Branding of Kolkata and clubbed it with various concepts like City of Joy, City of Palaces and others. She made a distinction between Product Brand and a City Brand and made an evolution from a city to Brand Story. She enquired upon how one city could be related to so many city brands. While illustrating her arguments, she cited various examples from Alipore Jail Museum. She made a timescape study and delved upon the heritage aspect of the city. While doing so, she took into account the utilization of AI which in many ways changes the way we encounter and narrate the City. She talked about the opportunity, friction and risk that Technology can bring to good branding. After the deliberation of Prof. Mallika Roychowdhury, Prof Kumar Satyaki Ray, Associate Dean, IBS, Kolkata spoke on 'History as Competitive Advantage: A Case of Varanasi'. Prof. Ray provided guidelines for development of a case by keeping the theories in mind. He talked about Brand Varanasi and the assets that Varanasi hold. At the same time, he candidly accepted with what Varanasi struggles with for example infrastructural challenge, pollution/environmental concern, congestion, inconsistent branding, lack of integrated storytelling, seasonality etc. In the course of his lecture, he enquired on the relationship between History and Brand.

In the second half, Prof. Kumar Satyaki Ray deliberated on the Digital Varanasi. He stressed the usage of youtube, Instagram, Virtual Tour, Social Media, Google Map, Travel vlogs, AI Generated

content for creating the brand of Digital Varanasi. He took into account the AI types, what AI promises and lastly the connect between AI and Brand Varanasi.

OUTCOME OF THE FDP

The workshop was highly successful as the audience was mesmerized with the oratory skill and content of the lectures. They came to know about city Branding through the lens of history and technology.




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