



The All India Glass Manufacturers Federation
Interactive session on Role of Publications in Brand Promotion

(July 25, 2018)

Main Hall, Central Glass & Ceramic Research Institute, (Opposite Jadavpur Police station) Kolkata-29

- 1100 hrs Registration / Tea-Coffee
- 1115 hrs Welcome Address by Mr. K Muraleedharan, Director CGCRI
- Importance of publications
- CGCRI's publications- newsletter/journal
- 1120 hrs Guest Speaker- Mr. Dave Fordham, Editor Glass Worldwide, London
- Overview on Glass Worldwide (Bi-monthly glass magazine)
- It's reach and segments covered- Hollow, Flat and Solar glass
- Association with Indian Glass Industry- coverage
- Association with AIGMF
- Exchange of articles with Glass Technologist / Technical articles
- 1145 hrs Dr. A K Bandhopadhyay, Member Editorial Board, Kanch and Former Principal, Govt. College of Engineering & Ceramic Technology-GCECT, Kolkata
- Overview on Kanch (quarterly journal of AIGMF)
- Relevance of Technical Articles
- Exchange of Articles with Glass Worldwide
- 1200 hrs Mr. Vinit Kapur, Secretary AIGMF
- Digital library
- E-Kanch/Glass News
- Special supplements- Economic Times / Fortune magazine
- Company/Personality profile
- Commercial advt.
- 1215 hrs Talk by CGCRI
- Library Services
- Knowledge Resource Centre
- 1230 hrs Talk by Indian Ceramic Society
- Importance of trade journals
- Resource available in libraries
- Virtual library
- 1250 hrs Q/A
- 1300 hrs Vote of Thanks- By Dr. Ranjan Sen, Head Scientist, CGCRI
- Summing up**
- 1310 hrs Lunch
- 1400 hrs Brief tour of CGCRI facility and its laboratories

PARTICIPATION: Free of charge- pre-register at info@aigmf.com