



The All India Glass Manufacturers Federation
&
CSIR- Central Glass & Ceramic Research Institute

Interactive session on Role of Publications in Brand Promotion

July 25, 2018

APC Roy Hall, Central Glass & Ceramic Research Institute, (Opposite Jadavpur Police station) Kolkata-32

1100 hrs	Registration / Tea-Coffee
1115 hrs	Welcome Address by Director CGCRI - Importance of publications - CGCRI's publications- newsletter/journal
1125 hrs	Guest Speaker- <u>Mr. Dave Fordham, Editor Glass Worldwide, London</u> - Overview on Glass Worldwide (<i>Bi-monthly glass magazine</i>) - 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	Mr. Vinit Kapur, Secretary AIGMF - Overview on Kanch (<i>quarterly journal of AIGMF</i>) - Relevance of Technical Articles - Exchange of Articles with Glass Worldwide - Digital library- E-Kanch/Glass News/Glass Worldwide Indian coverage - Company/Personality profile - Commercial advt.
1200 hrs	Dr. Mrs. Chandana Patra, Head, S&T Knowledge Resource Centre (<i>Library</i>), CGCRI - Library Services - Knowledge Resource Centre
1215 hrs	Dr. Mrs. Sujatha Devi, Senior Principal Scientist; Head, Sensor and Actuator Division, CGCRI and Editor of the journal of Indian Ceramic Society - Importance of trade journals - Resource available in libraries - Virtual library
1230 hrs	Summing up
1240 hrs	Vote of Thanks- By Dr. Ranjan Sen, Head Glass Division, CGCRI
1245 hrs	Brief tour of CGCRI facility and laboratories
1315 hrs	Lunch