

**Event Proposal**

<b>Name of the activity</b>	<b>WORKSHOP ON PRESENCE OF SOCIAL MEDIA KHAL.COM.</b>		
<b>Introduction</b>	1. This workshop is on presence of social media, where people can create their own exclusive cooking profile and their recipes amongst the millions of cooking enthusiasts worldwide. 2. This workshop creates the awareness about Khal.Com for students career development.		
<b>Objectives</b>	1. Objective of this workshop is provide knowledge and opportunities on social media platform 2. Workshop will help in career guidance for students in the Hospitality sector.		
<b>Outcomes</b>	1. Learners will be able to create a profile on social media and how to get benefit of it. 2. Learners will get deeper knowledge about the website for their career development.		
<b>Methodology</b>	Workshop		
<b>Location/Venue</b>	RMC-Hotel Management Premises	<b>Eligibility</b>	Undergraduate, HM students.
<b>Date</b>	27 <sup>th</sup> February, 2023	<b>Time</b>	From 10:00 am to 12:00 pm
<b>Registration Link</b>			
<b>Feedback Link</b>			

**Logistics**

<b>Time Slot</b>	<b>Event Flow</b>	<b>Accountability(Student/Faculty)</b>
10:00 am to 10:30 am	Joining and settlement of students in Hotel Management premises and introduction of workshop.  Welcome to the dignitaries Management.	Chef Shailesh Nigawale will welcome to the dignitaries Management.  HOD Abhishek Naik and Prof. Pooja Sukhdare will monitor the flow and discipline of the seminar.
10:30 am to 11:30 am	Informative session will conduct-	This workshop is hosted by digni-



JEEVAN JYOT EDUCATIONAL CHARITABLE TRUST

# REENA MEHTA COLLEGE

of ARTS, SCIENCE, COMMERCE & MANAGEMENT STUDIES

Affiliated to University of Mumbai | NAAC Accredited B Grade with 2.41 CGPA | ISO 9001:2015 | Gujarati Linguistic Minority  
Section 2 (f) of the UGC Act 1956

10:30 am to 11:30 am	Informative session will conducted by dignitary speakers.	This workshop is hosted by dignitary speaker Mrs. Farida.
11:30 am to 12:00 pm	Event will end by vote of thanks.	Workshop will be accompanied by QNA session. Event will end by vote of thanks by HOD and students.

Signature:

HOD - Chef Shailesh Nigawale  
(Dept. Hospitality Studies)



Dr. Mrs. Satinder Kaur Gujral.  
(I/C Principal)

**I/C Principal**  
Reena Mehta College of Arts, Science  
Commerce & Mgf. Studies  
Bhayandar (West), Dist. Thane - 401 101

21<sup>st</sup> February, 2023

**NOTICE**

**(Hospitality Studies)**

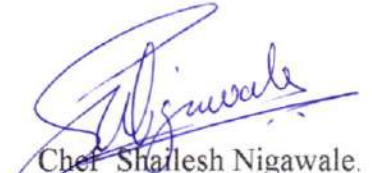
Reena Mehta College Department of Hospitality Studies organizes workshop on “Importance of presence on social media for culinary aspirants” for Hospitality Students on 27<sup>th</sup> February, 2023.

Workshop will be conducted by “KHAL.COM.” which is an emerging social media platform for the culinary enthusiast


Attendance is compulsory for this workshop.

Reporting timing to college is 08.45 a.m.

Thanking you.

  
Chef Shallesh Nigawale.  
HOD, Hospitality Studies.



  
Dr. (Mrs.) Satinder Kaur Gujral.  
I/C Principal

**I/C Principal**  
Reena Mehta College of Arts, Science  
Commerce & Mgf. Studies  
Bhayandar (West), Dist. Thane - 401 101



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ACTIVITY REPORT 2022 - 2023

## HOSPITALITY STUDIES

### Part A) Information about Organizing Team

IQAC ACTIVITY No: C35/A423/DMS12

<b>NAME OF THE ACTIVITY: WORKSHOP ON PRESENCE OF SOCIAL MEDIA KHAL.COM.</b>			
<b>DATE</b>	<b>DEPARTMENT</b>	<b>COMMITTEE</b>	<b>COORDINATOR NAME</b>
27 /02/ 2023	Hotel Management		HOD Chef Shailesh Nigawale
<b>DURATION</b>	<b>VENUE</b>	<b>PARTICIPANTS (Nos)</b>	<b>NATURE: Outdoor/Indoor</b>
2 hours	RMC - Hotel Management Premises	19	Indoor
<b>NAME OF THE SPEAKER/ ORGANIZATION</b>		<b>CONTACT DETAILS OF THE SPEAKER/ ORGANIZATION</b>	
Mrs. Fatima		9004974131	
<b>FACULTY SUPPORT:</b>	1. Chef Shailesh Nigawale.	2. Hod Abhishek Naik.	
	3. Prof. Pooja Sukhdare.	4. Sarika Sawant (Admin)	
	5.	6.	
<b>STUDENT SUPPORT:</b>	A.	B.	
	C.	D.	

### Part B) Brief Information about the Activity

(CRITERION NO. - 3.5): 3.2.2 / 5.1.2

<b>TOPIC OF THE ACTIVITY</b>	<b>WORKSHOP ON PRESENCE OF SOCIAL MEDIA KHAL.COM.</b>
<b>OBJECTIVES</b>	1. To create awareness about website Khal.Com. and explain to the students that how the social platform works for them 2. This workshop is helpful for student to create a profile on the website and it helps in their career guidance development.
<b>METHODOLOGY</b>	Workshop
<b>OUTCOMES</b>	1. Learners will be able to create a deeper sense on this workshop which helps them in Hospitality Industry. 2. Learners will be able to develop and evaluate the creativity required for their career

**Part C) Proofs & Documents Attached (Tick mark the proofs attached):**


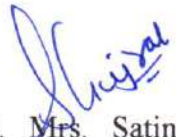

<input type="checkbox"/>	1. Directions by Authority	<input checked="" type="checkbox"/>	6. Activity Report	<input type="checkbox"/>	11. Account Settlement
<input checked="" type="checkbox"/>	2. Proposal Note	<input type="checkbox"/>	7. Brief Profile Guest	<input type="checkbox"/>	12. News Material
<input type="checkbox"/>	3. Approval Letter	<input checked="" type="checkbox"/>	8. Attendance Gender/Sem/Course	<input type="checkbox"/>	13. Feed Back Report
<input checked="" type="checkbox"/>	4. Notice & Schedule	<input type="checkbox"/>	9. Certificate	<input type="checkbox"/>	14. Any Other
<input type="checkbox"/>	5. Organizing Committee	<input checked="" type="checkbox"/>	10. Geo-tagged Photographs	<input type="checkbox"/>	

**Part D) Social Media:**

Web Site Signature & Date		Twitter Signature & Date		Instagram Signature & Date		Facebook Signature & Date	
DOS	DOP	DOS	DOP	DOS	DOP	DOS	DOP

**Part D) IQAC Cell:**

**IQAC Cell Activity Number:**

NAME & SIGNATURE OF COORDINATOR	NAME & SIGNATURE OF PRINCIPAL	IQAC Documentation	IQAC COORDINATOR (SEAL & SIGNATURE)
 HOD Chef Shailesh Nigawale. (Hospitality Studies)	 Dr. Mrs. Satinder Kaur Gujral. (I/C Principal)	8	 <b>IQAC CO-ORDINATOR</b> Reena Mehta College of Arts, Science, Commerce & Mgt. Studies Bhayandar (West), Dist. Thane - 401 101.

**I/C Principal**  
Reena Mehta College of Arts, Science  
Commerce & Mgt. Studies  
Bhayandar (West), Dist. Thane - 401 101



**NOTE:** - The report has been scanned and submitted.

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of ARTS, SCIENCE, COMMERCE & MANAGEMENT STUDIES

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Section 2 (f) of the UGC Act 1956

Date: - 01/03/2023

## Event Report

**NAME OF THE ACTIVITY: WORKSHOP ON PRESENCE OF SOCIAL MEDIA  
KHAL.COM.**

**Name of the Programme: F.Y. BSC Hospitality Studies**      **Batch: - F.Y. BSC 22 - 23**

**Semester: - II**      **Section: Hotel Management**      **Duration: - 2 hour**

### WORKSHOP ON PRESENCE OF SOCIAL MEDIA - KHAL.COM.

Reena Mehta College, Department of Hotel Management organized "Workshop on Presence of Social media KHAL.COM on 27<sup>th</sup> February, 2023. Scope of this workshop was to make students familiar with khal.com where students can create their exclusive cooking profiles and create awareness about the website for students career development. The seminar started with the honorable management of the college. Event was hosted by dignitary speakers Mrs. Farida ma'am, she explained the benefits of website and how the platform helpful for the students where they can use their creativity. It was a very informative session where many activities carried out and food riddle were played among the class.

Workshops was accompanied by QNA session where students got to know the in depth Information on Khal .com website. Event was concluded by Vote of thanks by the Hospitality Studies faculties and students.

Regards

Signature:

HOD - Chef Shailesh Nigawale.

Dept. Hospitality Studies.

Date: 01/03/2023

Event Report

NAME OF THE ACTIVITY: WORKSHOP ON PRESENCE OF SOCIAL MEDIA  
KHAL.COM.

Name of the Programme: F.Y. BSC Hospitality Studies

Batch: - F.Y. BSC 22 - 23

Semester: - II

Section: Hotel Management

Duration: - 2 hour



Regards

Signature:

HOD - Chef Shailesh Nigawale.

Dept. Hospitality Studies.



I/C Principal  
Reena Mehta College of Arts, Science  
Commerce & Mgt. Studies  
Bhayandar (West), Dist. Thane 401 101



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# REENA MEHTA COLLEGE

of ARTS, SCIENCE, COMMERCE & MANAGEMENT STUDIES

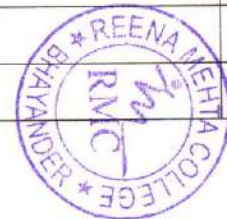
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Date: 27/2/2023

Name of the Session: F.Y. Bsc (H/S) & Diploma

Speaker & Institution/Organization: Khal.Com.

Sr. No.	Name	Class	Roll number	Signature
1.	Saman Khan	F.Y. Bsc (H.S)	9	
2.	DHANRAS SHETTY	F.Y BSC (H.S)	10	
3.	Allen Almeida	F.Y BSC [H.S]	22	
4.	moiz khar	F.Y. BSC (H.S)	12	
5.	GROKULA KRISHNA	Diploma	4	
6.	Sultan Khan	F.Y BSC (H.S)	21	
7.	Omkar Gorivale	F.Y. BSC (H.S)	03	
8.	MOHAMMAD AWARI	F.Y. BSC (H.S)	14	
9.	Wishal Gupta	F.Y. BSC - HS	23	
10.	Zoya Shaikh	F.Y. BSC - HS	8	
11.	Jenevi Patel	F.Y. BSC - HS	20	
12.	Khem Budha	Diploma	03	
13.	NASIR SHAIKH	F.Y. B.S.E. HS	05	
14.	Reagan David	F.Y. BSC - H.S	16	
15.	Aarshad Patel	F.Y. BSC - HS	18	
16.	Raj Singh	F.Y. BSC.	21	
17.	Shubham Gadgil	F.Y BSC (HS)	26	
18.				
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25.				







**ACTIVITY REPORT 2022 – 2023**  
**RESEARCH COMMITTEE**

**Part A) Information about Organizing Team**

**IQAC ACTIVITY No:** C3/FH23/CRC01

<b>NAME OF THE ACTIVITY:</b> Conference on Research And Innovation in Commerce, Management And Social Sciences for Sustainable National Development			
<b>DATE</b>	<b>DEPARTMENT</b>	<b>COMMITTEE</b>	<b>COORDINATOR NAME</b>
1/02/2023	ALL	RESEARCH COMMITTEE	Ms. Rinkle Solanki Mr. Durgesh gupta
<b>DURATION</b>	<b>VENUE</b>	<b>PARTICIPANTS (Nos)</b>	<b>NATURE: Outdoor/Indoor</b>
3 HOURS	ONLINE	133	
<b>NAME OF THE SPEAKER/ ORGANIZATION</b>		<b>CONTACT DETAILS OF THE SPEAKER/ ORGANIZATION</b>	
<b>FACULTY SUPPORT:</b>	1. Rinkle Solanki	2. Durgesh Gupta	
	3. Frank Remedios	4.	
	5.	6.	
<b>STUDENT SUPPORT:</b>	A.	B.	
	C.	D.	
	E.	F.	
	G.	H.	
	I.	J.	

**Part B) Brief Information about the Activity (CRITERION NO. -3): 3.2.2**

<b>TOPIC OF THE ACTIVITY</b>	Research and innovation in Commerce, Management and Social Sciences for Sustainable National Development
<b>OBJECTIVES</b>	To bring together leading academicians, researchers, technocrats, practitioners, and students to exchange and share their experiences and research outputs on all aspects of Sustainable National Development
<b>METHODOLOGY</b>	ONLINE
<b>OUTCOMES</b>	<ol style="list-style-type: none"> <li>1. More than 12 abstracts and 6 full papers were received out of which 6 papers</li> <li>2. were selected and published in the national of Journal Titled Research and Innovation in commerce, management, social science for sustainable national development</li> <li>3. The Seminar was conducted online, where in research and innovation related to the commerce, management and social sciences for sustainable national development were discussed.</li> <li>4. All the faculties of Reena Mehta College showed positive response and actively participated in various presentations. This has broadened the horizon of participant's thought process.</li> </ol>

*Durgesh*



**Part C) Proofs & Documents Attached (Tick mark the proofs attached):**

1. Directions by Authority	✓	6. Activity Report	11. Account Settlement
2. Proposal Note		7. Brief Profile Guest	12. News Material
3. Approval Letter	✓	8. Attendance Gender/Sem/Course	13. Feed Back Report
4. Notice & Schedule		9. Certificate	14. Any Other
5. Organising Committee	✓	10. Geo-tagged Photographs	

**Part D) Social Media:**

Web Site Signature & Date		Twitter Signature & Date		Instagram Signature & Date		Facebook Signature & Date	
DOS	DOP	DOS	DOP	DOS	DOP	DOS	DOP
			<i>Bungen</i>		<i>Bungen</i>		<i>Bungen</i>

**Part D) IQAC Cell:**

**IQAC Cell Activity Number:**

NAME & SIGNATURE OF COORDINATOR	NAME & SIGNATURE OF PRINCIPAL	IQAC Documentation	IQAC COORDINATOR (SEAL & SIGNATURE)
<i>Bungen</i>	<i>Satinder Kaur Gujral</i> Dr. Satinder Kaur Gujral I/C Principal	11 Pages	<i>Prathijay</i>

Reena Mehta College of Arts, Science  
 Commerce & Mgt. Studies  
 Bhayandar (West), Dist. Thane



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Date: - 03-02-2023

**Event Report**

**NAME OF THE ACTIVITY:** Conference on Research and Innovation in Commerce, Management and Social Sciences for Sustainable National Development.

**Name of the Programme:** -ALL

**Duration:** - 4 Hr.

Before covid-19, almost all the conferences were held in person with very few exceptions which were held online. During the first months of pandemic, many conferences were cancelled and other was postponed. We at Reena Mehta College of Commerce, Arts, Science and Management studies started to hold conferences online in its try to keep organizing conferences during pandemic.

One such conference/webinar was organised and successfully conducted on Saturday, 28<sup>th</sup> January 2023 by the Internal Quality Assurance Cell and Department of Commerce. The theme of the same was RESEARCH & INNOVATION IN COMMERCE, MANAGEMENT & SOCIAL SCIENCES FOR SUSTAINABLE NATIONAL DEVELOPMENT.

The main aim of this conference was to bring together leading academicians, researchers, technocrats, practitioners, and students to exchange and share their experiences and research outputs on all aspects of Sustainable National Development. It was also meant to provide a premier interdisciplinary platform to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the field of Sustainable Development. The conference was supported by participants and contributors from all over India. With respect to registrations, people registered, and over 47 delegates attended the online meeting.

The conference was attended by flagged off by Mr. Durgesh Gupta, HOD- BA & BAMMC and Mrs. Rinkle Solanki, HOD – BSc giving the Key Note message. With focus on the theme, we had 4 participants presenting their respective research papers in the form of presentations. The conference addressed a variety of topics relevant to the main theme, including specific questions about the research system at large, such as research assessment, funding, metrics, and indicators of research output.

Aiming to provide a friendly and supportive environment for the PhD students to share ideas and talk openly about their studies and concerns, attendance to this session was quite satisfying providing a great opportunity for a social interaction and networking among participants! The conference was structured to foster discussion between participants around the core theme with a lot of diverse subthemes.

The papers presented during the conference and the ones which were sent directly to the organizers are assured that All Accepted papers will be published in Peer reviewed refereed & UGC listed



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Journal No. 40776 "AJANTA" ISSN 2277 - 5730 with Impact Factor 6.399. (No CARE Listed journal).

Over time RMC has earned a reputation for outstanding content and the 2023 edition of this webinar was no exception. However, in addition to offering numerous learning opportunities, it provided the participant with the perfect platform to network with peers, receive feedback on research, discover new angles and perspectives.

## Regards

Signature:

\_\_\_\_\_

HoD - \_\_\_\_\_

Dept. \_\_\_\_\_



Jeevan Jyot Educational Charitable Trust

## REENA MEHTA COLLEGE OF ARTS, SCIENCE, COMMERCE AND MANAGEMENT STUDIES

(Affiliated to University of Mumbai)

(Gujarati Minority)

(NAAC Accredited) (ISO Certified)

**Internal Quality Assurance Cell and  
Department of Commerce (UG & PG)**

**ORGANISES**

*One Day National Conference on*

**RESEARCH & INNOVATION IN COMMERCE,  
MANAGEMENT & SOCIAL SCIENCES FOR  
SUSTAINABLE NATIONAL DEVELOPMENT**

**Date : 7<sup>th</sup> January, 2023 (OFFLINE MODE)**

**Convener**

**Dr. Satinder Kaur Gujral**

**Co-Convenor**

**Dr. Vaishali Kothiya - 9819960613**

**Mrs. Urmila Chauhan - 8108341953**

**:- Venue :-**

**RMC AUDITORIUM**

**NEAR FLY OVER, 150 ROAD, OPP. MAXUS  
MALL BHAYANDER (WEST), THANE- 401101.**

## ABOUT COLLEGE

Reena Mehta College of Commerce and Management studies with Jeevan Jyot as its parent company was established in the year 2003 by the Founder and Chairperson Mrs. Reena Mehta. At present the college conducts Master of Commerce (M.Com), Bachelor of Commerce (B.Com), B.Com (Accounting and Finance), B. Com (Banking and Insurance), BMS (Bachelor of Management Studies), BAMMC (Bachelor of Arts in Multi Media Communication), B.A (Bachelor of Arts), B.Sc. IT (Bachelor of Science in Information Technology), B.Sc.DS (Bachelor of Data Science), B.Sc (Hospitality Studies), B.Sc ( Bachelor of Science). All the courses are affiliated to University of Mumbai.

Reena Mehta College concentrates on the path of 'Holistic' and 'Quality' education to individual student. We are committed to provide the students with the necessary environment and support of their career planning and advancement. We at Reena Mehta College believe that teaching is the art of simplifying knowledge and information without diluting it. Our commitment nurtures the aspirations of our young students to excel academically and lay also the foundation for lifelong learning.

## PATRON

**Dr. Ajay Bhamare**

## ORGANISING COMMITTEE

**Dr. Vijay Gangan**

**Ms. Sonal Jain**

**Mr. Amit Gupta**

**Mrs. Rinkle Solanki**

**Mr. Darshan Joshi**

**Mr. Durgesh Gupta**

**Mr. Shailesh Nigawale**

**Mr. Abhishek Naik**

*Burger*

## SUB THEMES

- E-Commerce: Planning & Execution
- Retailing
- Digital Marketing Strategies
- Marketing Innovation
- Ethical Issues in Marketing
- Branding & Product Strategies
- Destination Marketing and customer Engagement
- Marketing strategy for Business
- Rural Marketing
- Entertainment Marketing
- Branding of Professional Services
- Changing Context of Consumer Behaviour
- Buzz Marketing
- Marketing Analytics
- International Marketing
- Green / Eco-Centric Marketing
- Green Accounting
- Sustainable investment to earning Management
- Managing Business Risk and Performances
- Internal Control and Auditing
- Demonetization and its Impact on Indian Economy
- Financial Informatics
- Financial competitiveness
- Business Process Optimization
- Innovation in Financial Markets/Services
- Goods & Service Tax – Opportunities and Challenges
- Digital Economy: Financial Implications
- Strategic Recruitment
- Work life balance
- People, Process and Performance
- Talent & Career Management

- Organizational Learning
- Employee Happiness
- Knowledge Management
- HR Analytics
- Spirituality in Organizations
- Empowerment and Engagement
- Stress management & Psychological Aspects of Workforce
- Building Agile organizations Sustainable HR practices
- Managing Diversity at Workplace
- Logistics Management
- Quality Management
- Sustainable Operations Management
- Supply Chain Management
- Project Management
- Behavioural Operations Management
- Advances in Inventory Management
- Artificial intelligence in Marketing
- Corporate Social Responsibility & Social Business
- Entrepreneurship
- Effective Online Business Education
- Learner Engagement & social media
- Education Policy and Leadership
- Block chain Technology
- Entrepreneurship for Innovation & sustainability and business Reengineering
- Macro-Economic environment & Policy
- Economic development: Issues & Challenges
- Business Transformation through Innovation and sustainable Innovation
- Innovative Business Practice for competitive advantage

**The above topics are indicative. Any other sub theme related to the main theme of the conference can be considered. Original papers are invited.**



## SUBMISSION GUIDELINES

- All Accepted papers will be published in Peer reviewed refereed & UGC listed Journal No. 40776 "AJANTA" ISSN - 2277-5730 with Impact Factor 6.399. (No CARE Listed journal)
- Single or Double-Blind Peer Review
- Full paper must be written in English, Marathi and Hindi as a Microsoft Word format
- Full paper should be in Times New Roman for English or APS-DV-Priyanka, Kruti Dev - 010, DVBW-TTSurekh (ISM-V6), Unicode, Mangal font for Hindi/Marathi.
- Font Size 12 and line spacing should be 1.5
- Word limit of the article should be 1500 to 2000 maximum
- Send your full paper till 20<sup>th</sup> December, 2022 (Please mention your mobile No. and E-mail ID)

## REGISTRATION FEES / PAYMENT MODE

- Paper Presentation & Publication by Academicians & Researchers.
- Faculty / Delegate - 1500/-
- Student - 1200/-
- Note: The registration fees include conference kit/bag, published issue/journal, breakfast & lunch.
- Registration fees and paper along with Cash / Account Pay /Google Pay/PhonePe in favour and send to

Account Name : Ajanta Prakashan  
Account No. : 32856592267 (State Bank of India)  
IFS Code : SBIN 0007919  
Branch : Samarth Nagar, Aurangabad. (M.S.)

Google Pay / PhonePe Mobile no. is 9579260877 (Vinay Hatole)



Scan and Pay using any UPI supported Apps



BHIM



PhonePe



- The Conference will be held 07<sup>th</sup> January 2022
- Therefore, please send your paper until 20<sup>th</sup> December, 2022 on following email

[ricmssnd2023@gmail.com](mailto:ricmssnd2023@gmail.com)

For Paper publication and Payment call on  
8390984760 - Gaurav Kumawat

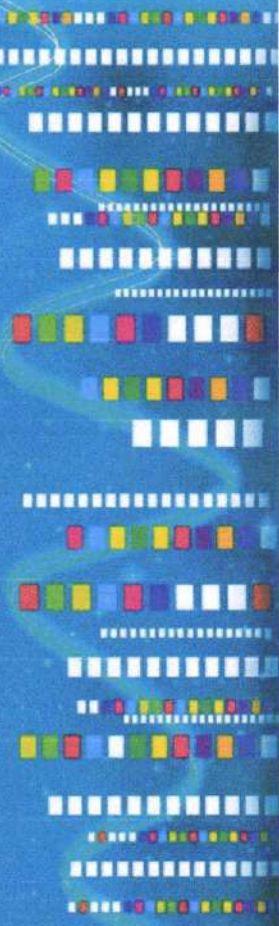
Ajanta Prakashan, Aurangabad (M.S.)

## REGISTRATION LINK

[https://docs.google.com/forms/d/e/1FAIpQLSeMTjtT2p2z\\_6o51RzXYBIsLvnM8W\\_fqWAYnH1JmWVltm0UA/viewform](https://docs.google.com/forms/d/e/1FAIpQLSeMTjtT2p2z_6o51RzXYBIsLvnM8W_fqWAYnH1JmWVltm0UA/viewform)

## WHATSAPP GROUP LINK

<https://chat.whatsapp.com/L1E5cnmWIRAAwJ0jmxUCW2>



*Burgess*



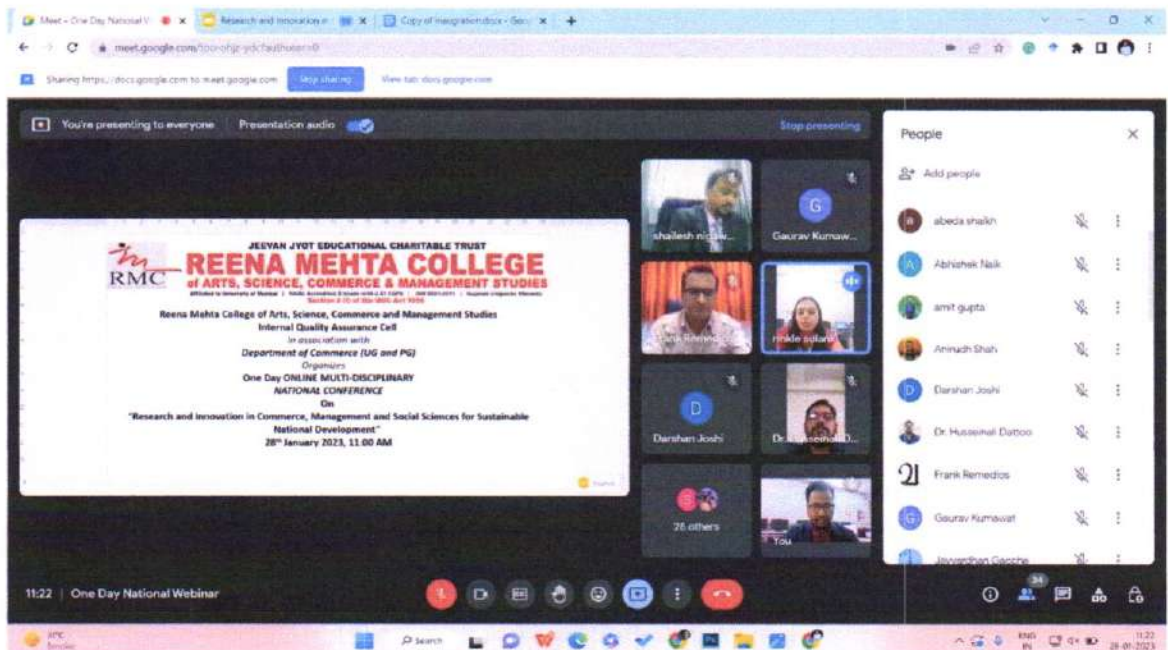
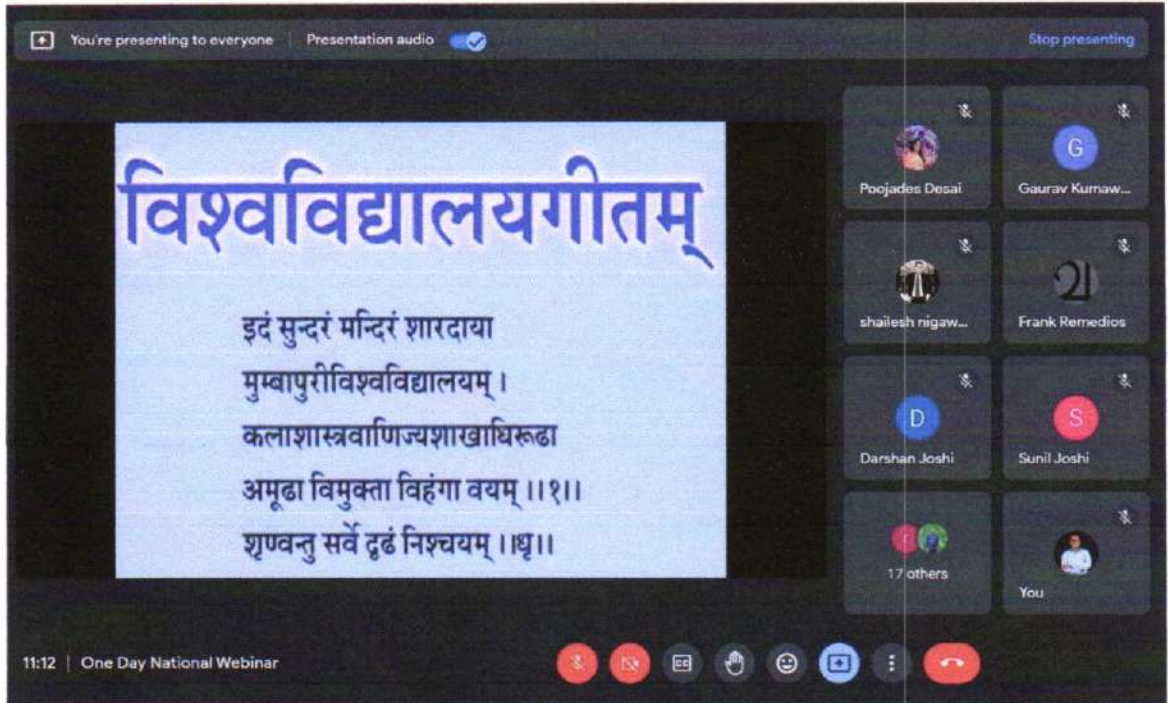
Date: - 03-02-2023

**Event Report**

**NAME OF THE ACTIVITY:** Conference on Research and Innovation in Commerce, Management and Social Sciences for Sustainable National Development.

**Name of the Programme:** -ALL

**Duration:** - 4 Hr.



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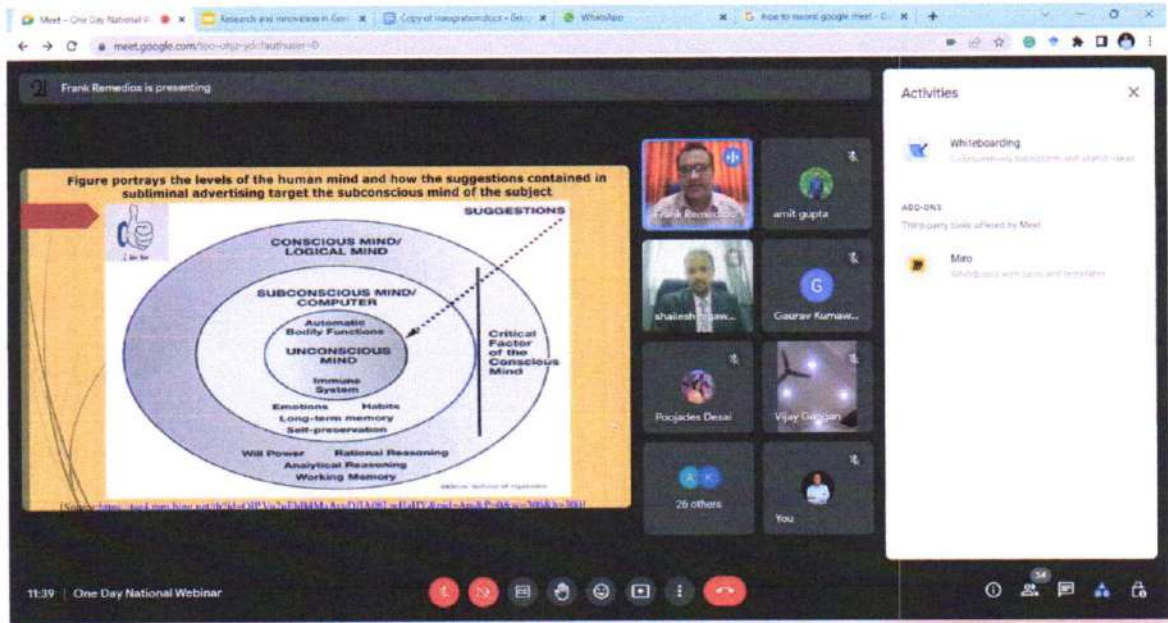


Figure portrays the levels of the human mind and how the suggestions contained in subliminal advertising target the subconscious mind of the subject

**SUGGESTIONS**

**CONSCIOUS MIND/ LOGICAL MIND**

**SUBCONSCIOUS MIND/ COMPUTER**

**UNCONSCIOUS MIND**

Automatic Bodily Functions

Immune System

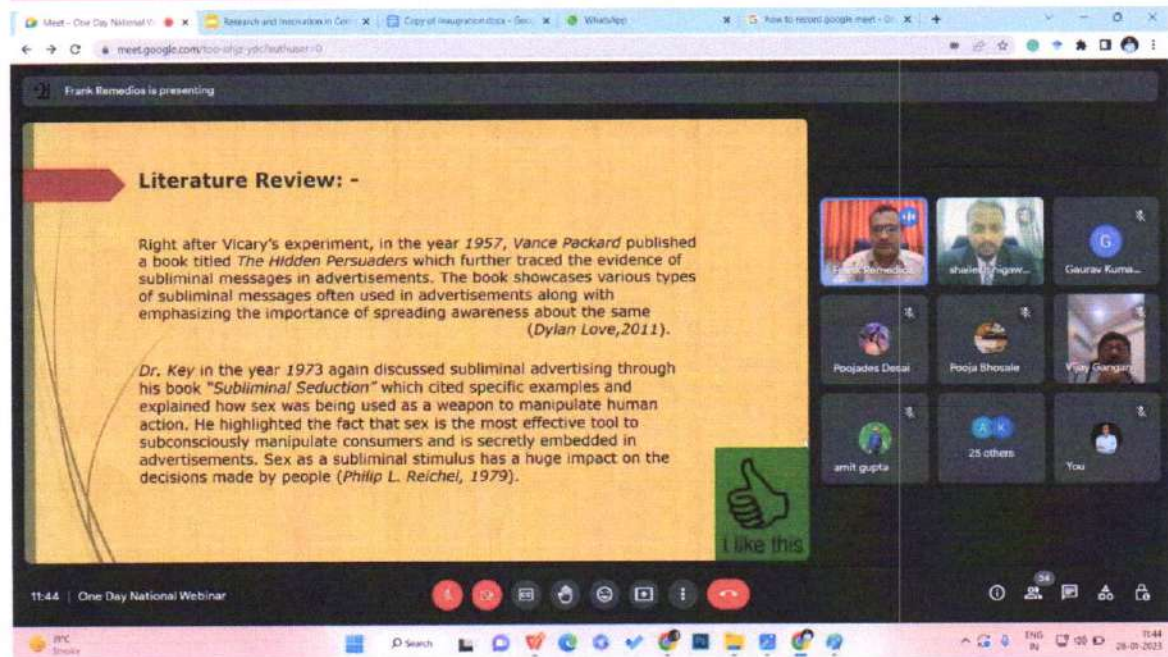
Emotions Habits

Long-term memory Self-preservation

Will Power Rational Reasoning Analytical Reasoning Working Memory

Critical Factor of the Conscious Mind

11:39 | One Day National Webinar



**Literature Review: -**

Right after Vicary's experiment, in the year 1957, Vance Packard published a book titled *The Hidden Persuaders* which further traced the evidence of subliminal messages in advertisements. The book showcases various types of subliminal messages often used in advertisements along with emphasizing the importance of spreading awareness about the same (Dylan Love, 2011).

Dr. Key in the year 1973 again discussed subliminal advertising through his book *"Subliminal Seduction"* which cited specific examples and explained how sex was being used as a weapon to manipulate human action. He highlighted the fact that sex is the most effective tool to subconsciously manipulate consumers and is secretly embedded in advertisements. Sex as a subliminal stimulus has a huge impact on the decisions made by people (Philip L. Reichel, 1979).

I like this

11:44 | One Day National Webinar

*Dhruv*



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Krishnaksha Naicker is presenting

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Peak No.	Retention Time (min)	Area	Height	Area%	Height%
1	11.232	1000000	100000	10.00	10.00
2	12.345	2000000	200000	20.00	20.00
3	13.456	3000000	300000	30.00	30.00
4	14.567	4000000	400000	40.00	40.00

Chromatogram showing peaks at 11.232, 12.345, 13.456, and 14.567 minutes.

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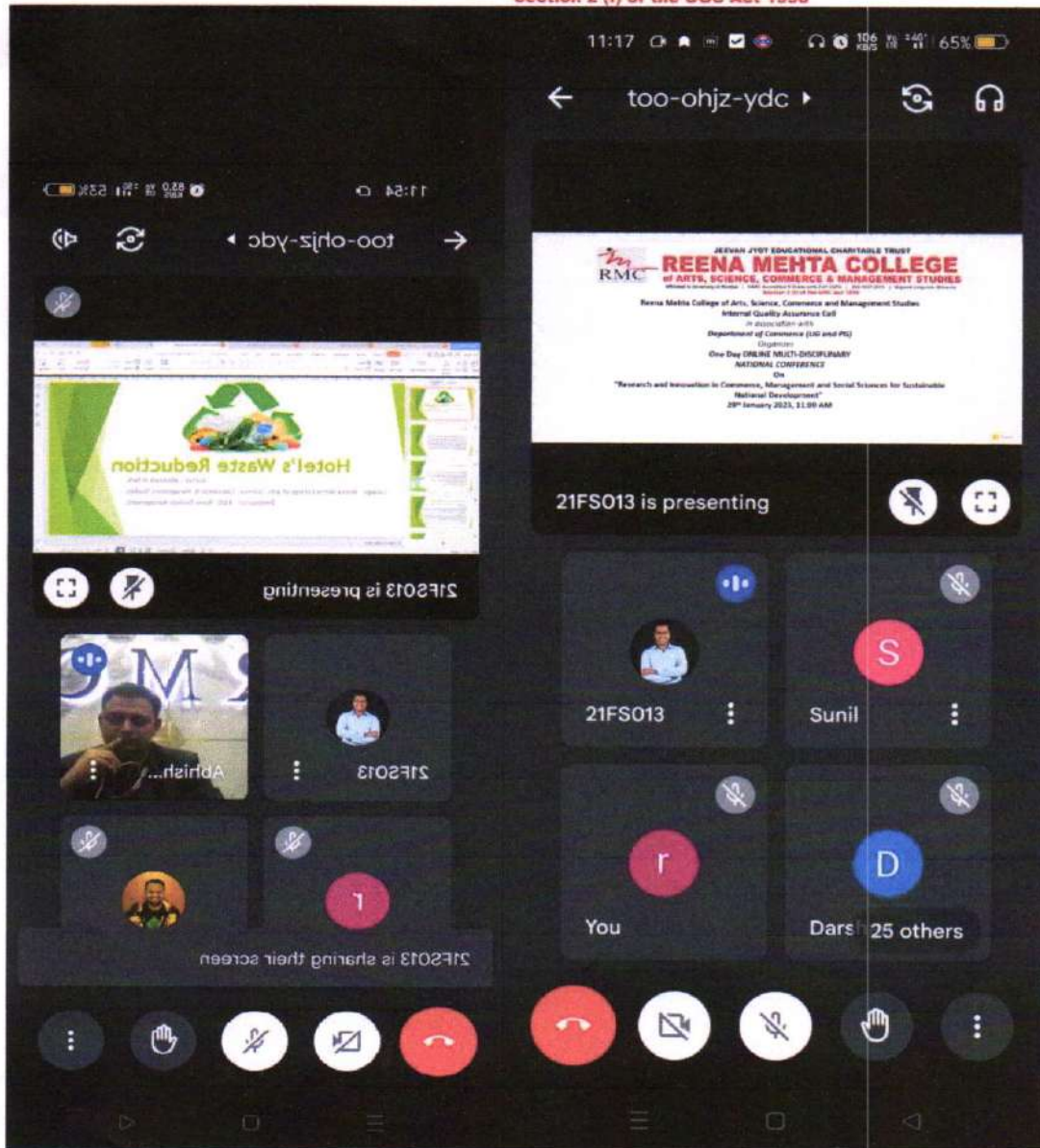
Chromatogram showing peaks at 11.232, 12.345, 13.456, and 14.567 minutes.

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**Regards**

Signature: \_\_\_\_\_

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HoD - \_\_\_\_\_

Dept. \_\_\_\_\_

*[Handwritten Signature]*  
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