

Workshop Report on "The Power of Communication Skills and Artificial Intelligence (AI)"

Sustainable Development Goal (SDG) -04

(January 29, 2025)

Department of Business Administration
Deen Dayal Upadhyaya Gorakhpur University

The poster features the DDU Gorakhpur University logo at the top center. Below it, the text reads: "Department of Business Administration, DDU Gorakhpur University, Gorakhpur". A red banner contains "A WORKSHOP ON". The main title is "The Power Of Communication And Artificial Intelligence". A central circular portrait shows HGF Puneet Agrawal, identified as "SPEAKER SKAE & 1DAYERS". To the right, a calendar icon indicates the date "29TH JAN, 2025" at "11:00AM" in "Seminar Hall". At the bottom left, a circular portrait shows Prof. S.V. Pathak, identified as "HEAD". At the bottom right, a circular portrait shows Prof. M.K. Srivastava, identified as "COORDINATOR".

Effective communication and technological advancements, particularly Artificial Intelligence (AI), are integral to modern professional success. Recognizing this need, the Department of Business Administration, Deen Dayal Upadhyaya Gorakhpur University, in collaboration with the Skae team, organized a workshop on "The Power of Communication Skills and Artificial Intelligence (AI)" for BBA and MBA students. The objective of the workshop was to equip students with essential communication strategies and provide insights into the growing influence of AI in various fields.

Opening of the Session

The session commenced with an introduction by Dr. Purnima Mishra, Assistant Professor, who set the stage for the workshop by highlighting its significance. This was followed by a warm welcome address delivered by Prof. Shrivardhan Pathak, Head of the Department of Business Administration, who emphasized the importance of developing strong communication skills and staying updated with technological advancements to remain competitive in the professional world.



Keynote Address by Mr. Puneet Sharma

The workshop's keynote address was delivered by Mr. Puneet Sharma, Managing Director of Skae and 1 Dayers. He provided valuable insights into the role of communication in fostering personal and professional growth. He highlighted the three fundamental principles that enhance communication effectiveness:

Leveraging Newton's Third Law in presentations – Emphasizing how every action in communication generates a corresponding response, making it crucial to be mindful of one's speech and approach.

Applying logical reasoning – Encouraging structured thinking and reasoning to enhance clarity and persuasiveness in conversations.

Fostering a questioning mindset – Promoting curiosity and critical thinking as essential tools for effective communication.

Mr. Sharma also provided practical strategies for initiating and maintaining effective conversations. He stressed the importance of starting interactions with praise, a soft-spoken approach, and an understanding of the audience's perspective. These techniques help build rapport and create a conducive environment for productive discussions.



Session on Artificial Intelligence and Its Impact

The second segment of the workshop focused on Artificial Intelligence (AI) and its applications. Mr. Sharma elaborated on:

The significance of AI in today's world.

Various AI tools that can aid in learning, business, and professional growth.

Strategies to stay updated with AI advancements and integrate AI tools into daily tasks.

The role of AI in enhancing presentations and decision-making processes.

He demonstrated how AI can assist in communication, streamline workflows, and improve efficiency in both academic and professional settings. The students were particularly intrigued by the practical applications of AI in enhancing learning and business operations.



Interactive Q&A Session

The workshop concluded with an engaging Q&A session, where students actively participated by posing insightful questions related to both communication strategies and AI advancements. Mr. Sharma addressed their queries, providing clarity and practical solutions to their concerns.

Vote of Thanks

Following the interactive session, a vote of thanks was delivered by Mrs. Tojaswi Dubey. She expressed gratitude to the guest speaker, faculty members, organizing team, and students for their enthusiastic participation. She also highlighted the key takeaways from the workshop and encouraged students to implement the learned strategies in their academic and professional pursuits.



Conclusion:

The workshop was a resounding success, as it provided students with practical knowledge and essential skills in communication and AI. Faculty members and students exhibited great enthusiasm throughout the session, making it an engaging and insightful experience.

By integrating communication excellence with technological advancements, this workshop effectively prepared students for the challenges of the modern corporate world. The session not only enriched their understanding of effective communication but also empowered them to leverage AI for personal and professional growth.

Program Coordinator (MBA/BBA)

Prof. Manish Kumar Srivastava

Head and Dean

Prof. Shrivardhan Pathak