Activity under MoU
Report on Popular Talk

B.H.B. College organised a **Popular Talk** titled **"The Power of Influence: Social Media, Advertising and Changing Consumer Behaviour"** on 13th May, 2026. The programme aimed to enhance students' understanding of how social media and advertising influence consumer choices and behaviour in today's society.

As part of the academic collaboration, the college invited a **resource person from Nirmal Haloi College**. Faculty members as well as students actively participated in the popular talk.

The session was delivered by the Miss Priyanka Das , Asst Professor, Nirmal Haloi College. Students actively engaged through discussions and interaction sessions following the talk.







The popular talk successfully created awareness among students and reinforced the importance of academic cooperation through the MoU. Both institutions expressed their commitment to conducting more collaborative programmes in the future for the benefit of students and faculty.

Signature of HoD

HoD, Dept. of Economics
Nirmal Haloi College