



Gujarat Technological University

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GTU- School of Management Studies

Report on “Workshop on Cultural Awareness and Diversity”

1) Title of Event: Workshop on Cultural Awareness and Diversity

2) Type of Event: Workshop

3) Date, Time and Venue of the Event:

Date: 21st April 2025

Time: 09:00 AM Onwards

Venue of the Event: GTU – School of Management Studies, Chandkheda, Ahmedabad

4) Description of the Event:

The Workshop on Cultural Awareness and Diversity by Dr. Radhika Gandhi held at GTU-SMS aimed to highlight the importance of understanding and respecting cultural differences in professional settings. Through interactive activities and real-life examples, students gained valuable knowledge about global business manners, communication styles, and the significance of inclusivity in the workplace. The workshop not only enhanced student's cultural sensitivity but also emphasized how embracing diversity can foster a more respectful and productive work environment.



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5) List and number of participants:

A total of about 50 students of the 4th semester BBA batch attended the workshop as a part of their Business Etiquettes curriculum.

6) Geotag Photographs of the Event:





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7) Flyer of the Event:



8) Feedback of the Event:

- The workshop provided a deeper understanding of how cultural differences influence communication and behaviour in business settings, which is crucial for professional growth.
- The interactive activities and real-life examples used during the session made the concepts more relatable and helped students actively engage with the topic.



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- It successfully encouraged students to develop a more inclusive and respectful attitude, which is essential when working in diverse and multicultural environments.

9) Photographs of the Event:





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10) Social Media Post:



Coordinator of the Event:

Dr. Neela Multani, Assistant Professor, GSMS

Report Prepared by:

Vansh Malik, Student, Sem-4, BBA, GSMS

Report Edited by:

Dr. Neela Multani, Media Committee Co-convener, GSMS