

Name of Event: "BRAND CALLED U"

Date: 22.03.2023 (4:05-5 P.M)

Coordinator: Dr. Soumik Gangopadhyay, Prof. Sreeparna Guha

Organized by: Dept. of BBA, IEM-Kolkata

**INSTITUTE OF ENGINEERING & MANAGEMENT**  
Ashram building, Sector-V, Kolkata

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**Industry CONNECT**  
ORGANIZED BY  
DEPT. OF BUSINESS  
ADMINISTRATION, IEM KOLKATA

**Honorable Speaker**

**Mr. Diptendu Halder**  
Entrepreneur,  
Learning & Development Professional  
Aspire Learning Solution

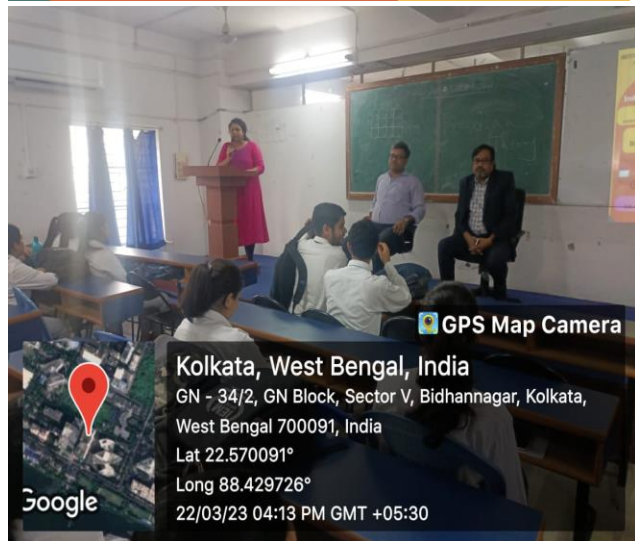
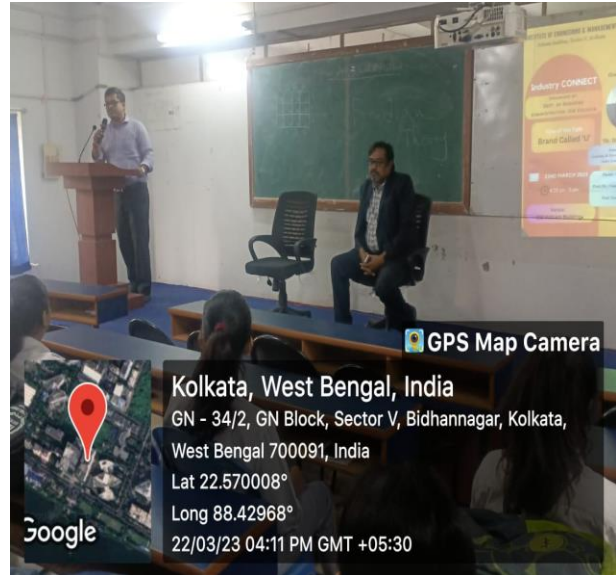
**Title of the Talk:**  
**Brand Called 'U'**

**Faculty Coordinators:**  
Prof.(Dr.) Soumik Gangopadhyay  
&  
Prof. Sreeparna Guha

**22ND MARCH 2023**  
4.05 pm - 5 pm

**Venue:**  
IEM Ashram Building

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An industry talk was arranged by Dept. of BBA for the students of BBA. 200 students attended the event and enriched themselves regarding the corporate environment. Mr. Diptendu Halder, Entrepreneur, Learning and Development Professional of ASPIRE LEARNING SOLUTION was the speaker of the event.