

Name of the Activity: Release of Marketing Newsletter_WILESCOPE

Organizing Unit: Department of BBA, Institute of Engineering & Management- Kolkata(Ashram Campus)

Name of the Venue: APJ Abdul Kalam Hall, 2nd Floor, Dept. of Business Administration (BBA), IEM (Ashram Campus)

Date of the Event: February 21, 2023

Wile: The Marketing Club of the Department has introduced its 1st Marketing Newsletter WILESCOPE today in presence of Our Hon'ble Director Sir, Principal Madam, Head of the Department, Guest of the Day & all faculty, and student members of the club. Event was celebrated on February 21 with the keynote address of our chief guest & Keynote Speaker Mr. Avelo Roy, Managing Director & Startup Mentor at Kolkata Ventures, address of our Hon'ble Director Sir Prof. (Dr.) Satyajit Chakrabarti, Director, Institute of Engineering & Management-Kolkata address of our principal madam and the address of our Head of the dept. to acknowledge the students' effort in introducing the 1st Program was ended with the vote of thanks of the program convener Prof. (Dr.) Dipak Saha, Professor, Department of Business Administration (BBA), Institute of Engineering & Management-Kolkata



