

## Agenda



TIME	SESSION DETAILS	SPEAKERS	Focus Areas
8.30 AM		Registration	
9.30 AM		Branding Film	
10.00 AM		National Anthem	
10.01 AM	<b>Inaugural - Opening the Doors</b>		
	<b>Welcome Address &amp; Theme Introduction by Soumyajit Mahapatra, Chairman, Public Relations Society of India, Kolkata Chapter</b>		
10.10 AM	Headliner	<b>Akshay Gurnani</b> , Co-Founder, Chief Executive Officer, Schbang	Sustainable Brand Growth Leveraging Technology
10.30 AM	<b>Change Over</b>		
10.35 AM	Straight Talk	<b>Session Chair: Rita Bhimani</b> , Corporate P.R. Expert, Author & Educator <b>Akhil B. Paul</b> ; Founder & CEO, Mayabios <b>Assem Soni</b> , CEO, Switz Group <b>Rudra Chatterjee</b> , Managing Director, Luxmi Tea <b>Prof. Dr. Satyajit Chakrabarti</b> , Director, IEM-UEM	Synergising Brands with Technology and Sustainability
11.15 AM	<b>Change Over</b>		
11.20 AM	Leadership Session	<b>Session Chair: Suparno Moitra</b> , Economist & Public Policy Specialist <b>Sandeep Sengupta</b> , Managing Director, ISOAH Data Securities <b>Anindita Sen</b> , Culture Analyst, Religious Brands <b>Sudeshna Mukhopadhyay</b> , Chief Executive Officer, Intellect AI <b>Joy Moitra</b> , Senior Consultant and Industry Expert <b>Saikat Marik</b> , Founder and Chief Strategist, Indian PR Distribution (IPRD)	Decoding Emerging Tech Impact in Brand Communication.
12.00 PM	<b>Change Over</b>		
12.05 PM	Legacy Session	<b>Theme Introduction: Sanjay Kumar Das</b> , MD, West Bengal Electronics Industry Development Corporation Limited (WEBEL) <b>Ravindra Chamaria</b> , Chairman & Managing Director, Infinity Group	IT Infrastructure in Bengal: Its Contribution to Communication
12.50 PM	<b>Change Over</b>		
12.55 PM	Solo	<b>Case Studies</b>	Inspirational Journey
1.15 PM	<b>Lunch</b>		
2.00 PM		<b>Sayari De</b> , Founder Director, All About Architecture	
2.20 PM	<b>Change Over</b>		
2.25 PM	Cyber Talk	<b>Prof. NK Goyal</b> , President, Chairman Emeritus - CMAL, TEMA*	Cybersecurity and Brand Resilience: Safeguarding Future Innovations
2.50 PM	<b>Change Over</b>		
2.55 PM	Fireside Chat	<b>Ravindra Chamaria</b> , Chairman & Managing Director, Infinity Group <b>Dr. Partap Chauhan</b> , Director, Jiva Ayurveda	Unleashing the Power of Ayurveda: Branding for a Global Audience
3.15 PM	<b>Change Over</b>		
3.20 PM	Innovation Merge	<b>Session Chair: Soma Banerjee</b> , Co-founder and CEO, Business Brio <b>Angshuman Bhattacharya</b> , Adani AI Labs <b>Dhriti Chatterjee</b> , Founder & Director, DeVision VR <b>Somak Shome</b> , Managing Principal, Cybersecurity & Global Practice Head - Governance Risk & Compliance, LTIMindtree <b>Surojit Sen</b> , Co-founder & CEO, Huddlers Innovation <b>Suryarshi Mitra</b> , Chief of Staff, Creative Lead - Design Spread	Tech Fusion In Communication: Big Data, AI, IoT, Metaverse, Cybersecurity
4.10 PM	<b>Change Over</b>		
4.15 PM	Featured Session	<b>Session Chair: Ujjwal Anu Chowdhury</b> , Vice President, Washington University of Science and Technology <b>Gulrez Alam</b> , Director, Teamology Softech And Media Services <b>Mrityunjoy Chatterjee</b> , Founder-Director, Thoughtshop Communications <b>Subhashis Dutt</b> , 5th Generation Business Head, Mohendra Dutt & Sons	Brands and Branding: Physical to the Blended
4.55 PM	<b>Change Over</b>		
5.00 PM	Fireside Chat	<b>Animesh Ganguly</b> , Film Producer, Actor, Entrepreneur & Anchor <b>Arunava Joy Sengupta*</b> , Director & producer	Lights, Camera, Branding
5.20 PM	<b>Tea Break</b>		
5.25 PM	Valedictory & Recognition	<b>Chief Guest: Dr Andrew Fleming</b> , British Deputy High Commissioner to East & North East India - Foreign and Commonwealth Office  <b>Special Guests : Alakanonda Ray</b> , Actor & Social Reformer <b>Pandit Tarun Bhattacharya</b> , Santoor Legend  <b>Awardees:</b> <b>Abir Chatterjee</b> , Actor <b>Bhaichung Bhutia</b> <b>Pandit Bickram Ghosh</b> , Percussionist <b>Piyali Basak</b> , Mountaineer <b>Ravindra Chamaria</b> , Chairman & Managing Director, Infinity Group <b>Rituparna Sengupta</b> , Actor <b>Srijit Mukherji</b> , Film Director, and Screenwriter <b>Pandit Tejendra Narayan Majumdar</b> , Sarod Maestro <b>IEM – UEM Group</b> <b>Mayabios Group</b> <b>West Bengal Electronics Industry Development Corporation Limited (WEBEL)</b>	Bengal to Nation Award Ceremony
* Confirmation Awaited			
This programme is subject to last minute changes			