

Agenda



Organised By



TIME	DURATION	SESSION DETAILS	SPEAKERS	Focus Areas
8.30 AM			Registration	
9.15 AM			Branding Film	
9.45 AM			National Anthem	
9.47 AM			Inaugural - Opening the Doors	
			Welcome Address & Theme Introduction by Soumyajit Mahapatra, Chairman, Public Relations Society of India, Kolkata Chapter	
9.55 AM			Change Over	
10.00 AM	20 mins	Headliner	Prof. NK Goyal, President, CMAI & Chairman, TEMA	
10.20 AM			Change Over	
10.25 AM	20 mins	Headliner	Akshay Gurnani, Co-Founder, Chief Executive Officer, Schbang	Sustainable Brand Growth Leveraging Technology
10.45 AM			Change Over	
10.50 AM	40 mins	Straight Talk	<p>Session Chair: Rita Bhimani, Corporate P.R. Expert, Author & Educator Akhil B Paul, Founder & CEO, Mayabious Aseem Soni, CEO, Switz Group Raj Kumar Maity, Chief Operating Officer (Greases & Lubricants) Balmer Lawrie Rudra Chatterjee, Managing Director, Luxmi Tea, Chairman - Obectee Group Prof. Dr. Satyajit Chakrabarti, Director, IEM-UEM Group Supriyo Sinha, Director - Transformation & Strategy, PGFI</p>	Synergising Brands with Technology and Sustainability
11.30 AM			Change Over	
11.35 AM	35 mins	Leadership Session	<p>Session Chair: Suparno Moitra, Economist & Public Policy Specialist Animesh Ganguly, Film Producer, Actor, Entrepreneur & Anchor Sandeep Senapati, Managing Director, ISDAH Data Securities Sanjay S Pawar, Principal, Dr.B.C.Roy Engineering College Sovik Sinha Chowdhury, Chief Operating Officer, IEM Labs Sudeshna Mukhopadhyay, Chief Executive Officer, Intelkt AI</p>	Decoding Emerging Tech Impact in Brand Communication.
12.10 PM			Change Over	
12.15 PM	40 mins	Legacy Session	<p>Session Chair: Debashis Sen, IAS(R)Former ACS (IT&E) / Chairman HIDCO, NDTIA- Director & CEO NBC Saujay Kumar Das, MD, West Bengal Electronics Industry Development Corporation Limited (WEBEL) Ravindra Chamaria, Chairman & Managing Director, Infinity Group</p>	IT Infrastructure in Bengal: Its Contribution to Communication
12.55 PM			Change Over	
1.00 PM			Lunch	
2.00 PM	25 mins	Fireside Chat	<p>Ravindra Chamaria, Chairman & Managing Director, Infinity Group Dr. Partap Chaudhan, Director, Jiva Ayurveda</p> <p style="text-align: center;"><i>Launching of JIVAGRAM at Jagriti Dham, Kolkata</i></p>	Ayurveda, A Sustainable Brand for Societal Development
2.20 PM			Audience Interaction	
2.25 PM			Change Over	
2.30 PM	25 mins	Growth Story	Akhil B Paul , Founder & CEO, Mayabious	Roots to Renaissance: Mayabious Group's Meteoric Rise
2.50 PM			Audience Interaction	
2.55 PM			Change Over	
3.00 PM	50 mins	Innovation Merge	<p>Session Chair: Soma Banerjee, Co-Founder and CEO, Business Brio Angshuman Bhattacharya, AVP AI Solutions, Adani AI Labs Aninda Das, Vice President Marketing, Infinity Group Dhriti Chatterjee, Founder & Director, DeVision VR Somak Shome, Managing Principal Cybersecurity & GRC Practice Head- LTI Mindtree Sarajit Sen, Co-Founder & CEO, HuddleInnovation Suryarshi Mitra, Chief of Staff, Creative Lead - Design Spread</p>	Tech Fusion In Communication: Big Data, AI, IoT, Metaverse, Cybersecurity
3.45 PM			Audience Interaction	
3.50 PM			Change Over	
3.55 PM	55 mins	Featured Session	<p>Session Chair: Prof. Ujjwal Anil Chaudhury, Vice President, Washington University of Science and Technology Anindita Sen, Culture Analyst, Religious Brands Gulrez Alam, Director, Teemology Softech And Media Services Jay Maitra, Senior Consultant and Industry Expert Mritunjoy Chatterjee, Founder Director, Thoughtshop Communications Saikat Marik, Founder & Chief Strategist, Indian PR Distribution (IPRD) Subhashis Dutt, 5th Generation Business Head, Mohendra Dutt & Sons</p>	Brands and Branding: Physical to the Blended
4.45 PM			Audience Interaction	
4.50 PM			Change Over	
4.55 PM	15 mins		Branding Films	
5.10 PM			Tea Break	
6.00 PM		Valedictory & Recognition	<p>Dance Performance by Special Children - Choreographed by Shrobana Mitra Das, Manipuri Dance Exponent, Artistic Director, Riyon</p> <p>Book Launch - Balance life - Urban & Wild, A perspective of Newtown</p> <p>Chief Guest: Dr Andrew Fleming, British Deputy High Commissioner to East & North East India</p> <p>Special Guests : Alokamanda Roy, Actor & Social Reformer Pandit Tarun Bhattacharya, Santoor Legend</p> <p>Show Host: Animesh Ganguly, Film Producer, Actor, Entrepreneur & Anchor</p> <p>Awardees: Abir Chatterjee, Actor Padma Shri Bhaichung Bhatia Pt. Bickram Ghosh, Tabla Maestro, Fusion Artist & Film Music Composer Piyali Basak, Mountaineer Ravindra Chamaria, Chairman & Managing Director, Infinity Group Rituparna Sengupta, Actor Srijit Mukherji, Film Director & Screenplay Writer Sidharth Panigrahi, Director Primar & President CREDAI Bengal Amit Chaudhuri, Novelist, Poet, Essayist, Literary Critic, Editor, Singer, & Music Composer Akhil B Paul, Conservationist Amartya Ray, Actor Pandit Tanmoy Bose, Musician & Multi Percussionist Pt. Tejendra Narayan Majumdar, Sarod Maestro IEM - UEM Group Dr. BC Roy Society Engineering West Bengal Electronics Industry Development Corporation Limited (WEBEL) Saroj Gupta Cancer Centre & Research Institute</p> <p>BACK TO WILD - A Photography & Art Exhibition at Art Centre ITC Sonar</p>	Bengal to Nation Award Ceremony
			PARALLEL TRACK	
			(Foyer 1)	
11.30 AM	90 mins	Round Table Conference	<p style="text-align: center;">Hosted By: ALL ABOUT ARCHITECTURE Sayari De, Founder Director, All About Architecture</p> <p>Anirban Dutta, Co-Founder, Principal Architect (SBASPECTRA - FORMATIONS) Banhi Chakraborty, "Asst. Professor, Retired, Indian Institute of Technology " Er. Ashwin Moghe, Sr. Vice President & Head - Aditya Birla Group (Ultrapace Cement) Prantik Mitra, Co-founder, ClimateQuantum, Director, MicroEnergy Credits Sauravwar Sen, Founder Catalyst Learning Services Shampa Ghose, CEO & Partner, BGA Reshorts Shweta Jaju, Co-founder & Director, ONergy Solar</p>	
			This programme is subject to last minute changes	