

OFFICE MEMORANDUM

In keeping with the requirements of the Task Force for Brand Building involving Alumni, a Committee comprising of following members is being constituted with immediate effect:

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| 1. Prof (Dr) Krishna M Agrawal, Director, IISWBM | Chairman |
| 2. Prof Dr Archana Sharma, HoD MBA-HRM | |
| 3. Dr Rudrangsu Biswas, Associate Professor, MBA-PS | |
| 4. Mr Buddhadip Mukherjee, Assistant Professor, MBA-HRM | |
| 5. Mr Ankan Banerjee, Assistant Professor, MBA | |
| 6. Prof Dr Sarbani Mitra, Professor, MBA | Convener |
| 7. Prof Dr Tanima Ray, HoD MBA | Co Convener |
| 8. Alumni Members (choose by the Convener) | |

The Committee members are advised to coordinate with the Task Force consisting of Alumni for the formation of action plans for promotions/branding of the Institute along with forthcoming admission (session 27-28/29) as well as Platinum Jubilee celebration etc. They can take the help from any other faculty, officers and staff members as and when required.

The Committee is also requested to submit the initial report containing overall framework and priority areas to initiate the Branding/Promotional activities of the Institute within 3 weeks from the date of the constitution of the Committee.



(Prof Dr Krishna M Agrawal)
Director, IISWBM

CC: All the members
All HoDs/Registrar (Acting)/FO/Librarian/Admin Dept

