



IISWBM

INDIAN INSTITUTE OF
SOCIAL WELFARE AND
BUSINESS MANAGEMENT

EMPLOYABILITY ENHANCEMENT WORKSHOP

April 13, 2026

On April 13, 2026, the Indian Institute of Social Welfare and Business Management hosted two eminent experts in the fields of corporate imagery, personal branding, and career development: Ms Adolina Ganguly and Mr Prasun Banerjee, for a transformational session. This was a collaborative initiative organized by the Corporate Relations & Placement Cell of IISWBM and the Institute of Personality and Image Management (IPIM).

The students of MBA-Public Systems attended it for an immersive learning experience aimed at sharpening their professional edges in today's competitive job market. The workshop delivered invaluable takeaways focused on building an impactful LinkedIn profile, developing a strong personal brand, mastering the nuances of professional image management, and crafting effective resumes.

The session concluded as a highly successful learning experience, underscoring how personal presentation, strategic networking, and a polished digital presence serve as vital catalysts in today's competitive job market. Students walked away with practical strategies to elevate their professional profiles and successfully navigate their future career paths.

