


# BANNER

**DR.B.C.ROY ENGINEERING COLLEGE, DURGAPUR**  
**FACULTY OF MANAGEMENT STUDIES**

In collaboration with Entrepreneurship Development Cell &  
Institution's Innovation council

Organises a session on  
**"Marketing and Branding - a Paradigm Shift in the Digital Era  
for an Entrepreneur"**

**Resource Person: Prof. (Dr.) Gairik Das**  
Professor & Head, Business Management Projects and  
MDP Indian Institute of Social Welfare and Business  
Management, Kolkata



Venue: Albert Einstein Seminar Hall  
Date: Wednesday, 11th September, 2024  
Time: 02:00 pm Onwards

*Soumya Siddhanta*

**Head**  
**Faculty of Management Studies**  
**Dr. B. C. Roy Engineering College, Durgapur**