

Navigating BTL Sales in Dynamic Business Environment

Organised By ATOM, under IQAC Initiative

Event Details:

- **Title:** Guest Lecture by Mr. Sanjeev Jain
- **Organized by:** ATOM, The Operations Club of IMI-Kolkata
- **Date:** 17/07/2024
- **Time:** 05:00 PM to 06:00 PM
- **Venue:** RPSG Auditorium IMI-Kolkata

Guest Speaker:

Name: Mr. Sanjeev Jain (Founder & CEO, Supra Pens)

Background: Currently building Supra Pens from India for the world to bring back the art of writing, Mr. Sanjeev Jain started working at the age of 16 back in 1995, delving into the business of stationery and growing it manifold. In 2009, he founded Supra Pens to address the absence of quality pens in the Indian market. Since then, Supra Pens has touched millions of lives in 32+ countries and is on a mission to make writing 'cool again' with groundbreaking technology and design-focused pens.

Event Summary:

The Guest Lecture was organized by ATOM, The Operations Club of IMI-Kolkata, featuring Mr. Sanjeev Jain, a prominent figure in the stationery industry. The event aimed to provide students with insights into the business and innovation behind high-quality writing instruments.

Key Highlights:

- Mr. Sanjeev Jain was introduced by ATOM club members, who highlighted his significant contributions to the stationery industry.
- Mr. Jain shared his journey from starting work at 16 in the stationery business to founding and growing Supra Pens, emphasizing the role of passion and innovation.
- He discussed the unique technologies and designs used by Supra Pens to create high-quality writing instruments and their impact on the market.
- Mr. Jain spoke about his CEO role, focusing on strategic vision, fostering a culture of excellence, and adapting to industry changes.
- The session ended with a Q&A where Mr. Jain offered practical advice on entrepreneurship and encouraged students to pursue their passions.



Outcomes:

- **Knowledge Enhancement:** Students gained a deeper understanding of how quality and Innovation can transform traditional industries like stationery.
- **Career Inspiration:** Mr. Jain's journey and insights inspired many students to consider careers in product innovation and entrepreneurship.



Conclusion:

The Guest Lecture by Mr. Sanjeev Jain was a resounding success, offering valuable insights into the business and innovation behind high-quality writing instruments. The event not only enriched students' knowledge but also inspired them to explore innovative career paths.

