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Date: .....

**Sub: Invitation to participate in IGNITE-2023**

Dear Madam/ Sir,

I crave your indulgence to introduce to you ASBM University established under the Govt. of Odisha Act 4 of 2019. This new generation university has been established by a team of dedicated educationists and management professionals led by Prof. (Dr.) Biswajeet Pattanayak, former Professor of IIM Lucknow, Indore and Mumbai. ASBM University offers doctoral, graduate, and undergraduate programs under its School of Business, School of Law, School of Information System, School of Accountancy, and School of Liberal Arts. The quality parameters of ASBM University have been recognised by international accreditation conferred by the Accreditation Council for Business Schools and Programs (ACBSP), USA.

ASBM University has been organizing the grand business and cultural extravaganza IGNITE every year at the national level with the objective of spotting young talents with proficiency in management and cultural domains. It will be held this year on December 1–2, 2023 at its campus.

Ignite'23 will be filled with a plethora of activities focusing on business and cultural aspects, reflecting the spirit of professionalism, freedom and friendship. It will provide exposure to the youth for expression and fulfillment of their business and cultural talent.

It gives us immense pleasure to invite your esteemed institution to take an active part in the festival this year. A poster of our event is sent along with the invitation letter. We request you to kindly place it on the notice board of your esteemed organisation.

Should you have any queries, you may please reach out to Ayushman Mohapatra at 7537073353.

Thanking You.

Yours sincerely,

**(Prof. Saroj Kumar Bishey)**

Asst. Dean, Student Affairs, ASBM University

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**For details visit:**

**<http://www.asbm.ac.in/ignite>**

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