

RSET's



Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

## **Workshop on Personal Branding**



Deviprasad Goenka  
management college of media studies  
INDIA'S PREMIER MEDIA SCHOOL

# PERSONAL BRANDING

## WORKSHOP

BY

**MS SHRUSHTI  
RAO**



**OCT 24 2020 | 9 AM**

**GMEET**



*Shrushti*

**Deviprasad Goenka Management College of Media Studies (DGMC)**  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

**Ref.: DGMC/ 2020/1162**

**Date: 20<sup>th</sup> Oct 2020**

To  
Ms. Shrushti Rao  
Marketing & Communications Specialist  
Erstwhile entrepreneur  
Mumbai

Dear Ms. Rao,

**Sub: Invitation to Conduct Workshop**

We are pleased to inform you that you will be conducting an online Workshop on the **Topic – Personal Branding** for the Academic Year 2020-21 for DGMC students on Oct 24<sup>th</sup> 2020 from 9am to 1pm.

Warm Regards,

**Dr. Ameet Vora**  
Principal - DGMC

### Objectives of the workshop:

1. Understanding the importance of personal branding.
2. To help participants understand the role that personal branding plays in entrepreneurship.
3. To understand the importance of creating a strong personal brand, and how it can help them succeed as entrepreneurs.
4. To introduce the concept of personal branding and explain how it can help entrepreneurs differentiate themselves from their competitors.

### Outcomes of the workshop:

At the end of the workshop, the participants will be able to:

1. Understand and develop the skills needed to create effective brand stories that communicate the essence of their brand to their target audience.
2. Techniques to improve personal branding.
3. Case studies of successful entrepreneurs.

### Report of the workshop:

The Personal Branding Workshop was aimed at providing participants with an understanding of personal branding and its importance. It was organized on 24 October 2020 and conducted by Marketing & Communications Specialist, an erstwhile entrepreneur, artist, author, social media influencer and content creator Ms Shrushti Rao. The workshop was attended by 45 participants. The workshop was divided into two parts, a lecture followed by exercises. covering topics such as defining personal brand, identifying target audience, developing brand messaging, and using social media to promote personal brand. The lecture was led by an experienced branding expert who provided examples and techniques to help the participants understand the concept of personal branding.



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The participants then engaged in a group discussion, sharing their own experiences and challenges in developing their personal brand. The facilitator provided feedback and guidance to help the participants in identifying their strengths and unique selling points. Ms Rao also discussed the seven tips of personal branding namely, Figure out who you are, Determine what you want to be known for, Define your audience, Research your desired industry, Follow the thought leaders, Don't oversell yourself, Stand out and be yourself.

After this, she even detailed examples of 5 people from different industries who have nailed Personal Branding like Steve Jobs, Elon Musk, Rekha, Ankur Warikoo and Kusha Kapila.

The workshop also included exercises to help the participants develop their own brand messaging and social media strategy. The participants had the opportunity to receive feedback from the facilitator and their peers on their brand messaging and social media profiles.



A handwritten signature in blue ink, appearing to read "Rekha".

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**Ref.: DGMC/ 2020/1162/TU**

**Date: 24<sup>th</sup> Oct 2020**

To  
Ms. Shrushti Rao  
Marketing & Communications Specialist  
Erstwhile entrepreneur  
Mumbai

Dear Ms. Rao,

We thank you for taking the time on **24<sup>th</sup> Oct 2020** to be our **Guest Speaker** for our **Workshop** for the Academic Year 2020-2021 for our students of DGMC and enlighten them on the Topic: **Personal Branding** and helping them clear their doubts and queries on the same.

We look forward for such associations in the future.

Warm Regards,



**Dr. Ameet Vora**  
Principal - DGMC

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## Workshop on Brand Communication Through Brand Stories



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# BRAND COMMUNICATION THROUGH BRAND STORIES

**WORKSHOP**

By

**MS PARINDA SINGH  
MR SHOAB ALI**

**DECEMBER 18, 2021**

**11:00 AM**

Platform: Google Meet



*Shoaib*

Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Notice: 598/2021

17<sup>th</sup> Dec 2021

**NOTICE**

**One-day Workshop**

**BRAND COMMUNICATION WITH STORIES**

The Advertising and Branding Club of DGMC is organising a one-day Workshop on Brand Communication with Stories on 18<sup>th</sup> Dec 2021 from 11am to 5pm via GOOGLE Platform.

Google Platform Link: <https://meet.google.com/apn-vntw-xod?hs=224>

**Brief Profile of the Guest Speakers**

**Mr. Shoaib Alim**

Mr. Alim has done his MA in Marketing Management and International Business and currently holds a position as a Management Supervisor at Ogilvy. He was awarded the "Young Suit of the Year" by Ogilvy.

**Ms. Parinda Singh**

Ms. Singh is a Marketing Expert with over 20years of experience in the field of Marketing & Branding. She is well versed with Content Marketing and is also a performing artist.

A Competition on Design Brand Communication Strategy will also be held during the workshop.

All Students are required to attend this workshop and take advantage of this session.

*Dr. Amee Vora*



**Dr. Amee Vora**  
Principal



*Dr. Amee Vora*

### **Objectives of the workshop:**

1. To help students understand why brand stories are crucial for effective brand communication.
2. To understand and create brand stories that are authentic, engaging, and relevant to their target audience.
3. To learn how to use brand stories to create a strong and unique brand identity.
4. To help students understand the importance of consistency in brand messaging, tone, and visuals as strategies, as well as how to use brand stories to shape a brand's values, mission, and vision.
5. To highlight how brand stories can help entrepreneurs create emotional connections with their audience. By tapping into their audience's emotions and values, entrepreneurs can build stronger relationships with their customers and drive loyalty.

### **Outcomes of the workshop:**

At the end of the workshop the participants will be able to:

1. Understand how brand stories can be used to communicate the values and message of a brand to its audience.
2. Learn the strategies used for communications of brands
3. Learn the various aspects of brand storytelling.
4. Understand the creation of emotional connections with the audience.

### **Report of the Workshop:**

The Workshop on Brand Communication through Brand Stories aimed to provide marketing professionals with the knowledge and skills needed to create effective brand stories that communicate the essence of their brand to their target audience. The workshop was held on 18th December 2021 and was attended by 72 participants.



*Arora*



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The workshop was conducted by Parinda Singh and Shoaib Ali, seasoned marketing professionals who have worked on several successful branding campaigns. The workshop covered various aspects of brand storytelling, including identifying the brand's core values and unique selling proposition, understanding the target audience, and crafting compelling brand stories that resonate with the audience.

The instructors provided examples of successful brand stories from different industries and guided the participants through the process of creating their own brand stories. The participants worked in groups and presented their brand stories to the rest of the workshop.

The workshop also included interactive activities and discussions that allowed participants to share their experiences and learn from each other.

Ms Parinda explained about the importance of emotions in ads and the impact it has. She also provided great insights on the details of it along with how they play a role in shaping up advertisements for the specific Audience.

Mr Shoaib Alim, focused on how the industry works and all the strategies used for the communication of brands. He also emphasized on how the target audience is important to the organization and the backlash received today in the form of cancel culture. He also explained how companies have been conceiving roles to define the various moods and feelings which the target audience possess.

The Workshop on Brand Communication through Brand Stories was successful in providing the knowledge and skills needed to create effective brand stories that communicate the essence of their brand to their target audience. The workshop provided an opportunity for students to learn from experienced marketing professionals.



A handwritten signature in blue ink, appearing to read "Shoaib".

Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2021/2221

Date: 18<sup>th</sup> Dec 2021

To  
Ms. Parinda Singh  
Marketing Consultant & Expert  
Mumbai

Dear Ms. Parinda Singh,

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, I take this opportunity to thank you for being the **Guest Speaker** for the **Workshop on Brand Communication with Stories** for the Academic Year 2021-22 students organized by Deviprasad Goenka Management College of Media Studies (DGMC) on 18<sup>th</sup> Dec 2021 from 11am to 5pm via **GOOGLE** Platform

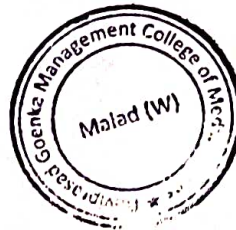
I appreciate your contribution in making this event an enriching experience for all our participants.

I look forward to further collaborating and establishing a good Academia Industry relation with you in future.

With best regards,



Dr. Ameer Vora  
Principal





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RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2021/2221

Date: 18<sup>th</sup> Dec 2021

To  
Mr. Shoaib Alim  
A/6/602, Al Madina Building  
Milliat Nagar  
Andheri West  
Mumbai 400053

Dear Mr. Shoaib Alim.

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, I take this opportunity to thank you for being the **Guest Speaker** for the **Workshop on Brand Communication with Stories** for the Academic Year 2021-22 students organized by Deviprasad Goenka Management College of Media Studies (DGMC) on 18<sup>th</sup> Dec 2021 from 11am to 5pm via **GOOGLE** Platform

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With best regards,







Dr. Amee Vora  
Principal

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## Seminar on Entrepreneurship Development- Break Out of Your Shell

**GUEST  
SPEAKER**



**MR. JAIDEEP MANDAL**  
Founder and MD  
Aakar Innovations Pvt. Ltd

A session where Mr. Jaideep  
will be sharing his experiences  
and grooming us on leadership



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ROTARACT CLUB OF  
DGMCMS  
CLUB ID: 21046

ROTARACT CLUB OF DGMC PRESENTS  
AN ONLINE SESSION ON

"BECOMING AN ENTREPRENEUR"

EVERY MASTER WAS ONCE A BEGINNER

**BREAK OUT  
OF YOUR  
SHELL**



ON FRIDAY 16<sup>TH</sup> OF JULY 2021, AT 1:00 PM

Virtually on  
Google Meet 



Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2021/1924

Date: 16<sup>th</sup> July 2021

To,

Mr. Jaideep Mandal  
Founder of Aakar Innovation & Aakar Social Ventures  
Mumbai

Dear Mr. Jaideep Mandal,

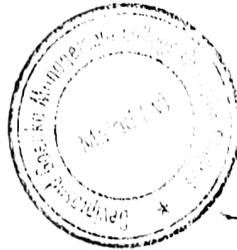
**Sub: Rotaract Club Event - "Becoming an Entrepreneur – Break out of your shell"**

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, it gives me pleasure to invite you as our **Guest Speaker** for the Online session on **"Becoming an Entrepreneur – Break out of your shell"** organized by the Rotaract Club of Deviprasad Goenka Management College of Media Studies (DGMC) to be held on **Friday 16th July 2021 from 1:00 pm - 2 pm via Google Meet.**

The link for the event is <https://meet.google.com/tui-zmxc-eau>

We look forward to a successful interaction.

With best regards,



**Dr. Amee Vora**  
Principal

Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Notice No. 435/2021

16<sup>th</sup> July 2021

## NOTICE

### Becoming an Entrepreneur

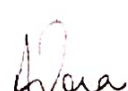
The Rotaract Club of DGMC have organized an online session on “**Becoming an Entrepreneur – Break out of your shell**” on 16<sup>th</sup> July 2021 from 1pm to 2pm on the Google Meet.

The link for the event is <https://meet.google.com/tui-zmxc-eau>

This is the first of the many events that will be organized by the RCDGMC since their installation on 15<sup>th</sup> July 2021.

The Guest Speaker for this event is **Mr. Jaideep Mandal**, Founder & MD of Aakar Innovations Pvt. Ltd. Mr Jaydeep Mandal will share his story of how he revolutionized the menstrual hygiene & healthcare sector.

All students are requested to be part of this event and encourage your fellow students in their endeavour to create awareness.

  
Dr. Amee Vora  
Principal





**Objectives of the seminar:**

1. To equip participants with the necessary knowledge and skills to start and run a successful business.
2. To inspire and motivate participants to pursue entrepreneurial ventures and to help them overcome common barriers to entrepreneurship such as fear of failure, lack of resources, and limited access to networks.

**Outcome of the Seminar:**

At the end of the seminar, the students were able to:

1. To gain the necessary knowledge and skills to start and run a successful business.
2. To understand the barriers that can occur during the starting of a business and overcome the challenges such as fear of failure, lack of resources, and limited access to networks.

**Report of the seminar:**

The Entrepreneurship Development Avenue of RCDGMC organized the entrepreneurship development seminar - Break Out of Your Shell on 16th July 2021 on google meet platform. Mr. Jaydeep Mandal, the founder of Akaar, an enterprise comprising Aakar Innovations and Aakar Social Ventures. Through Aakar innovations, they enable women to produce and distribute affordable, high quality, 100% compostable sanitary napkins within their community. 76 students of DGMC attended the seminar.

The stage was taken by Mr. Jaydeep, who began by giving a presentation delineating how Aakar was started more than a decade back when Mr. Jaydeep used to work with NGOs during his school & college days in West Bengal and how commercialisation helped in the process to set up sanitary pads machines and the challenges they faced in making the perfect sanitary pad. He also talked about what Aakar is currently indulging in. Aakar does not just sell menstrual hygiene products through Aakar Innovations, but also creates awareness on menstrual hygiene, sexual education, maternal health, gender, etc through Aakar Social Ventures. Aakar also keeps a



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balance of financial sustainability and environment in the manufacture of their products and other services. Mr. Jaydeep also gave a business perspective to the audience by introducing the basic business model, schemes, the accolades and recognition given to Aakar. The seminar then proceeded to a question & answers round. In the end, Rtr. Shubham Gosai proposed the vote of thanks and a group picture of the webinar was taken to end the meeting.



*Shubham Gosai*





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Ref.: DGMC/2021/1924/A

Date: 17<sup>th</sup> July 2021

To,

Mr. Jaideep Mandal  
Founder of Aakar Innovation & Aakar Social Ventures  
Mumbai

Dear Mr. Jaideep Mandal,

**Sub: Rotaract Club Event - "Becoming an Entrepreneur – Break out of your shell"**

Dear Mr. Jaideep Mandal,

On behalf of Shri Ashok M Saraf – President RSET, members of the Managing Committee, Staff and on my personal behalf, I take this opportunity to thank you for being our **Guest Speaker** for the Online session on **"Becoming an Entrepreneur – Break out of your shell"** for the **Academic Year 2021-2022** organized by the Rotaract Club of Deviprasad Goenka Management College of Media Studies (DGMC) on **Friday 16<sup>th</sup> July 2021** from **1pm to 2pm** via **Google Meet**.

I appreciate your contribution in making this online event an enriching experience for all our students.

I look forward to further collaborating and establishing a good Academia Industry relation with you in future.

With best regards,



**Dr. Ameer Vora**  
Principal