

## **Online Knowledge Sharing Session's by Industry and Academic Experts**

Dr Ramaswamy Nandagopal, President, AIMS & Director General, Sree Saraswathi Thyagaraja college, Polachi, Coimbatore, Tamilnadu, India and Mr. Sudhakar Rao Director-Branding, ICFAI Group conducted a inspiring session on Branding of Academic Institutions on 25-01-2023 / 3:00 PM to 4:30PM

During addressing students, the resource person emphasized that:

### **1. Build your brand from the bottom up**

A strong brand's roots run deep through the organization. It starts with a mission statement, which outlines the brand's foundational values

### **2. Focus on the right people in the audience**

In order to make a meaningful impression, it's important to focus your efforts toward your ideal target student.

### **3. Rely on audience data, not assumptions**

Once you've defined your ideal audience, it's time to compile as much information as you can in order to understand their questions, concerns, obstacles, influences and interests.

### **4. Take note of the competition**

Assessing the actions of competitor institutions is a great exercise in brand messaging

### **5. Maintain a single source of truth**

Once you have established your brand, ensure it is consistently executed across all touch points and platforms. Inconsistent experiences or conflicting messages undermine the strength of the brand.

### **6. Invest in your institution's brand**

College branding is at the core of an institution's success. Today's prospective students expect it. And the competitive landscape demands it.



Knowledge Sharing Session on "Branding of academic institutions"



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Zoom Meeting | Dr. Jitendra Mishra is talking...

<b>Yogesh Kumar</b> Yogesh Kumar	<b>Simran Agrawal</b> Simran Agrawal	<b>Mohd Ausaf Alam</b> Mohd Ausaf Alam	<b>Subrat Swain</b> Subrat Swain	<b>Dr. Sridevi K B</b> Dr. Sridevi K B
<b>Bhavadarshni</b> Bhavadarshni	<b>Pramoth Thang...</b> Pramoth Thangaraju	<b>Prashanth Balaji</b> Prashanth Balaji	<b>Puneeth V P</b> Puneeth V P	<b>Ayesha Ammara</b> Ayesha Ammara
<b>Shaik Mansoor</b> Shaik Mansoor	<b>sudeep bhargava</b> sudeep bhargava	<b>NEETA MALIK</b> NEETA MALIK	<b>Rohit</b> Rohit	<b>kusuma sree</b> kusuma sree
<b>Abhishek Murali</b> Abhishek Murali	<b>Dr.B.THAYUMA...</b> Connecting to audio...	<b>JC Ananya</b> JC Ananya	<b>GRISHMA UPAS...</b> GRISHMA UPASANI	<b>Narmadha Vero</b> Connecting to audio...
<b>Sandip Pawar</b> Sandip Pawar	<b>Dr. Seema Singh</b> Dr. Seema Singh	<b>Anshul verma</b> Anshul verma	<b>sonam sah</b> sonam sah	<b>Manokar.R</b> Manokar.R

**Participants (24)**

Find a participant

- DS Dula sai anoop
- EV Edwin Vijay
- FD FIROSE DEEN
- GV Gajanan Varjari
- GV Ganji Verma
- GJ George Joseph Kalayil

Invite | Unmute Me

**Meeting Chat**

Suman Pathak to Everyone  
Good afternoon everyone  
yes

Me to Everyone  
Good afternoon everyone

Dr. Seema Singh to Everyone  
Who can see your messages?

To: Everyone

Type message here...

## Online Knowledge Sharing Session's by Industry and Academic Experts

Prof. S. Balasubramanian, Director, GRG Centre for Advanced Studies, Coimbatore, Tamil Nadu and Prof. S. S. Prasada Rao, Board Member, AIMS and Dean, School of Commerce & Management, Mohan Babu University, Tirupati, Andhra Pradesh conducted a session on Leadership Challenges in Times of Change on 08-02-2023 / 3:00 PM to 4:00PM

During addressing participants, the resource person emphasized that:

Leading change has four significant challenges to overcome: speed of change, managing vs. leading, complacency, and false urgency. I'll examine each challenge in more depth, but this overview will give insight on a high level as to how each of these challenges threatens success. The world runs at a fast rate of change. Globalization connects the world digitally. As a result, communicating and doing business with previously untapped parts of the world is now a reality. Technology rapidly develops, improves, and gets faster. What used to be considered a fast pace is now the slowest. For example, a big computer that filled an entire room is now a microchip the size of a fingertip. The second challenge is [change leadership vs. change management](#) and why this distinction is increasingly important. It's not surprising, for the past 100 years, most of our educational systems here and in Europe have been educating very bright men and women to become managers, which is why most of the business world operates with change management as the guiding force. However, change leadership offers so much more. The third challenge to leading change is complacency. It is a feeling of contentment or self-satisfaction coupled with danger or trouble looming around the corner. The fourth and final challenge to leading change is behaving with false urgency. False urgency creates a lot of activity but produces a minimum amount of productivity.



The screenshot shows a presentation slide with the following elements:

- AIMS** (Association of Indian Management Schools) logo in the top left corner.
- Slide number **4** in a red arrow pointing right.
- Slide title: **Changing Economic Scenario** in blue text.
- Small video inset in the top right corner showing Prof. S. Balasubramanian.
- Central text listing five economic factors:
  - Liberalisation
  - Globalisation
  - Privatisation
  - GDP Growth
  - Foreign Exchange
- Image of Indian currency notes and coins on the left side.
- Image of a keyboard button labeled "Find job" with a magnifying glass icon on the right side.
- Image of a globe with red and blue orbital lines on the right side.
- Bodhisha** logo with the tagline "Spearheading Wisdom" in the bottom right corner.
- Footer text: "Knowledge Sharing Session on 'Leadership Challenges in Times of Change'"



- Liberalisation
- Globalisation
- Privatisation
- GDP Growth
- Foreign Exchange



Knowledge Sharing Session on "Leadership Challenges in Times of Change"

Zoom Meeting

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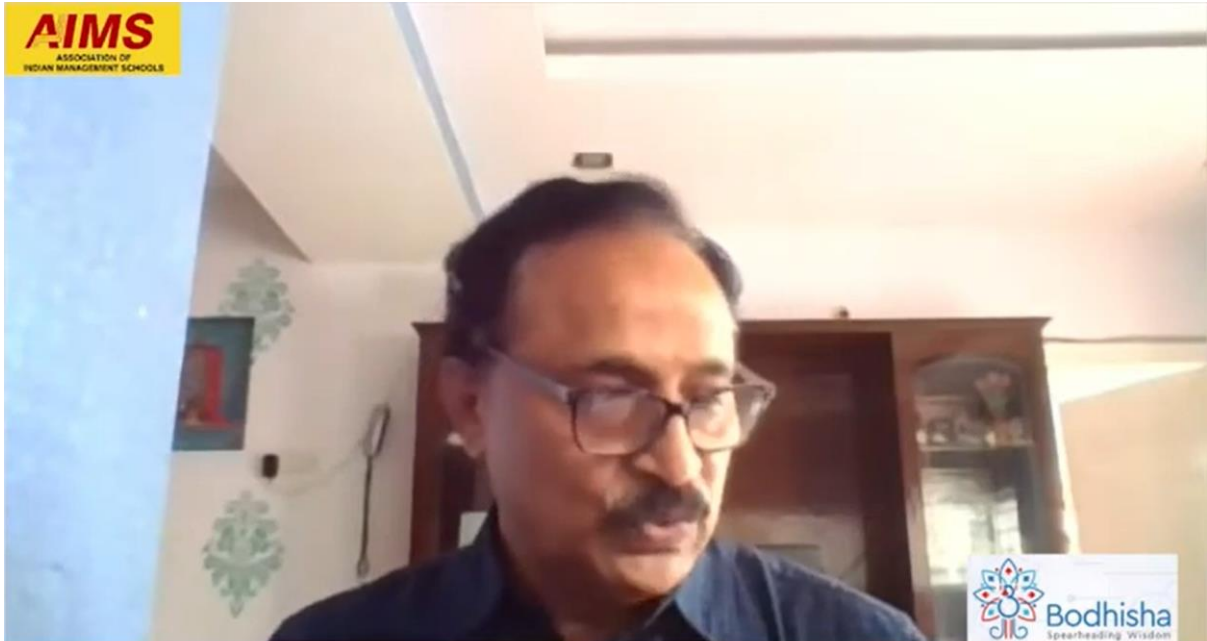
## **Online Knowledge Sharing Session's by Industry and academic experts**

**Dr. J.S. Pandey**, Former Professor & Chairman, AcSIR; Chief Scientist, Science Secretary & Head (Retd.), Climate Change and Skilling Division (CCSD), CSIR – NEERI and **Dr. P Narayana Reddy**, AIMS Regional Vice President - South, Director, DMBA-CBIT, Proddatur, AP on Green-HR and its Utility for Business Institutes and Organizations on 15-03-2023 / 03:00 a.m. to 04:00 a.m.

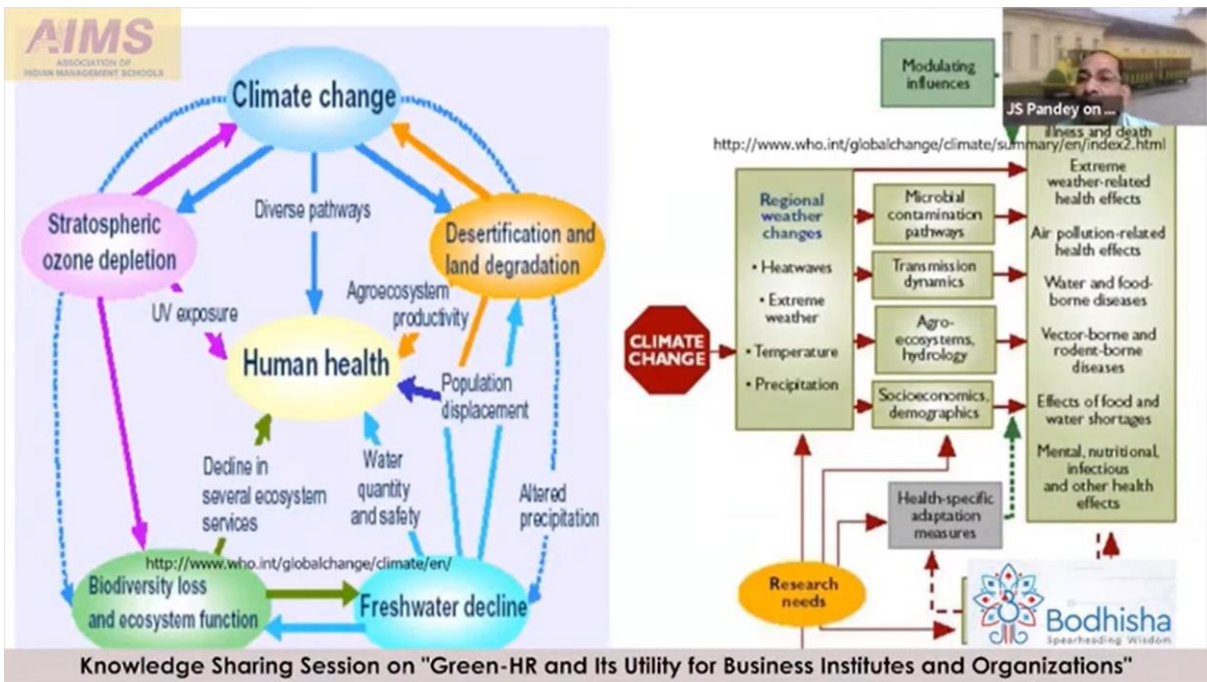
During addressing students, the resource person emphasized that:

Green HRM has become the buzz word within the business field at present and its significance is increasing manifold with the passage of time. This term has also its secured position as a hot topic in recent research works since the awareness on environmental management and sustainable development has been increasingly rising day by day all-round the globe. Today the topic Green HRM not only includes awareness toward environmental affairs, but also stands for the social as well as economic well-being of both the organization and the employees within a broader prospect.

1. Need for GHRM
2. Green recruitment
3. Green performance management
4. Green training and development
5. Green compensation
6. Green employee relations
7. Green initiatives for HR
8. Conservation of energy



Knowledge Sharing Session on "Green-HR and Its Utility for Business Institutes and Organizations"



Knowledge Sharing Session on "Green-HR and Its Utility for Business Institutes and Organizations"