

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

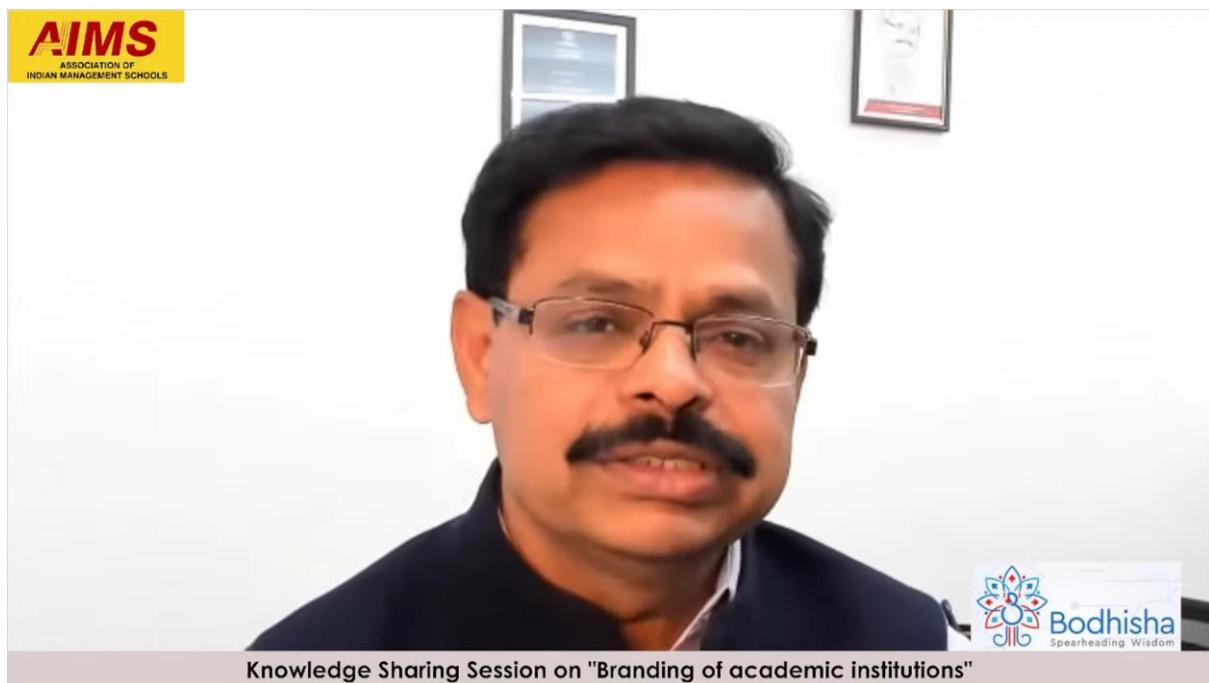
Assessing the actions of competitor institutions is a great exercise in brand messaging

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.



Zoom meeting

YouTube Dr Jitendra Mishra is talking...

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

Participants (34)

Q. Find a participant

OS Dula sai anoop 08
EV Edwin Vijay 08
FB FIROZE DEEN 08
GV Gajanan Venjari 08
GV Gangi Verma 08
GI George Joseph Kalayil 08

Invite Unmute Me

Meeting Chat

Suman Pathak to Everyone
Good afternoon everyone

yes

Me to Everyone
Good afternoon everyone

For Everyone - Who can see your messages?

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.

4 **Changing Economic Scenario**

AIMS
ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

Prof S Balasub...

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

Find job

Bodhisha Spearheading Wisdom

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

LIVE YouTube Dr. Jitendra Mishra is talking...

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

Participants (8)

Find a participant

Dulla sai anoop Edwin Vijay FIROZE DEEN Gajanan Venjari Gargi Verma George Joseph Kalayil

Invite Unmute Me

Meeting Chat

Suman Pathak to Everyone Good afternoon everyone yes Me to Everyone Good afternoon everyone

For Kavita Ghosh to Everyone Who can see your messages?

To Everyone Type message here...

Zoom meeting

LIVE YouTube Dr. Rishabh Mishra is talking...

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

Participants (84)

Q. Find a participant

DS Dulla sal anoop        

EV Edwin Vijay        

FD FIROSE DEEN        

GV Gajanan Venjari        

BV Gangi Verma        

GI George Joseph Kaliyil        

Invite Unmute Me

Meeting Chat

Suman Pathak to Everyone: Good afternoon everyone

SP Good afternoon everyone

yes

Me to Everyone: Good afternoon everyone

DS Good afternoon everyone

For: Everyone Who can see your message?

To: Everyone

Type message here...

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.

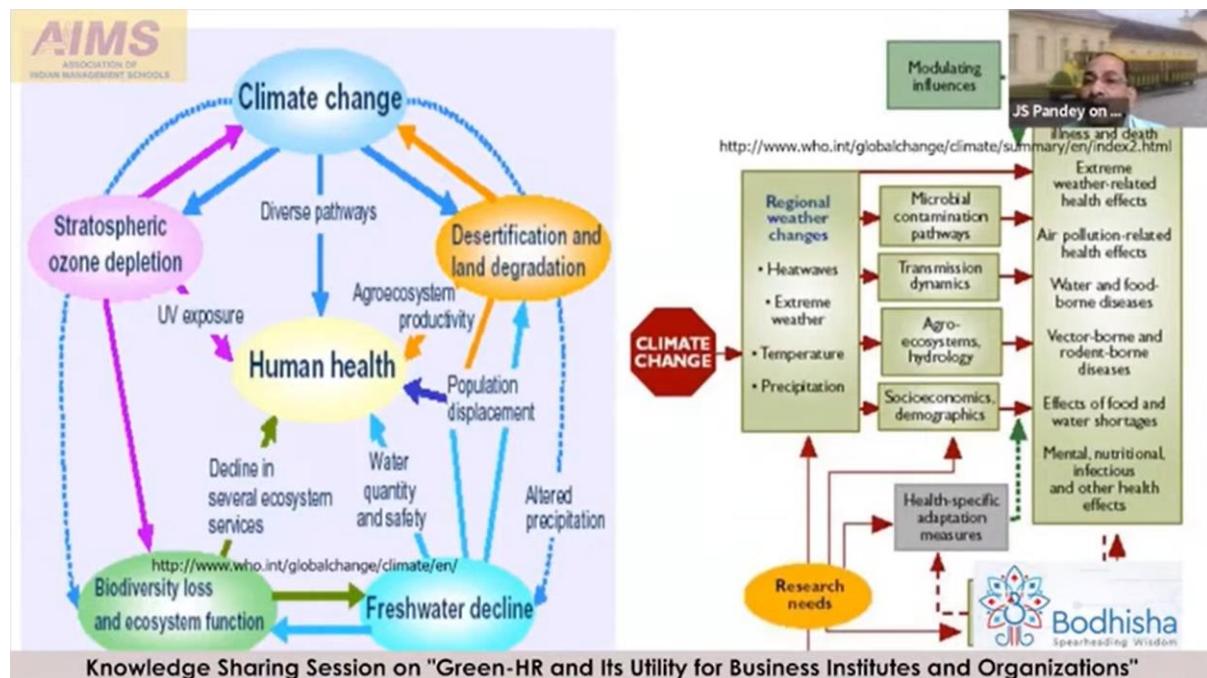
During addressing students, the resource person emphasized that:

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"