

# SYMPOSIUM ON BRAND BUILDING -An Online Initiative

**Date:** 11<sup>th</sup> April 2022 (9.30 am to 5.30 pm)

**Venue:** ASCI (online)

## Jointly Organized By



### Introduction

Branding has been prevalent in all spheres of life. It is articulated as creating that memorable impression, setting the products/ services/ and even persons apart from competition and promoting their identity/images. It's a critical area of study in this new era of marketing and image building. It is a continuous process of ensuring customer retention, streamlining the business strategy with all the stakeholder expectations, and repositioning the departments, industries/ products to reach out and stay relevant. It is about upgrading our credibility, our positive intents and creating a partnership with our stakeholders and beneficiaries.

Our symposium/training will help you gauge a successful understanding of its significance in various spheres ranging from Personal Branding, National Branding, Product & Service Industry and government departments in being more accessible and creditworthy.

The program will also help you to tap the hidden potential of institutions and contribute towards growth/ success of your organization and working on self development as well.

### Objectives

- Branding in all spheres. Conceptualizing branding, image building, repositioning.
- Personal Branding and Image Building
- Social life and Service Delivery Branding as part of Institution Building activities and community partnership.
- Use of Technology in Branding and building client connect.

## Who should attend?

Professionals from all fields viz. banks, executives from service and manufacturing industry, IT industry, Marketing professionals, individuals, Government Officials, Academic Institutions/Universities, employees involved in CSR activities, new age start-ups from various organizations etc., individual Entrepreneurs to up skill their capacity to create new brands in the competitive world.

## Training Methodology

Interactive presentation by Branding experts, case study discussions, Live discussion by Administrators, industry experts Question & Answer sessions.

## Fees

Rs. 3,000/- plus 18% GST per participant (10% discount for 3 nominations / 15% discount for more than three nominations from single organization)

## Mode of payment

Credit to “**ASCI**” account as per details below in the enclosed Nomination Form and send the payment confirmation by email to:

### For Indian Participants

Bank Account Number : 62090698675  
Beneficiary Name : Administrative Staff College of India  
IFSC Code : SBIN0020063  
Bank Name : State Bank of India  
Branch Address : Bellavista Branch, Raj Bhavan Road,  
Somajiguda, Hyderabad  
GSTIN: 36AAATA2442A1ZI  
PAN: AAATA2442A

### For Foreign Participants

Bank Account Number : 62090698675  
Beneficiary Name : Administrative Staff College of India  
Swift Code : SBININBB327  
Bank Name : State Bank of India  
Branch Address : Bellavista Branch, Raj Bhavan Road,  
Somajiguda, Hyderabad

## Contact details

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**NOMINATION FORM**  
**SYMPOSIUM ON BRAND BUILDING -An Online Initiative**

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**1. Nominee Details:**

S. No	Name and Designation	Postal Address	Mobile & Email Id

**2. Sponsoring Organization details:**

<b>Organization Name</b>	
<b>Address</b>	
<b>Telephone No</b>	
<b>Email id</b>	
<b>Contact Person Name &amp; Mobile No</b>	

**3. Details of Course Fees**

<b>Fees amount</b>	
<b>Bank/NEFT details</b>	