



**PIMPRI CHINCHWAD EDUCATION TRUST'S
S.B. PATIL INSTITUTE OF MANAGEMENT**

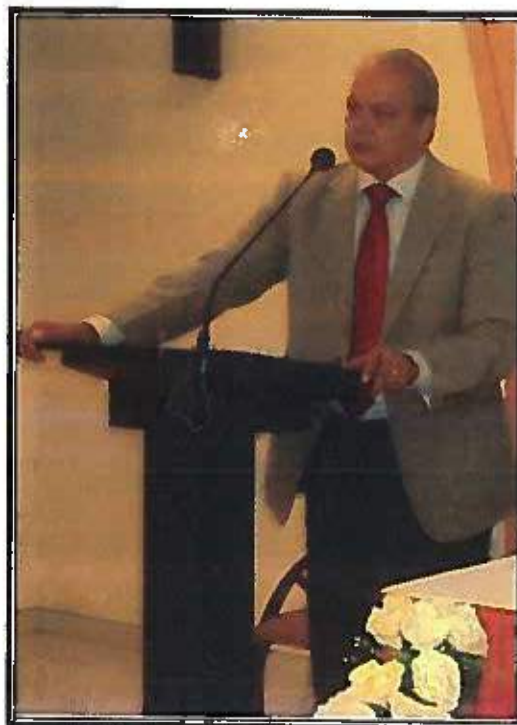
**Topic: "Personal Brand Building, What makes
you unique, makes you successful"**



**Resource Person: Dr. Daniel Penkar
Venue: Symbiosis College of Arts and Commerce
Pune.**

Date: 26th December 2014

Gyaan Ganga (Knowledge Transfer)



Dr. Daniel Penkar, addressed the students of Symbiosis College of Arts and Commerce Pune, on the topic "Personal Brand Building, what makes you unique, makes you successful".

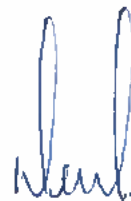


Wardha
Director

S.B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune-411 044.

Sir started the session with a quote that “If you don’t develop your own personal brand others will do it for you”. Developing personal brand is the proactive way of controlling your career development and how one are perceived in the marketplace. Sir focused the importance of social media in doing so, and he gave various tips to create a good brand image. He asked the students to do SWOT analysis and identify the strengths and work on the weaknesses. He made an appeal to the students to focus on reading, and develop a constant reading habit.

In the end Sir, made the students understand that a strong personal brand will impact one’s ability to get the right jobs, promotions, and increase one’s ability to attract talent and capital.



Approved By



Dr. Daniel Penkar

Director

Date: 16th December 2014

To,

Dr. Daniel Penkar,

Subject: Invitation for Guest lecture and approval and finalization of Syllabus under autonomy for B.Com and BBA courses in Board of studies meeting.

Dear Sir,

With reference to your conversation with Dr. Sane, the Department of Marketing invites you for a guest lecture organized for honors students on **"Personal Brand Building. What makes you unique, makes you successful."** on 26th December 2014 at 8.30am.

We also invite you for the Board of studies meeting to be held on 26th December 2014 at 10:30am in Conference hall for the approval and finalization of Syllabus under autonomy for B.Com and BBA courses under the Department of Commerce, Symbiosis college of Arts and Commerce.

Thanking you,

Yours sincerely,

Dr. Vivek Sane

(Head Department of Marketing)

Symbiosis College of Arts and Commerce, Pune




Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune-411 044.