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MANAGEMENT DEVELOPMENT PROGRAM (MDP)

The AKI Trust organized a Management Development Program (MDP) on "Personal and Institutional Branding" for PIMSE faculty on October 6, 2022. The program, featuring guest speaker Mrs. Shobha Venkatesh, covered key aspects such as understanding personal branding, institutional branding strategies, and online presence and social media. Mrs. Venkatesh, a renowned expert in the field, delivered an engaging session with real-world examples. The faculty actively participated in discussions and interactive sessions, emphasizing the practical applicability of the concepts. Post-program evaluations revealed high satisfaction, praising the program's relevance and Mrs. Venkatesh's expertise. Constructive feedback will be considered for future enhancements, highlighting the program's value in equipping PIMSE faculty with essential branding skills.

