ABOUT THE INSTITUTE

With its phenomenal and enriching presence for more than two decades, ISIM is a pioneer in the field of Management and IT education, delivering value to its stakeholders. Ranked amongst the top Management and IT institutions by Rajasthan Technical University and accredited 'A' by NAAC, ISIM believes in bringing a change in the society by imparting quality education.

The institute has been consecutively ranked first in the category "A" for the academic sessions 2017-2018, 2018-19 and 2019-2020 by Rajasthan Technical University, Kota, for its MBA and MCA programs on the basis of Quality Index Value (QIV) score. It has also been ranked first in category "A" for its MBA program in 2020-21, 2021-22 & is placed in category "A" in 2020-21, 2021-22 for its MCA Programme.

The institute has also been able to achieve distinguished ranks among all the institutions in India, in the surveys conducted by agencies such as CSR-GHRDC, Indian Management and Business world.

A total of 24 batches of MBA and 23 of MCA have successfully graduated and are well placed at senior management positions in National & International organizations. ISIMites engage themselves energetically and enthusiastically in various academic, co-curricular and research activities.

At ISIM, the students are nurtured and trained for success. The institution has sustainable good practices in teaching, learning and evaluation to achieve academic excellence. The course design and pedagogy equip the students to lead diverse organizations in a cross-continental environment. Innovative pedagogy, qualified and experienced faculty, structured industry interface and a state-of-the art fully integrated campus, contribute immensely towards making the students future-ready professionals.

Address for Correspondence
International School of Informatics & Management Technical Campus
(Formerly India International Institute of Management)
Sector-12, Mahaveer Marg,
Mansarovar,
Jaipur - 302020, Rajasthan, India
Tel.:+91-141-2781154/55
Telefax: +91-141-2781158
Email: iiim@icfia.org
Web :www.icfia.org

A Heritage of Vision ● *A Legacy of Innovation*

18-22 July, 2022

Faculty Development Programme on

Personal Branding Using Technology

International School of Informatics & Management
Technical Campus
Jaipur
A Heritage of Vision ● A Legacy of Innovation

Introduction

A personal brand is, quite simply, a presence—either online or offline—that represents you, your values, and what you have to offer.With the expansion of social media and the gig economy, it has become necessary for everyone to embrace personal branding. The term "branding" used to be reserved for businesses, but with the advent of social sites, personal branding has become fundamental. Social media is a powerful tool to boost personal branding. Personal branding is about the "person" – and there's no better way to show your personality than through social media . Like a corporate brand that represents a particular business entity, a personal brand is a manifestation of "you" on an individual level.

Personal branding is becoming very important because audiences trust individuals more than companies and organizations. People are used to seeing advertisements everywhere and they believe companies and organizations speak and take action with only sales in mind. On the other hand, personal branding allows you to establish your identity and reputation on a more personal level of interaction, which builds trust.

The ultimate aim of the program with personal branding is to boost the professional network and help participants to progress in their career. An effective personal brand will enable you to: increase visibility, make yourself relatable, stand out from the crowd. build confidence

This FDP will throw light on a webpage, building and hosting e-portfolio using Google sites. The objective is to enable the participants to host a personal website on Google site for presenting and branding oneself online. The program will discuss about downloading the software for online presentation, the software's like Screen Cast-O–Matic , Open Broadcast Software, Screencastify will be explained to the participants by hands on practice in laboratory

Resource Person:
Mr. Rajeev Narang
Transformation Consultant

Mr. Ambikesh Vyas
DGM Human Resource,
Dr. B. Lal Clinical Laboratory Pvt. Ltd.

Patron:
Dr. Ashok Gupta
Director

Convener:
Dr. Manju Nair
Principal

Co-Convener:
Dr. Kavaldeep Dixit, Vice Principal
Dr. Swati V. Chande, HOD, Computer Science

Co-ordinators:
Dr. Kavya Saini
Dr. Gargi Sharma

Schedule and venue/date:
Venue: Auditorium/ 18-22 July, 2022

Organizing Committee:
Dr. Preeti Tiwari
Dr. Bharti Sharma
Dr. Manjulata Joshi