



JERUSALEM COLLEGE OF ENGINEERING AN AUTONOMOUS INSTITUTION

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Accredited by NBA, New Delhi and Accredited by NAAC with "A" Grade.
Velachery Main Road, Narayanapuram, Pallikaranai, Chennai, Tamil Nadu - 600100.



DEPARTMENT OF MANAGEMENT STUDIES

GUEST LECTURE ON PERSONAL BRANDING FOR ENTREPRENEURS 02-09-2022

The poster features the college logo and 25th anniversary emblem at the top. It identifies the event as a 'Guest lecture' by the 'ENTREPRENEURSHIP DEVELOPMENT CELL'. The title is 'PERSONAL BRANDING FOR ENTREPRENEURS'. The speaker is 'Ms. NICKY JAIN, Co Founder & CEO at CANIT Solutions Young Indians, Chennai'. The venue is 'College Auditorium', the date is '02/09/2022', and the time is '9:00 am'. At the bottom, it lists the Program Coordinator (Mr. M. Manoj Kumar), HOD DoMS (Dr. S. Muthumani), and Principal (Dr. Ramesh S). Contact information for admissions and the college website is also provided.

Department of Management Studies and Entrepreneurship Development Cell, JCE, organized a Guest Lecture on "Personal Branding for Entrepreneurs", held on 02nd September, 2022 for students of II year MBA.

Ms. Nicky Jain, Co-Founder and CEO, CANIT Solutions, Chennai, India, presided over the session and gave her experiences in building a personal brand.

The session began with students, Mr. Mohan Karthik, II-year MBA, addressing the audience, while Ms. Indirakumari, II-year MBA, introduced the guest to the gathering. Ms. Sivakanni S, Assistant Professor, MBA, welcomed the guest with a momentum.

The speaker started the session on the need to be unique, in order to build self-brand. The brand building process should identification of the personal traits each individual possess.

The motivation was given to the students through the real-life incident of the Iranian twins who were conjoined by the head and risked their life to explore their individuality.

The identification of the personality starts when you believe in yourself that you are important and discovering yourself when you keep learning and fill in the gaps in acquiring the knowledge. Then, we need to find time to reinvent ourselves, which should be the result of the coherent learning we put ourselves into. The process of self-identification was made to realize with life incidents of Steve jobs of Apple Inc.



When the personality is identified and developed, a person has to have a check on the influential ability his personality exhibits which is the basic for building a strong personal brand. Its the result of how we want ourselves to be perceived by the consumers, how we overcome the weakness utilizing the strengths.

It's always a must that you be yourself and grow in yourself where you will be able to create a niche in the areas of your expertise and promote yourself as a brand. It's the self-recognition and the consistency of growth when you establish as successful personal brand.



The question session was as interesting as the lecture session, as more questions on how to differentiate oneself, how to identify the uniqueness and more were posed. The students were highly enlightened on how to develop a personality that would become a successful brand.

Vote of thanks was delivered by Mr. Praveen J, II-year MBA followed by photo session with the guest.