



Daulat Ram College

(University of Delhi)

EVENT REPORT (2023-24)

NAME OF THE EVENT: A Talk on ‘Entrepreneurship and Personal Branding’ by Ms. Palakh Khanna			
DATE	DEPARTMENT	COMMITTEE/SOCIETY	COORDINATOR’S NAME
10th November, 2023	N/A	Udyam- Entrepreneurship and Innovation: Start-up Cell	Chief Patron: Prof. Savita Roy, Principal Convener: Ms. Shikha Singh Co- Convener- Dr. Narendra Kumar
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor; online/offline/hybrid
5:00 pm onwards	Google Meet	60	Online
FINANCIAL SUPPORT/ ASSISTANCE (if any):			

BRIEF INFORMATION ABOUT THE ACTIVITY

TOPIC/SUBJECT OF THE ACTIVITY	Seminar on ‘Entrepreneurship and Personal Branding’
OBJECTIVES	

	The session aimed to provide participants with practical knowledge and strategies to develop their personal brand as they embark on their entrepreneurial journeys.
METHODOLOGY	Talk followed by Q&A Session and Quiz,
INVITED SPEAKERS WITH AFFLIATION DETAILS (IF ANY)	Ms. Palakh Khanna, Founder of Break.The.Ice
OUTCOMES	The session provided participants with a strategic understanding of personal branding and enlightened them on how to craft an authentic and consistent personal brand story. They gained insights into tactfully leveraging digital platforms for self-promotion. The event also offered valuable networking opportunities within the entrepreneurial community.

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

1 Notice & Letters	2 Number of Participants & Name of participants	3 Video clip	4 Photos √	5 Feedback Form & Analysis
6 News clip with details	7 Sample Copy of the Certificate	8 Posters/ Invites √	9 Event report assisted by event coordinator & IQAC coordinator √	10 Any other

IQAC Document No:	Criterion No: III
EISC/2023-24/04	IQAC file No:

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Ms. Shikha Singh		

FOR REFERENCE

Criterion I	Curricular Aspects (planning & Implementation)		Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation		Criterion VI	Governance
Criterion III	Research, Innovations & Extension		Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure			

INVITE POSTER



UDYAM

Entrepreneurship and Innovation:
Startup Cell
Daulat Ram College

presents

A TALK ON ENTREPRENEURSHIP AND PERSONAL BRANDING

Speaker: **Ms. Palakh Khanna**
FOUNDER OF BREAK.THE.ICE





November 10



5:00 pm



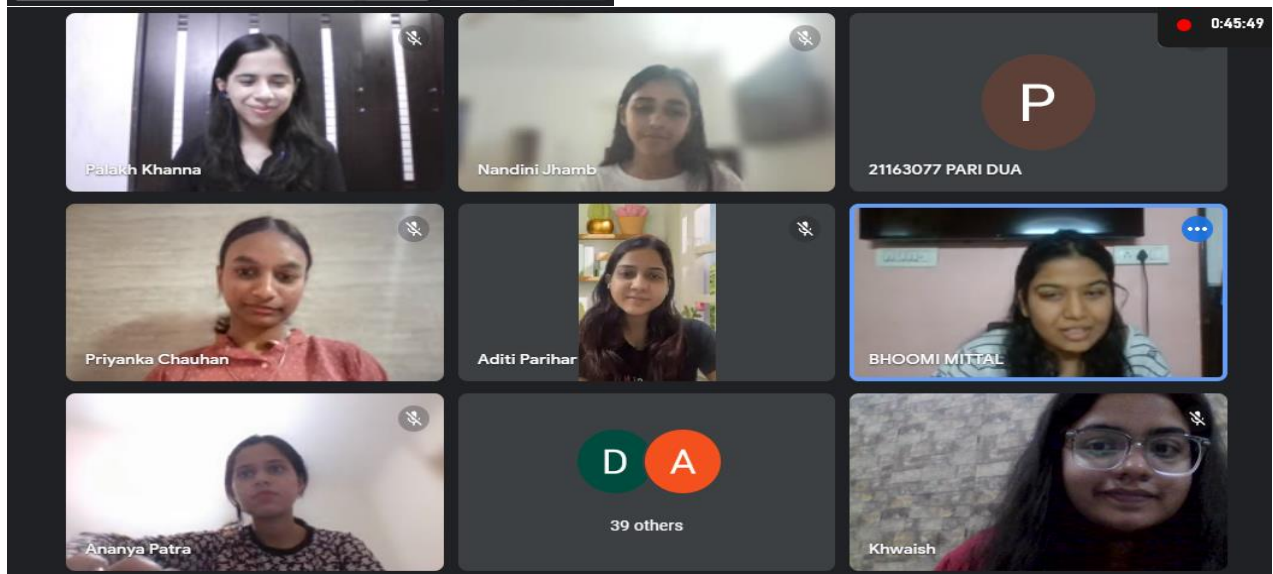
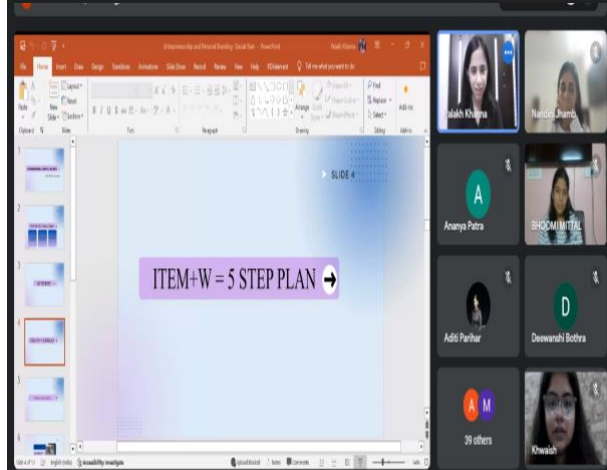
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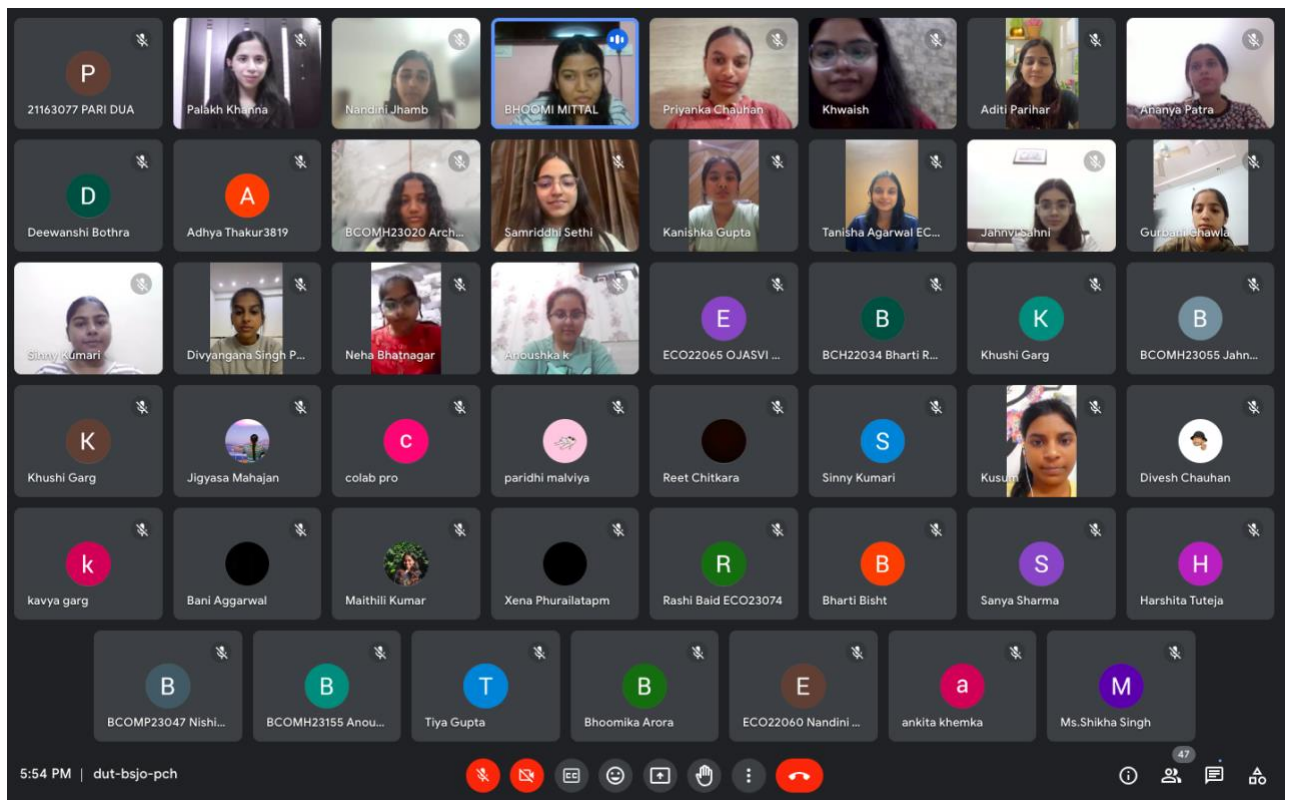
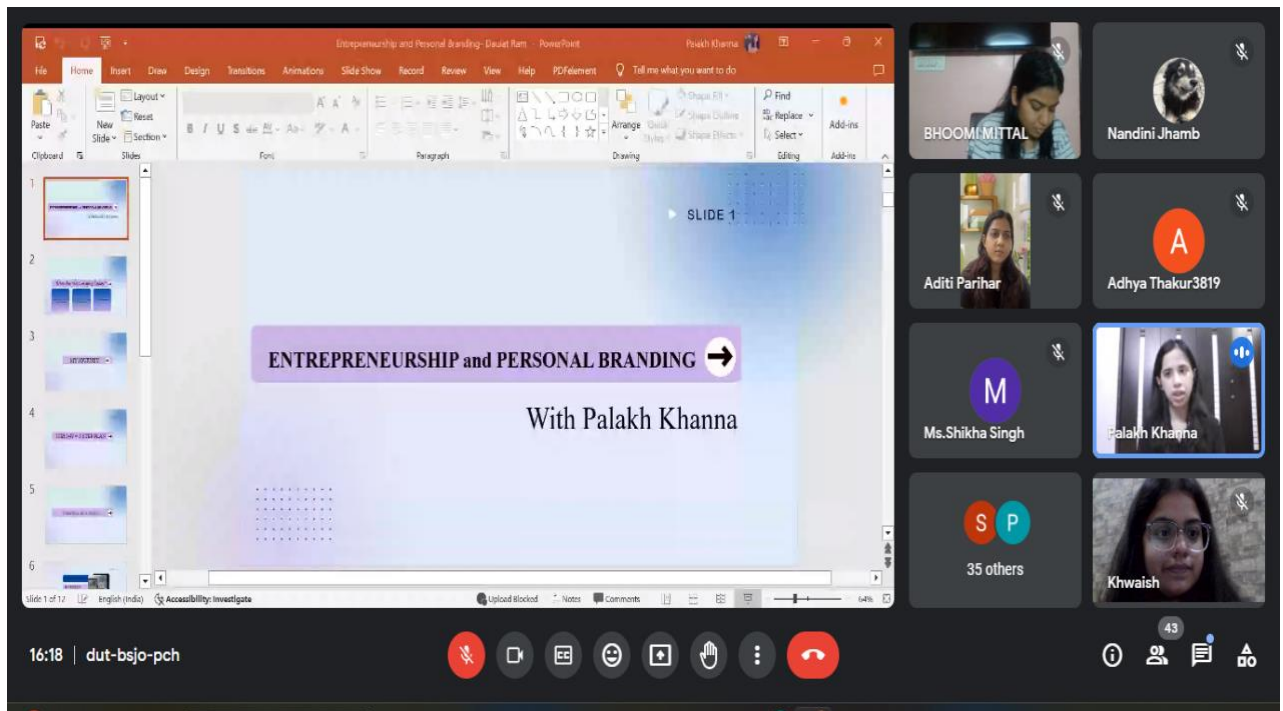
Prof. Savita Roy
Principal

Convenor: Ms. Shikha Singh
Co-Convenor: Dr. Narendra Kumar

For Queries Contact:
eicdrdu@gmail.com

EVENT PHOTOS: *Please note event photos must be geotagged (with location coordinates and time)*





On November 10, 2023, **Udyam - Entrepreneurship and Innovation: Start-Up Cell of Daulat Ram College** organised an insightful session on "**Entrepreneurship and Personal Branding.**"

Palak Singh, a dynamic **22-year-old entrepreneur** and **TEDx speaker**, is breaking **societal taboos** by addressing topics often overlooked. Her approach not only highlights the importance of product knowledge and audience connection but also challenges the norms, aiming to create a more open and inclusive dialogue within our society, revolutionising the business landscape with her innovative strategy, **ITEM+W**, where "I" signifies

comprehensive product information, "T" targets specific audience needs, "E" ensures engaging experiences, "M" focuses on strategic marketing, and "W" highlights the purpose behind product creation.

Palak's unique blend of youthfulness and strategic prowess has positioned her as a trailblazer in the business world.

EVENT SUMMARY

The event was hosted online and was facilitated by Palak Singh, an experienced entrepreneur. The session saw an enthusiastic turnout of over 55+ participants from diverse academic backgrounds.

Palak Singh commenced the session by emphasising the growing significance of personal branding in the digital age. She highlighted how a unique personal brand allows entrepreneurs to differentiate themselves, attract investors, garner media coverage and build authority in their domain. Her talk provided tips on crafting an authentic personal brand story that resonates with target audiences.

Key Highlights:

Authenticity and Consistency

Palak stressed the importance of consistency and authenticity in personal branding. She advised participants to identify their core values and build a brand that aligns with their personality. Maintaining consistency across platforms and interactions helps strengthen the brand. Participants were urged to avoid projecting a fabricated image as audiences can discern authenticity.

The Art of Storytelling

Storytelling was presented as an impactful tool for personal branding. Palak guided participants on crafting compelling stories that communicate their entrepreneurial journeys. Blending personal anecdotes with business insights allows entrepreneurs to build an emotional connection with audiences. Storytelling across digital channels helps engage diverse stakeholders.

Strategic Self-Promotion

Participants learned how to strategically self-promote without coming across as obnoxious. Tasteful self-promotion such as sharing achievements or reposting positive reviews can strengthen the brand's credibility. However, the focus should be on creating value for others rather than bragging. Subtle personal branding strategies were recommended.

Speaker Palak Singh delivered practical tips and strategies for participants to build their personal brands in conjunction with their entrepreneurial ventures. The key takeaways will empower attendees in strategically managing and promoting their brands as they embark on their entrepreneurial journeys.

Patron:

Prof. Savita Roy

Convener:

Ms. Shikha Singh

Co-Convener:

Dr. Narendra Kumar

Organizing Committee:

Dr. Arti Jain

Dr. Geeta Chauhan

Dr. Radhika Gupta

Dr. Renu

Ms. Haritha P

- **Note :** Certificate of successful completion of event if any