

Ibrahimpattanam, Ranga Reddy District, Hyderabad - 501 506.

Institution's Innovation Council (IIC)

Self Activity 2022 - 2023

Academic Year	: 2022-2023
Quarter	: 2
Program driven by	: MBA Department
Program Name	: How to Build the Brand “You” with Startups
Program Thrust Area	: Validation and Concept Development
Program Type	: Startups
Start Date	: 02-12-2022
End Date	: 02-12-2022
Number of Participants	: 128
Number of Faculty Participants	: 8
Expenditure Amount, If any	: 10000/-
Mode of Session delivery	: Offline

Overview

Objectives of this session

1. To make participants aware on Social media and its importance for Start-ups.
2. To make participants understand the influence of Social media channels on Start-ups.
3. To know the importance of building self-brand with LinkedIn
4. Role of LinkedIn and steps to use LinkedIn effectively by Start-ups
5. Impact of LinkedIn in career prospects.

Benefits in terms of Learning/Knowledge obtained

- Participants attained knowledge Social Media platforms and their importance for Start-ups.
- Participants understood the impact of social media channels for self-branding.
- Got aware on importance of LinkedIn and role of LinkedIn in self-promotion.
- Got to know process of creating LinkedIn profile and how to be active in the site besides self-branding.
- Participant got aware on benefits of LinkedIn in Career Prospects.

Presentation

Photograph 1 image



Photograph 2 image



Photograph 3 image



Photograph 4 image



Photograph 5 image



Session plan:

Brochure

**GURU NANAK INSTITUTIONS**
TECHNICAL CAMPUS (AUTONOMOUS)



Institution's Innovation Council 5.0
ENTREPRENEURSHIP DEVELOPMENT CELL
SCHOOL OF MANAGEMENT STUDIES
Organizes
STUDENT DEVELOPMENT PROGRAMME
in collaboration with **ICFAI BUSINESS SCHOOL**

HOW TO BUILD THE BRAND "YOU" WITH STARTUPS

2nd Dec' 2022 | 10:30 AM

Venue: Indoor Auditorium, GNIT.

**Resource Person:**
Mr. S. M. Mushtakhusen
HR & Soft Skills Development
ICFAI Business School, Hyderabad.

Event Coordinators
K. Sandeep Reddy Asst. Professor C. Prakash Reddy Asst. Professor

Co-Convenor
Dr. K. S. Mukherjee HOD - MBA

Convenor
Dr. S.V. Ranganayakulu Dean - R&D

www.gniindia.org

Name of the activity: How to Build the Brand “You” With Start-ups

Speaker : Mr. S.M. Mushtakhusen
Resource Person
HR & Soft Skills Development
ICFAI Business School, Hyderabad

Platform: Offline

Venue: Indoor Auditorium, GNIT

Date: 02-12-2022

A Student Development Programme on “How to build the brand “you” With start-ups” was conducted on 2nd December 2022. Around 135 students and 8 faculty members had participated in this Programme. The Main objective of this programme is to empower students with knowledge on importance of usage of social media channels for start-ups and how to create a brand called you with one of the popular social network channel i.e. LinkedIn. Through this session Students have got awareness on various social media channels for promotion of business and start-ups and career development and Participants had understood the role of social media platforms on creating self-identity and usage of LinkedIn for business branding. They were also shared with the information on process of registering in LinkedIn portal and features and options availability and guided on procedure to access those options effectively for self-branding. At the end of the session the speaker also addressed the doubts of the participants.



COORDINATOR



HOD

Institution's Innovation Council (IIC) 5.0
Self Activity 2022 - 2023

PARTICIPANTS LIST

How to build the brand "You" with Startups

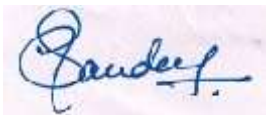
SL No.	HT NO	Name of the Student	Signature
1	22WJ1E0001	A AAKANKSHA	Aakanksha
2	22WJ1E0002	A NIKITHA REDDY	Nikitha
3	22WJ1E0003	AINAMPUDI SHANMUKH SRINIVASARAO	A. Shanmukh
4	22WJ1E0004	AKHUMLA SANGTAM	
5	22WJ1E0005	ALE PAVAN RAJU	A. Pavan Raju
6	22WJ1E0006	ALLI MAHESH	A. Mahesh
7	22WJ1E0007	AMUDALA BHUMIKA	A. Bhumika
8	22WJ1E0008	ANGOL NIKHIL	A. Nikhil
9	22WJ1E0009	ANICHETTY RUSHIKESH	A. Rushikesh
10	22WJ1E0010	ARIKATLA SRAVANI	
11	22WJ1E0011	BAKKATHATLA VINAY	T3. Vinay
12	22WJ1E0012	BALINDRA ATHOKPAM	
13	22WJ1E0013	BANDAMIDI SANDHYA RANI	B. Sandhya Rani
14	22WJ1E0014	BIJU BHARATH CHANDRA YADAV	B. Bharath
15	22WJ1E0015	BILAPATI AMALA	B. Amala
16	22WJ1E0016	BODDUPALLY SADASHIVA	
17	22WJ1E0017	BOMMIREDDY MADDILETY REDDY	B. Maddilety
18	22WJ1E0018	BUKKARAJU USHASREE	B. Usha
19	22WJ1E0019	CHENAMONI PRANITH	Ch. Pranith
20	22WJ1E0020	CHENMANENI SRUJAN	
21	22WJ1E0021	CHETTIPALLY YADAGIRI	
22	22WJ1E0022	CHILAKA VASHISTI RAGHAVA	Ch. Vashisti Raghava
23	22WJ1E0023	CHILUKA VENUGOPAL	
24	22WJ1E0024	CHILUVERI AKHIL	Akhil
25	22WJ1E0025	CHITTURI SAI PRASANNA	Sai Prasanna
26	22WJ1E0026	DALAYI RESHMA	D. Reshma
27	22WJ1E0027	DEVARAKONDA RAMU	D. Ramu
28	22WJ1E0028	DHANASHRI DAS	
29	22WJ1E0029	DUBBAKA KAVITHA	D. Kavitha
30	22WJ1E0030	DUDAM MANOJ KUMAR	D. Manoj Kumar
31	22WJ1E0031	DUNNA LAXMAN	
32	22WJ1E0032	DUSARI SATHISH CHANDRA GOUD	D. Sathish Chandra

No.	HT NO	Name of the Student	Signature
33	22WJ1E0033	G ASMITHA	G. Asmita
34	22WJ1E0034	GADDAM AKHILA	G. Akhila
35	22WJ1E0035	GAJULA CHANDANA	G. Chandana
36	22WJ1E0036	GANDEED MADHAVI	G. madhavi
37	22WJ1E0037	GANNQU BINDU	Bindu
38	22WJ1E0038	GARLAPATI AKSHARA	G. Akshara
39	22WJ1E0039	GOLI TEJA LAXMI	G. Tejalaxmi
40	22WJ1E0040	GOVINDU ASHITHA	
41	22WJ1E0041	GUDIPUDI RANI	G. Rani
42	22WJ1E0042	GUGULOTH MADHAVI	
43	22WJ1E0043	I S S VARA PRASAD VARMA	I. S. Varma
44	22WJ1E0044	JALLELA SHAILAJA	Shailaja
45	22WJ1E0045	JANANI PALADI	P. Janani
46	22WJ1E0046	JATOTHU VENU GOPAL	
47	22WJ1E0047	JENEGALA VENU PRASAD	Venu
48	22WJ1E0048	JOGOLU VINAY	J. Vinay
49	22WJ1E0049	JONNAPALLI LAXMAN	J. Laxman
50	22WJ1E0050	K VAMSHI KRISHNA	Vamshi
51	22WJ1E0051	KALADARI LAKSHMI PRIYA	Priya
52	22WJ1E0052	KANDE VINAY KUMAR	Vinay
53	22WJ1E0053	KANDURI ABHINAYA	Abhinaya
54	22WJ1E0054	KANTHI VINEELA	K. Vineela
55	22WJ1E0055	KARAMTOTH SANDHYA	
56	22WJ1E0056	KARINGU VIJAYA LAXMI	K. Vijayalaxmi
57	22WJ1E0057	KAVISETTI VENKATA VISWESWARA RAO	K. Venkata Visweswara Rao
58	22WJ1E0058	KEISHAM PRASAN	
59	22WJ1E0059	KETHIREDDY PALLAVI REDDY	K. Pallavi Reddy
60	22WJ1E0060	KOTLA SAI KARTHIK	Karthik
61	22WJ1E0061	KOTTAM KAVYA REDDY	K. Kavya
62	22WJ1E0062	LAKAVATH RAJU	
63	22WJ1E0063	M RAVI KUMAR	M. Ravi Kumar
64	22WJ1E0064	MAHARSHI KANVA SAI KRISHNA	
65	22WJ1E0065	MALLAM RADHIKA	M. Radhika
66	22WJ1E0066	MAMIDIPALLY SRAVAN	M. S. S. S. S.
67	22WJ1E0067	MANGA KAVYA	M. Kavya
68	22WJ1E0068	MARRI PRIYANKA	
69	22WJ1E0069	MD NEHA	
70	22WJ1E0070	MERUGU RAVIKIRAN	M. Ravikiran
71	22WJ1E0071	MUCHARLA ROHITH REDDY	
72	22WJ1E0072	MUDAVATH THARA	M. Thara

No.	HT NO	Name of the Student	Signature
73	22WJ1E0073	MULA JYOTHI	
74	22WJ1E0074	MUNAVATH ARUNA	M. Aruna
75	22WJ1E0075	N SAITEJA	N. Saiteja
76	22WJ1E0076	NANDI SRIVANI	
77	22WJ1E0077	NARANI GNAPTHIKA	N. Gnathika
78	22WJ1E0078	NEYYILA JAYA RAJU	N. Jaya
79	22WJ1E0079	OASIS KSHETRIMAYUM	Oasis Ksh
80	22WJ1E0080	P RAGHAVENDRA	P. Raghavendra
81	22WJ1E0081	PALLETI RAJITHA	P. Rajitha
82	22WJ1E0082	PAMPARI MANIKANTA	P. Manikanta
83	22WJ1E0083	PANDI SHIRISHA	
84	22WJ1E0084	PATAM ANANTHARAYUDU	P. Anantha Rayudu
85	22WJ1E0085	PATAM INDRA SENA	P. Indrasena
86	22WJ1E0086	PATHIKONDA JAYANTHI	P. Jayanthi
87	22WJ1E0087	PATHLAVATH SHIVA KRISHNA	P. Shivalakshmi
88	22WJ1E0088	POTHULA SHRUTHI	P. Shruthi
89	22WJ1E0089	POTHURAJU MOUNIKA	P. Mounika
90	22WJ1E0090	PUTNALA SANDHYA	P. Sandhya
91	22WJ1E0091	PUTTA AKHILA	
92	22WJ1E0092	R K SOMILAN	
93	22WJ1E0093	RACHMALA KARTHIK	R. Karthik
94	22WJ1E0094	RAJAMONI HARIPRASAD	R. Hariprasad
95	22WJ1E0095	RANGU BHARGAV	R. Bhargav
96	22WJ1E0096	RATHNAKARA SRAVYA	
97	22WJ1E0097	RAVINUTHALA VAISHNAVI	R. Vaishnavi
98	22WJ1E0098	S RAJINI	S. Rajini
99	22WJ1E0099	SAGOLSEM PRIYANKA DEVI	S. Priyanka
100	22WJ1E00A0	SAIREM ZETLIN SINGH	S. Zetlin
101	22WJ1E00A1	SATHIRI NIREESHA	S. Nireesha
102	22WJ1E00A2	SATHIRI SNEHA	S. Sneha
103	22WJ1E00A3	SHAIK RIZWAN	S. Rizwan
104	22WJ1E00A4	SHAIK SHAMA	
105	22WJ1E00A5	SHAIK WASEEM RIZWANA	S. Waseem
106	22WJ1E00A6	SHANKARASHETTI NAVYA	S. Navya
107	22WJ1E00A7	SHEEMA TABASSUM	S. Sheema
108	22WJ1E00A8	SINAM RANABIR SINGH	S. Ranabir Singh
109	22WJ1E00A9	SNEHANKITHA TANKARI	
110	22WJ1E00B0	SONALI	S. Sonali
111	22WJ1E00B1	SWAYAM PRABHA SWAIN	S. Swayamprabha Swain
112	22WJ1E00B2	TAGARAM PAVAN KUMAR	

No.	HT NO	Name of the Student	Signature
113	22WJ1E00B3	TAPPETA RAJESH	
114	22WJ1E00B4	TEKALE MOUNIKA	
115	22WJ1E00B5	THALASANI PRATHIBHA	T. Prathibha.
116	22WJ1E00B6	THANGJAM ANJALI DEVI	Th. Anjali Devi.
117	22WJ1E00B7	THATIPAMULA NEELIMA	T. Neelima.
118	22WJ1E00B8	THINGBAIJAM LUIS SINGH	
119	22WJ1E00B9	THOKCHOM PRIYADARSHINI DEVI	Th. Priyadarshini Devi
120	22WJ1E00C0	THOTA KAVYA SRI	T. Kavayari
121	22WJ1E00C1	TIRUMALAGIRI PRAMODH KUMAR	T. Pramodh Kumar
122	22WJ1E00C2	VADLA UDAYKIRAN	
123	22WJ1E00C3	VALKI ASHA	V. Asha.
124	22WJ1E00C4	VEERAGONI SANJANA	V. Sanjana.
125	22WJ1E00C5	VIN K	
126	22WJ1E00C6	YARRAMSETTI GOPI	
127	22WJ1E00C7	ABDILBASIT HAMED ALI WAR	Hamed Ali War
128	22WJ1E00C8	SAMA RUCHITHA REDDY	Ruchitha Reddy

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