



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Tel. Office: 8448186947, 8448186950 www.maims.ac.in

WORKSHOP – CORPORATE COMMUNICATION FOR ENTREPRENEURS January 29, 2020

Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies in association with Apeejay Institute of Mass Communication, Dwarka, Delhi organised one day workshop on “Corporate Communication for entrepreneurs” on January 29, 2020 for students of MAIMS. Workshop began with Saraswati Vandana, a prayer was offered to Maa Saraswati, the embodiment of knowledge to mark the auspicious occasion of Vasant Panchami. The guests were then welcomed with saplings by HOD (Dept. of Journalism and Mass Communication) Prof. (Dr.) Vinita Gupta HOD, Dept. of Journalism and Mass Communication, (MAIMS) Ms. Nidhi Chaudhry, to nurture a sustainable environment. Ms. Pushpa Nair, Communication Strategist and Dr. Rajeev Kumar Panda, Associate Professor, Apeejay Institute of Mass Communication conducted simulating sessions. 50 students participated in the workshop. Faculty members of the department of Journalism and Mass Communication also attended workshop. Ms. Nidhi Chaudhry organised the workshop as the convenor.

Ms. Pushpa Nair has been marketing and communication professional with over a 25 years experience PR Consulting, Corporate Communications and Marketing roles, with a proven track record of excellent performance, both as employee and entrepreneur. Focus on creating complete customized solutions that effectively address the communication issues. Specialize in "connecting people" with what works for them.

- Reputation for delivering focused results across a diverse spectrum of clients
- Reliable spokesperson in crisis situations, presenting a realistic image while adopting appropriate communication outlets
- Entrepreneurship spirit prospecting new business opportunities with success
- Distinction of working with a wide target audience, including internal and external stakeholders
- Excellent networking with key contacts in the media, government and corporate sector



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Specialties: Integrated marketing strategy, public relations and communication strategy and implementation; brand building; media sensitization and message development for spokespersons. Believe that the most effective communication is the connect and hence the importance of storytelling as an effective tool.

Dr. Rajeev Kumar Panda has more than 15 years of experience in Teaching & Industry in the area of TV Production and Direction, Electronic Cinematography & Broadcast Journalism. He has directed and video graphed several documentaries, serials and music videos for Doordarshan and other organisations. He is an alumnus of reputed Biju Pattnaik Film & TV Institute, Orissa. Holds 3 Years Diploma in Cinematography, MA & Ph.D in Mass Communication.

Ms. Pushpa Nair kick started the discussion on the basics of Corporate Communication with an informal question friendly approach. Delving into the nuances of the subject, the branding, marketing, and advertising strategy of various Indian and International brands like Amul, Apple, and Infosys were discussed by her to foster a thought-provoking environment. Ms. Nair underlining the significance of strategic communication meticulously taught students nuisances of Corporate communication through case studies and students were asked to analyse the communication and crisis management strategies of given companies. Corporate communication is all about learning the art of presenting an idea or argument lucidly. Drawing upon this fundamental, Ms. Nair discussed the communication strategies of high-end luxury brands like Rolls Royce, Mac, Lamborghini, etc. which don't indulge in advertising to create a desirability quotient.

To foster a holistic and academia-oriented approach, strategizing and brainstorming activities were conducted wherein students were divided into groups to represent different corporations. It was planned in a way to equip students with a better understanding of the subject and to hone their communication skills. This activity provided the students with a platform to discuss and gain a deeper insight into the role of a corporate communication department.



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Director General MAIMS Prof (Dr.) S. K. Garg addressing the students on occasion said one cannot overlook the significance of communication in every walk of life and it has tremendous role in highly competitive corporate scenario.

Director MAIMS Prof (Dr.) Ravi Kumar Gupta applauded and encouraged the department for such practical and professional exposure. Prof. (Dr.) Vinita Gupta highlighted the importance of real industry exposure for the students.

The workshop ignited the minds of the students with an array of questions. Discussions were held on the scope and future of Corporate Communication for entrepreneurs. Finally, a certificate distribution ceremony was conducted to commemorate and motivate the students by Director General, (MAIMS) Prof (Dr) S. K. Garg; Director (MAIMS). Prof (Dr) Ravi Kumar Gupta and HOD (Dept. of Journalism and Mass Communication) Prof. Dr. Vinita Gupta.

Workshop culminated with Ms. Nidhi Chaudhry's vote of thanks.

It was indeed a day of insightful discussions and great learning with students having so much to ask for and take back.





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