Developing a Brand Voice Workshop Report

<u>Aim & Objective of the activity:</u> The workshop was aimed at inspiring students to create an organic state and authentic brand voice that resonates with their target audience.

Date of the Activity: 17/07/2019

Organizing Unit/Department: Department of Zoology

Program Coordinator: Dr. S. B. Ingole

Students Participated: 56

Report of the Activity

Department of Zoology, Shei Siddheshwar Mahavidyalaya, Majalgaon Dist. Beed recently conducted a brand voice workshop for students to help them develop a unique personality for their brand.

The workshop was divided into three activities, with the first 10 minutes dedicated to introductions and handing out materials. The next 30 minutes were spent on brainstorming and identifying the key elements of the brand voice. Students were encouraged to think about their brand's values, personality, tone, and messaging.

The next 30 minutes were spent on developing a brand voice statement. Students were asked to write a concise statement that captures the essence of their brand voice. The statement should be easy to remember and communicate to others.

The final 20 minutes were spent on sharing and feedback. Students were asked to share their brand voice statements with the group and receive feedback from their peers. The feedback was aimed at helping students refine their statements and ensure that they accurately reflect their brand's personality and values.

Overall, the workshop was a success, with students leaving with a better understanding of how to develop a brand voice that stands out in a crowded market. By following the steps outlined in the workshop, students can create a brand voice that resonates with their target audience and helps them achieve their business goals.



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Shri Siddheshwar Mahavidyalaya, Majalgaon

Dist. Beed 431131

Activity Attendance (Students/ Teachers/ Non-Teaching Staff)

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Emotional Intelligence Workshop Report

<u>Aim & Objective of the activity:</u> The workshop aimed to help students recognize and regulate their own emotions, understand the emotions of others, and develop empathy towards them.

Date of the Activity: 17/08/2019

Organizing Unit/Department: Department of Botany

Collaborating Agency: Dr. Archana Kachare, Sundarrao Solanke Mahavidyalay Majalgaon.

Program Coordinator: Dr. P. G. Ghadsing

Students Participated: 48

Report of the Activity

A workshop on emotional intelligence was recently conducted by Department of Botany, Shri Siddheshwar Mahavidyalaya, Majalgaon for the students. The workshop was aimed at helping students understand the importance of emotional intelligence and how it can help them in their personal and professional lives.

The workshop was conducted by **Dr. Archana Kachare a renowned expert in the field of emotional intelligence** who shared some valuable insights and tips on how to develop emotional intelligence. The expert emphasized the importance of self-awareness, self-regulation, motivation, empathy, and social skills in developing emotional intelligence.

The workshop began with an introduction to the concept of emotional intelligence and its importance in our daily lives. The facilitators explained how emotional intelligence affects our relationships, work performance, and overall well-being. The workshop was based on the five-step approach to developing emotional intelligence. The students were taught to identify and name their emotions, including the negative ones, which helped them to develop awareness of their emotional state. The workshop also focused on the importance of emotional intelligence in effective leadership.

Overall, the workshop was a great learning experience for the students and helped them to develop their emotional intelligence skills.





Emotional Intelligence Workshopenson 17/08/2019

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Analysing Complex Situations Workshop Report

Aim & Objective of the activity:

The aim of the analyzing complex situations workshop was to equip participants with the skills and knowledge necessary to effectively analyze and navigate complex situations. The workshop aimed to:1. Introduce participants to the concept of complexity and its various dimensions, such as multiple stakeholders, uncertainty, and interdependencies.

- 2. Provide participants with analytical frameworks and tools to help them make sense of complex situations, including systems thinking, scenario planning, and risk analysis.
- 3. Encourage participants to apply these frameworks and tools to real-world.

Date of the Activity: Dt. 15/09/2019

Organizing Unit/Department: Department of Botany

Program Coordinator: Dr. P. G. Ghadsing

Students Participated: 42

Report of the Activity

The "Analysing Complex Situations" workshop conducted by the Botany Department, Shri Siddheshwar Mahavidyalaya, Majalgaon was a highly informative and interactive session aimed at enhancing the critical thinking and problem-solving skills of the participants.

The workshop was conducted by Shri. S. M. Bansode, who shared their knowledge and expertise in analysing complex situations.

The workshop covered various topics such as identifying the root causes of complex situations, analysing data to find patterns and trends, developing effective solutions, and implementing them. The participants were encouraged to share their experiences and challenges in dealing with complex situations. The Analysing Complex Situations Workshop program was designed to help individuals and organizations develop skills for effectively analysing and solving complex problems. The workshop covered topics such as critical thinking, problem-solving frameworks, root cause analysis, and decision-making models.

Participants learnt how to identify and analyse complex situations, gather and evaluate information, and develop effective solutions. The workshop also includes interactive exercises and case studies to help participants apply the concepts to real-world scenarios.

Overall, the workshop emphasized the importance of taking a holistic approach to analysing complex.



Analysing complex situations workshop

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