



## ENGINEERING MANAGEMENT TECHNICAL CAMPUS – JEMTEC

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)  
Plot No. 48/4, Knowledge Park-III, Greater Noida, PIN-201308

**Name of the Event:** -Guest Lecture on “**Personal Branding- Mantra To Success**”

**Resource Person:** - Mr. Virendra Sharma, Co-founder at Better health technologies(IIT Delhi incubated), @Picxele, Startup India Mentor and Expert Tech Trainer @Simplilearn

**Day &Date:** - Monday, 21<sup>st</sup> October, 2019

**Time:** - 11 AM to 1 PM

**Attended by:** - All the BBA Students

**Venue:** Auditorium, JEMTEC, Greater Noida.



The BBA Department of JIMS Engineering Management Technical Campus, Greater Noida organised a Guest Lecture on “**Personal Branding- Mantra To Success**” on Monday, 21<sup>st</sup> October, 2019. The guest speaker was Mr. Virendra Sharma, Co-founder at Better health technologies(IIT Delhi incubated), @Picxele, Startup India Mentor and Expert Tech Trainer @Simplilearn.



Dr. Arun Kumar Singh, HoD, BBA welcomed the guest and felicitated him with a green initiative of JIMS.



Mr. Virendra Sharma initiated the lecture with the interaction on the strengths and weaknesses, students' carry with their personalities. Before starting with Personal Branding, he discussed about brands and how they reached the place to be called as brands. He stated the example of founder of AliBaba.com, the principles he follows in life, how these principles have helped him to his brand as well as personal brand.



He further helped students with the steps to build their personal brand, he discussed various examples from industry. Students responded to his illustrations and tried to capture his words.



Dr.Shikha Jalota, Associate Professor, BBA gave vote of thanks and expressed gratitude towards the guest for giving his valuable time to the students. Dr.Rashi Gupta, Assistant Professor, BBA coordinated for the event to be a success. JIMS Memento was presented to our honourable guest as a token of respect and remembrance by Professor A. S. Pandey, BBA.



Students had many queries on building a strong and positive personal brand, Mr. Sharma answered all the queries with patience. The guest lecture was highly informative and interactive for the students of BBA Department.