



**Gyanmanjari Institute of Technology
Sidsar Road, Bhavnagar.**



Under the aegis of SSIP Cell
&
Institutes Innovation Council
Department of Electrical Engineering

Organized

Start up & Innovation Talk Show

“Importance of Brand”

on

21th August, 2023

at

Gyanmanjari Institute of Technology, Bhavnagar



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Acknowledgement

We are thankful to our honorable Provost Dr. H. M. Nimbark and Directors Prof. A. H. Vora and Prof. A. G. Maru who have fulfilled the need of startup and innovation talk show to enhance the information on “Importance of Brand” for the students of Gyanmanjari Institute of Technology

We are especially thankful to Mr. Falak Sheth, Director, Sheth Brothers, for his contribution of knowledge and information in this talk show.



Inauguration of Talk Show

In the beginning Prof. Anish Vora welcomed the key note speaker on behalf of Gyanmanjari Institute of Technology with flowers also the purpose and importance of the talk show was explained in detail by Prof. Anish Vora

Number of Participants

Total numbers of participants were 200.



Significance of Talk Show

To celebrate the world entrepreneurship day, a talk show to promote Start up and innovation was organized for students of Gyanmanjari Institute of Technology on the very significant topic of prevailing time “Importance of Brand”.

Brand is very important for the success of any industrial venture. It is very necessary to understand a long term branding strategy to create a memorable brand. Understanding of key factors which affects the brand and special features are very important aspect for any innovator or start up aspirants.

Major Topics of Talk Show

- Understanding of Brand
- Importance of Brand for success of any business
- Brand Building Staretegy
- Different Features of Branding
- Factors that affect the Brand



Brief Information of Talk Show

To establish a holistic innovation and startup ecosystem among the students of GMIT, a talk show on the topic “Importance of Brand” was organized with the aim of developing leadership and entrepreneurship on 21st August to celebrate world entrepreneurship day. Mr. Falak Sheth, Director of very well known brand “Kayam Churna”, Sheth Brothers was the felicitator.

The talk show was organized with the aim of inculcating the qualities of entrepreneurship, innovation and leadership among the young students as per the current demand and motivating them to create new opportunities.

At the beginning of the talk Mr. Falak Sheth explained what is brand for the success of any industrial venture, the importance of brand and the need for a long term branding strategy to create a memorable brand. Key factors such as Unique Selling Proposition (USP), Recognition, Quality, Values, Trust, Consistency, Choice, Differentiation need to be given special attention while formulating a strategy for branding and that understanding was given through relevant examples.

Creativity and innovation are essential for any startup. Initial challenges, hurdles, failure, funding etc. and how to overcome them and stick to long term goals were explained in detail.



Conclusion

The session ended with comprehensive questionnaires. The students of the engineering branch were enlighten with information of brand and motivation for future startups.

The students were assigned a task to develop logo, brand, and tag line for their hypothetical products. Overall students gain a lot of information.

Snaps of the Seminar



Felicitor – Mr. Falak Sheth



Participants of Gyanmanjari Institute of Technology