

## REPORT ON ACTIVITY

### Fomento Lecture Series

<b>Title of the event</b>	<b>Building a Brand Pancham Nishad</b>
<b>Date and time</b>	19/03/2024
<b>Mode</b>	Offline
<b>Location</b>	FF-07, Goa Business School, Goa University
<b>Department/School/Directorate</b>	Management Studies, Goa Business School
<b>Participants</b>	80
<b>No. Of Faculty attended</b>	10
<b>No. Of Students attended</b>	70
<b>Name of the Resource Person</b>	Shri. Shashi Vyas
<b>Objective and Description of the Activity</b>	<p>To look into the ideas and strategies involved in creating a successful brand identity for Pancham Nishad, with an emphasis on brand positioning, storytelling, and audience engagement. This lecture will provide attendees with insights into the process of developing a compelling brand narrative that resonates with consumers, emphasizing the importance of authenticity, cultural relevance, and innovative marketing techniques in building a strong brand presence in today's competitive landscape.</p>
<b>Benefits and Key Outcome of the Event</b>	<p>It provided attendees great insights into successful brand development methods. Participants have learned how to create a strong brand identity that reflects Pancham Nishad's values and culture, as well as how storytelling can be used to engage target audiences. The key results include practical knowledge of brand positioning, marketing tactics, and the importance of authenticity in branding. Attendees will have a better grasp of how to use cultural heritage and community participation to create a successful brand, empowering them to apply these ideas to their own branding efforts.</p>

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Dr. Suraj Velip,  
Programme Director (MBA)

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Dean, Goa Business School  
Goa University





# 2024

FOMENTO

## LECTURE SERIES

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