

D.K.M. COLLEGE FOR WOMEN, (Autonomous)

SAINATHAPURAM, VELLORE – 1



**REPORT OF WORKSHOP ON
“IMPORTANCE OF BRANDING IN MARKETING”**

Organised by

**MHRD - INSTITUTION'S INNOVATION COUNCIL (IIC)
&
PG & RESEARCH DEPARTMENT OF COMMERCE &
COMMERCE WITH COMPUTER APPLICATION**

DATE: 07.02.2023

TIME: 2.00 pm to 3.00 pm

VENUE: D-BLOCK CONFERENCE HALL

2022-2023

D. K. M COLLEGE FOR WOMEN [AUTONOMOUS], VELLORE

MHRD-INSTITUTION'S INNOVATION COUNCIL [IIC]

&

PG and Research Department of Commerce
& Commerce with Computer Application

Organizes a workshop on

IMPORTANCE OF BRANDING IN MARKETING



RESOURCE PERSON:

*Mrs. R. Maheswari MA, PGDPMR, MBA, SET
Asst. Professor. Dept of Management studies
D. K. M College for women - Vellore*

CHIEF PATRONS

Er. D. MANINATHAN, B.E., SECRETARY
Dr. T. SIVAKUMAR, M.A., PRESIDENT

PATRON

Dr. R.BANUMATHY
PRINCIPAL

CONVENOR

Lt. Dr. A. AMIRTHAVALLI
IIC- PRESIDENT

Organizing Committee

Ms. D. Vijayanirmala - HOD of Commerce

Dr. C. Sumitha - HOD of Commerce - CA

& All The Staff Members

DATE : 07.02.2023

Time : 2.00 PM to 3.00 PM

VENUE : D - Block Conference Hall

ALL ARE CORDIALLY INVITED

D.K.M. COLLEGE FOR WOMEN, (Autonomous)

Sainathapuram, Vellore – 1

MHRD - INSTITUTION'S INNOVATION COUNCIL (IIC)

&

**PG & RESEARCH DEPARTMENT OF COMMERCE & COMMERCE WITH
COMPUTER APPLICATION**

NO. OF BENEFICIARIES: 115

DATE: 07.02.2023

TIME: 2.00 pm to 3.00 pm

Objectives:

- ❖ This workshop creates awareness about branding in marketing among the students.
- ❖ This program focussed on branding, brand image and retaining consumers
- ❖ To understand the importance of branding and its uses.

Programme Outcome:

- ❖ Students came to know about the importance of brands and how they can utilize when they will become entrepreneur
- ❖ Students receive deep knowledge on successful branding all over the world.
- ❖ Different brand images are identify by the students

DKM COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE

MHRD - IIC

&

**PG AND RESEARCH DEPARTMENT OF COMMERCE &
COMMERCE WITH COMPUTER APPLICATION**

DATE: 07/02/2023

TIME: 02-00PM

AGENDA

- 1. THAMIZTHAI VAZTHU**
- 2. WELCOME ADDRESS**
- 3. INTRODUCTION & FELICITATION OF GUEST**
- 4. CHIEF GUEST PRESENTATION**
- 5. VOTE OF THANKS**
- 6. NATIONAL ANTHEM**

D.K.M. COLLEGE FOR WOMEN, (AUTONOMOUS)- VELLORE

REPORT ON


The workshop on "Importance of Branding in Marketing". Organised by MHRD-Institutions Innovation Council (IIC) & PG & Research Department of Commerce & Commerce with Computer Application on 07-02-2023 from 2.00 pm to 3.00 pm in D Block Conference Hall.

The workshop on "Importance of Branding in Marketing" was organized by MHRD- IIC & PG & Research Department of Commerce & Commerce with Computer Application on 07-02-2023 from 2.00 pm to 3.00 pm in D Block Conference Hall. Mrs. R. Maheswari, M.A., PGDPM, M.B.A., SET., Assistant Professor in Department of Management Studies D.K.M. College for Women, Vellore was the resource person of the day. Ms. D. Vijayanirmala H.O.D. of Commerce welcomed the gathering and introduced the Chief Guest to the Audience.

After the words of Felicitation from Dr. A. Amirthavalli, Convenor, IIC. President The Resource Person Mrs. R. Maheswari gave a detailed PPT Presentation on the Importance of Branding. She highlighted the various companies. After the presentation many questions were raised by the student participants which was clarified by the resource person. Nearly 120 students attended the workshop and got benefited. After the presentation vote of thanks given by Dr. C. Sumitha H.O.D. of B.Com (CA) the workshop came to an end at 3.00 pm.

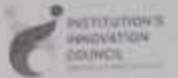

Principal
D.K.M. COLLEGE FOR WOMEN
(AUTONOMOUS),
VELLORE - 632 001.


Dr. A. AMIRTHAVALLI
Associate Professor & HOD.,
Research Supervisor & Guide,
P. G. & Research Dept. of History
D.K.M. College for Women,
VELLORE - 632 001


Ms. D. VIJAYA NIRMALA, M.Com, M.Phil,
Head & Assistant Professor,
P.G. & Research Department of Commerce,
D.K.M. College for Women (Autonomous),
VELLORE - 632 001.







DKM COLLEGE FOR WOMEN (AUTONOMOUS) VELLORE -1

Ministry of Human Resource Development (MHRD)

& Institutional Innovation Council (IIC),

PG and Research Department of Commerce and Commerce with Computer Application

Date: 07.02.2023 Time: 2.00.p.m.

Workshop on "Importance of Branding in Marketing"

S.No	Name	Year & Department	Mail-Id	Contact No.	Signature
1.	V. Amirtha	<u>I</u> B. Com	amirthaammu2u@gmail.com	7010389677	V. Amirtha
2.	M. Amirtha	<u>III</u> B. Com	amirthamuralinayan@gmail.com	9025819815	M. Amirtha
3.	J. Sushmitha	<u>III</u> B. Com	jns990090@gmail.com	6385641820	J. Sushmitha
4.	D. Abinaya	<u>III</u> B. Com	abinayaabinaya0691@gmail.com	824887713	D. Abinaya
5.	M. Abitha	<u>III</u> B. Com	abitha nana 2003@gmail.com	9150553439	M. Abitha
6.	V. Gayathri	<u>III</u> B. Com	gayathrigayathri2516@gmail.com	9653675085	V. Gayathri
7.	V. Lavanya	<u>IV</u> B. Com	lavanyamab010@gmail.com	6374968310	V. Lavanya

S.No	Name	Year & Department	Mail-Id	Contact No.	Signature
8.	S. Jathikakshmi	III B.com	jathikakshmi16@gmail.com	7695894019	S. jathikakshmi
9.	D. Kaviya	III B.com	kaviyaditokasan@gmail.com	9610366188	D. Kaviya
10.	B. Saraswati	III B.com	saraswati11111@gmail.com	9384428851	B. Saraswati
11.	A. Reema Taj	III B.com	reemataj6@gmail.com Reema	6385624640	A. Reema
12.	Ramya B	III B.com	ramya003@gmail.com	6384651726	Ramya B.
13.	G. Rajeshwari	III B.com	rajikunasekar@gmail.com	9669515118	G. Rajeshwari
14.	S. Vaishnavi	III B.Com	vaishnavi03@gmail.com	6369597255	S. Vaishnavi
15.	V. Indhumathi	III B.COM	Indhumathi@gmail.com	6369622545	V. Indhumathi
16.	T. Sangavi	III B.Com	SangaviSangavi15@gmail.com	7708259138	T. Sangavi
17.	S. Sandhya	III B.com	sandhyasunishanti@gmail.com	9487559492	S. Sandhya
18.	M. Sarala	III B.com	sarala1777@gmail.com	7904508853	M. Sarala
19.	Vimala S	III B.com	Vimala20112002@gmail.com	9363375119	Vimala S

S.No	Name	Year & Department	Mail-Id	Contact No.	Signature
20.	K. Shalini	III B.Com	shalinichalini1931@gmail.com	8248853218	
21.	P. Pooja	III B.Com	Pooja040403@gmail.com	6369657572	Pooja S
22.	R. Vaishnav	III B.Com	Vaishnav2002@gmail.com	6384600470	Vaishnav R.
23.	J. Aariga	III B.Com	aariga.sankar@gmail.com	9944597109	J. Aariga
24.	Dhanalakshmi.D	III B.Com	dhanas2032003@gmail.com	9025547134	Dhanalakshmi.D
25.	T. Aishwarya	III B.Com	aishwaryathirumalan43@gmail.com	9345808487	Aishwarya.T
26.	S. Bhuvaneshwari	III B.Com	janani 02282003@gmail.com	9500938994	S. Bhuvaneshwari
27.	V. Menaka	III B.Com	menakaviji20@gmail.com	6369925335	V. Menaka
28.	S. Divya	III rd B.Com	sd5424070@gmail.com	8056313049	Divya S
29.	Charulatha.V	III B.Com	charulathaV2001@gmail.com	7676896029	Charulatha
30.	V. Gopathi	III B.Com	gopatti3609@gmail.com	6384213609	V. Gopatti
31.	R. Sowmiya	III B.Com	SowmiyaSowmiya9570@gmail.com	8637662642	Sowmiya R

S.No	Name	Year & Department	Mail-Id	Contact No.	Signature
32	A. Mahalakshmi	II - B. Com	sakthivelv19038@gmail.com	9345822032	A. Mahalakshmi
33	B. Divya	II - B. Com	babudiya534@gmail.com	9445175689	B. Divya
34	M. Anitha	II - B. Com	anithaanitha@gmail.com	9843072570	Anitha M
35	V. Sowmya	III - B. Com	Sowmyakb@gmail.com	9092232804	Sowmya V
36	M. Nandhini	III - B. Com	baby nandhi823@gmail.com	9028848211	Nandhini M
37	R. Bridevi	III - B. Com	Bridevi9383@gmail.com	9384301974	Bridevi R
38	M. Poovarasai	III - B. Com	Poovarasai2103@gmail.com	8667424088	M. Poovarasai
39	S. Lavanyasai	III B. Com	Lavanyasai2009@gmail.com	930537997	S. Lavanyasai
40	K. Rajalakshmi	III B. Com	rajalakshmiK383@gmail.com	9345303173	K. Rajalakshmi
41	V. Palithra	III - B. Com	Palithra1669@gmail.com	8525860007	V. Palithra
42	B. Vidhya An	III - B. Com	vidhyasri702@gmail.com	9080912381	B. Vidhya An
43	G. Sowmya	III - B. Com	SowmyaGaneshu9@gmail.com	9789174852	G. Sowmya

S.No	Name	Year & Department	Mail-Id	Contact No.	Signature
44	B. Swetha	<u>III</u> B. com	Swetha Babu @ gmail . com	9994562405	B Swetha
45	S. J. Sindhuja	<u>III</u> B. com	S Sindhuja @ . gmail . com	78678511295	Sindhuja S.J
46	R. Lokeshwar	<u>III</u> B. com (CA)	lokeshwarthuliy @ gmail . com	8778484524	R. Lokeshwar
47	P. Haripriya	<u>III</u> B. com (CA)	haripriya811 @ gmail . com	8698793154	P. Haripriya
48	K. Brindha	<u>III</u> B. com (CA)	brindha.k2462 @ gmail . com	7904426092	Brindha K
49	B. Lokeshwari	<u>III</u> B. com (CA)	Lokeshwaribaba029 @ gmail . com	9345550377	Lokeshwari B
50	A. Afeen Kouser	<u>III</u> B. com (CA)	afeenafeen.kouser2873 @ gmail . com	9500829428	Afeen Kouser
51	Vassha P	<u>III</u> B. com (CA)	Vasshap25977 @ gmail . com	9597796589	Vassha P
52	P. Jayathiri	<u>III</u> B. com (CA)	Jayathiri20052003 @ gmail . com	9715641422	P. Jayathiri
53	S. Logapriya	<u>III</u> B. com (CA)	logapriyasaravanan #2 @ gmail . com	9360409747	S. Logapriya
54	K. Anandha	<u>III</u> B. com (CA)	kasthikagan-anil sath 2110 @ gmail . com	8681942567	K. Anandha
55	T. K. Kowsalya	<u>III</u> B. com (CA)	kowsalya 02030 @ gmail . com	8015205612	T. K. Kowsalya

S.No	Name	Year & Department	Mail Id	Contact No.	Signature
56.	V. Sandhya	III B.com (CA)	Sandhya.Sandha.786@gmail.com	9791506149	V. Sandhya
57.	D. Vairamali	III B.com (CA)	vairamali5012993@gmail.com	9345861632	D.V.
58.	K. Prasadharsha	III B.com (CA)	pradyb22@gmail.com	6369523752	K. Pradyb
59.	K. Shalini	III B.com (CA)	shalinishal00019@gmail.com	8220600519	K. Shalini
60.	H. Jayashree	III B.com (CA)	hjayashree43@gmail.com	9363102395	Jayashree
61.	V. Sandhya	III B.com (CA)	CA.sandhyasandya72964@gmail.com	9345665107	V. Sandhya
62.	H. Pooja	III B.com (CA)	edhavanurpooja143@gmail.com	8270819021	H. Pooja
63.	M. Sneha	III B.com (CA)	Srn9591011@gmail.com	8134269526	Sneha
64.	P. Ashwini	III B.com (CA)	AshwiniP3107203@gmail.com	7418791063	P. Ashwini
65.	N. Komathi	III B.com (CA)	komathi777@gmail.com	9003367450	N. Komathi
66.	R. Sangeetha	III B.com (CA)	Sangeetha.suresh77@gmail.com	7094210287	R. Sangeetha
67.	N. Dhara	III B.com (CA)	Dhara.sandha2303@gmail.com	7904087430	N. Dhara

S.No	Name	Year & Department	Mail-Id	Contact No.	Signature
68.	S. Keerthika	III - B.com(CA)	Keerthikafid2002@gmail.com	9994852913	<i>S. Keerthika</i>
69.	M. Abhinavi	III - B.com(CA)	abhinavibinami42574@gmail.com	9025628938	<i>M. Abhinavi</i>
70.	R. Sindhu	III - B.com(CA)	Sindhu2015@gmail.com	9360332094	<i>R. Sindhu</i>
71.	S. Keerthana	III - B.com(CA)	skeerthana0206@gmail.com	6382689935	<i>S. Keerthana</i>
72.	Ashwin Tabbasam	III - B.com(CA)	AshwinTabbasam20@gmail.com	6382033980	<i>Ashwin T.</i>
73.	N. Lakshmi	III - B.com(CA)	lgun7748@gmail.com	7597551561	<i>N. Lakshmi</i>
74.	A. Hala Narmeen	III - B.com(CA)	narmeenhameed7@gmail.com	9677848441	<i>A. Hala Narmeen</i>
75.	K. Kirubavathi	III - B.com(CA)	kirubavathi29@gmail.com	9344109515	<i>K. Kirubavathi</i>
76.	S. Keerthana	III - B.com(CA)	KeerthiSampath1520@gmail.com	6382387987	<i>S. Keerthana</i>
77.	R. Haripriya	III - B.com(CA)	Arunanithapriya@gmail.com	8825953156	<i>R. Haripriya</i>
78.	M. Abisha	III - B.com(CA)	Abisha3052011002@gmail.com	9697203142	<i>M. Abisha</i>
79.	R. Uma Devi	III - B.com(CA)	babyuma1902@gmail.com	9386863663	<i>R. Uma Devi</i>

S.No	Name	Year & Department	Mail-Id	Contact No.	Signature
80	Preetianna R	III B.com (CA)	preetianrpreetianr84@gmail.com	7629212747	Preetianna R
81	Pavithra K	III B.com (CA)	pavithrakpavithrak27@gmail.com	8946070143	Pavithra K
82	D. Thirumal	III B.com (CA)	thirumal930123001@gmail.com	9843453835	Thirumal
83	S. Usha Nandhini	III B.com (CA)	nandhiniusudrahan1234@gmail.com	9629149932	Usha
84	S. Gowri	III B.com (CA)	gowri8226@gmail.com	8940873975	Gowri S
85	V. Haripriya	III B.com (CA)	haripriyadkm@gmail.com	8940047714	V Haripriya
86	K. Kanishk	III B.com (CA)	kanishk22@gmail.com	6374847471	K. Kanishk
87	D. Sandhya Devi	III B.com (CA)	dsandhya043@gmail.com	9344319919	Sandhya Devi
88	S. Priyanka	III B.com (CA)	Priyankasundar6122@gmail.com	9486123833	Priyanka
89	K. Asha	III B.com (CA)	asha.kumaresan1422@gmail.com	9360987485	Asha K.
90	J. Sabitha	III B.com (CA)	jsabithaSabitha476@gmail.com	8754627968	J. Sabitha
91	S. Sarulatha	III B.com (CA)	Sarulathab503@gmail.com	9043317578	S. Sarulatha

S.No	Name	Year & Department	Mail-Id	Contact No.	Signature
92	Preethi.S	III B.com CA	Preethiapri12@gmail.com	9384193813	S. Preethi
93	Saundarya.R	III B.com (CA)	Saundaryapriya33@gmail.com	93601071134	Saundarya.R
94	Heena Fathima.M	III B.com (CA)	fathimahaena979@gmail.com	6369674587	M. Haanfat
95	Yuvashree.N	III B.com (CA)	yshree298@gmail.com	9600489301	yuvashree.N
96	B. Logeshwari	III B.com (CA)	logeshwariblogi107@gmail.com	9047616848	B. Logeshwari
97	B. Keethana	III B.com (CA)	Keethana.B. B.com CA 20@gmail.com	6530479945	B. Keethana
98	S. Kesavapriya	III B.com (CA)	kesavapriyasavarni@gmail.com	948992858	S. Kesavapriya
99	S. Sony	II - M.com	Sonysankaran24@gmail.com	9566050930	S. Sony
100	V. Sriya	II - M.com	Santosh.Sriya@gmail.com	99210853851	V. Sriya
101	K. Pavithra	II. M.com	Pavip1146@gmail.com	7550369251	K. Pavithra
102	VS. Neelavathy	II. M.com	neelavathysharmugam@gmail.com	9344055617	VS. Neelavathy
103	S. Sowmiya	II. M.com	sowmi.sowmiya92910@gmail.com	9566970270	Sowmiya

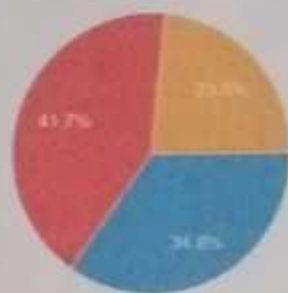
S.No	Name	Year & Department	Mail-Id	Contact No.	Signature
104	M. Lavanya	II - M.Com.	am.lavanya07@gmail.com	6883122212	Lavanya
105	G. Sangeetha	II - M.Com.	Sangeethagopthartha@gmail.com	8289910231	Sangeetha
106	Y. Keethara	II - M.Com.	Keetha yuvaraj@gmail.com	70924 99101	Keetha
107	J. Sri vidhya	II - M.Com.	Vidhyasmi 803@gmail.com	6376762271	J. Sri vidhya
108	B. Monisha	II - M.Com.	Monisha babu121@gmail.com	8682052114	Monisha
109	B. Narmatha	II - M.Com.	narmathasimon@gmail.com	7395891325	Narmatha B
110	R. Jothika	II - M.Com.	Jothika2912@gmail.com	0597541313	R. Jothika
111	G. C. Sangeetha	II - M.Com.	gcSangeethagcSangeetha@gmail.com	6374166213	G. C. Sangeetha
112	V. Agalya	II - M.Com.	agalya1810@gmail.com	9943222407	V. Agalya
113	S. Yasmeen	II - M.Com.	Yasmeenashudha@gmail.com	7533203231	S. Yasmeen
114	S. Shanthi	II - M.Com.	Shanthilagasan@gmail.com	7548262174	S. Shanthi
115	R. Dhanalakshmi	II - M.Com.	rarneshbabu2016@gmail.com	8220798641	R. Dhanalakshmi

L. Parvathy
Principal
O.K.M. COLLEGE FOR WOMEN
(AUTONOMOUS),
VELLORE - 632 004

Dr. A. ASHITHAVALLI
Associate Professor & HOD
Research Supervisor & Guide
G. & Research Dept. of History
O.K.M. College for Women

Ms. D. VIJAYA NIRMALA
Head & Assistant Professor
Research Department of Geography
O.K.M. College for Women (Autonomous)
VELLORE - 632 004

2. Class
115 responses



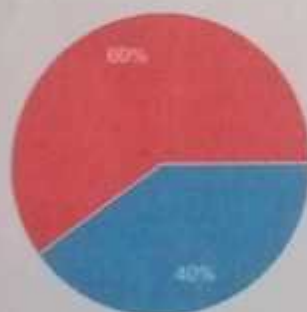
● B.B.Com
● B.B.Com (CA)
● B.M.Com

3. Name of the College/University/Institute
115 responses



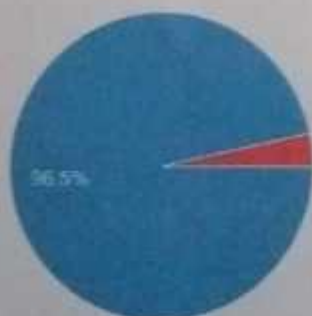
● D.K.M. College for Women (Autonomous), Vellore

4. What is your Opinion about the Resource Person?
115 responses



● Extremely Good
● Good
● Poor

5. Are you satisfied with the workshop?
115 responses



● Yes
● No

6. How much interesting this session was for you?

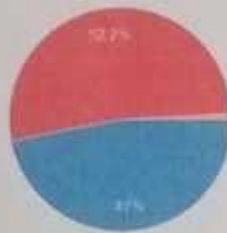
115 responses



● Extremely Good
● Good
● Poor

7. How much this session was useful from the knowledge and information point of view?

115 responses



● Extremely Good
● Good
● Poor

8. overall effectiveness of the workshop

115 responses



● Extremely Good
● Good
● Poor

9. Additional comments and suggestions for future

115 responses

Good

No

Nil

Nothing

Good

Nothing

None

No suggestions

Good session

Really very interested

R. Baunashetty
Principal
D.K.M. COLLEGE FOR WOMEN
(AUTONOMOUS),
VELLORE - 632 001.

Dr. A. Mirthavalli
Dr. A. MIRTHAVALLI, Ph.D.
Associate Professor & HOD,
Research Supervisor & Guide,
P.G. & Research Dept. of History
D.K.M. College for Women,
VELLORE - 632 001

Ms. D. Vijaya Nirmala
Ms. D. VIJAYA NIRMALA, M.Com., M.Phil.,
Head & Assistant Professor,
P.G. & Research Department of Commerce,
D.K.M. College for Women (Autonomous),
VELLORE - 632 001.