

**Avinashilingam Institute for Home Science and Higher Education for Women  
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)  
Re-accredited with 'A++' Grade by NAAC.CGPA 3.65/4, Category I by UGC  
Coimbatore-641 043, Tamil Nadu, India**



**Report of the  
Eighth Short Term Capacity Building Program  
on**

**Empowering Educators:  
Teacher Branding in the Digital Era**

**Organised  
by**

**AIU – Avinashilingam Institute – Academic and  
Administrative Development Centre (AIU-AI-AADC)**

**30.10.2023 to 03.11.2023**

**Mode : Online**



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### **AIU-AI-AADC**

Eighth Short-Term Capacity Building Programme on

**‘ Empowering Educators : Teacher Branding in the Digital Era’**

**30.10.2023 to 03.11.2023 ( 5 Days) - Online Mode**

## **CONTENTS**

<b>S.No</b>	<b>Particulars</b>	<b>Page. No</b>
1	Report	1 - 54
2	Participants List	54 - 58
3	Sample Certificate	59
4	Working Schedule	60
5	Brochure	61 - 69



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# **Eighth Short-Term Capacity Building Program**

**'EMPOWERING EDUCATORS:  
TEACHER BRANDING IN THE  
DIGITAL ERA'**

**30.10.2023 to 03.11.2023**

**Eighth Short-Term Capacity Building Programme on  
' Empowering Educators: Teacher Branding in the Digital Era'**

**AI ADVISORS**

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**Dr. V. BHARATHI HARISHANKAR, Vice Chancellor**

**Dr. S. KOWSALYA, Registrar**

**AIU ADVISORS**

**Dr. PANKAJ MITTAL, Secretary General, AIU**

**Dr. AMARENDRA PANI, Joint Director & Head, Research Division, AIU**

**PROGRAMME COORDINATORS**

**Dr. P.CHITRAMANI,**

**Professor, Department of Business Administration**

**Avinashilingam Institute for Home Science and Higher Education for Women**

**e-mail ID: chitramani\_mba@avinuty.ac.in Mobile : 9843358352**

**&**

**Dr. K. RAMYA**

**Nodal Officer**

**AIU - Avinashilingam Institute- Academic & Administrative Development Centre**

**(AIU-AI-AADC) Avinashilingam Institute for Home Science and Higher Education**

**for Women, Coimbatore – 641 043, Tamil Nadu, INDIA**

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

The VIII Short Term Capacity Building Program on Empowering Educators: **Teacher Branding in the Digital Era** began on 30<sup>th</sup> October 2023 and was scheduled for five day. The inauguration of the program organized by **AIU-Avinashilingam Institute – Academic and Administrative Development Centre (AIU-AI-AADC)** started with a prayer to Almighty and welcome by **Dr. K Ramya, Nodal Officer (AIU- AI- AADC), Associate Professor, Business Administration, School of Commerce and Management, Avinashilingam Institute for Home Science ad Higher Education for Women.** The Nodal officer briefed the Initiative of the Vice Chancellor to start an academic and administrative centre in collaboration with the Association of Indian Universities to skill and reskill the academic and Administrative Faculty with its innovative capacity-building program. She expressed her gratitude to the Founder of Avinashilingam University, and the leaders of AIU and welcomed the gathering with a brief that the program aimed to Craft personal educator brands that reflect expertise, values, and teaching philosophy by developing a robust online presence, building meaningful communities and optimization of social media profiles blogs and websites. She welcomed **81 participants** from all over India to the initiative to create educator brands that are purposeful but unique.

**Dr. P. Chitramani, the Program Coordinator and Professor of Business Administration, School of Commerce and Management, Avinashilingam Institute for Home Science and Higher Education for Women** briefed about the program. She expressed that hailing from a nation with a civilization of honouring gurus and where teaching is considered a noble profession, every teacher has an identity as an Educator, Researcher, Publisher, consultant, and very importantly as a Nation Builder. This identity of our gurus has reached far and wide and this workshop is only to enhance the professional identity in the digital era.

Technology today has led to globality – anyone, anywhere can collaborate, innovate, create, and disseminate knowledge for the betterment of the nation and society at large. In this scenario, branding is just not about creating visibility through media but it is about creating value for the stakeholders and also enhancing the profession of educators through value addition. This value addition involves three elements , Personal Identity, process, and technology convergence. This capacity-building program is organized to share insights on these three components across five days.

# **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**

The expected takeaways of the program are 1. Identification of your identity as a teacher, 2. Strategies, practices, and processes to reach your target audience and community, 3. Skills to leverage technology to enhance your professional identity.

Welcome, stay tuned and elevate your legacy.

Day 1 Session 1

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**Eighth Short-Term Capacity Building Programme on  
'Empowering Educators: Teacher Branding in the Digital Era'**

Inaugural Session  
30.10.2023

**WELCOME ADDRESS**

DR. K. RAMYA  
NODAL OFFICER, AIU-AADC

2:18 / 1:07:51

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**Eighth Short-Term Capacity Building Programme on  
'Empowering Educators: Teacher Branding in the Digital Era'**

Inaugural Session  
30.10.2023

**EVENT BRIEF**

DR. P.CHITRAMANI,  
PROFESSOR IN BUSINESS ADMINISTRATION  
PROGRAM COORDINATOR,

**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**

**Eighth Short-Term Capacity Building Programme on  
' Empowering Educators: Teacher Branding in the Digital Era'**

**PROGRAM ROADMAP**

<b>DAY 1 (30.10.2023)</b>	<b>Presidential Address</b> Dr. V. Bharathi Harishankar, Vice Chancellor, Avinashilingam Institute for Home Science and Higher Education For Women, Coimbatore.
	<b>Inaugural Address- Teacher Branding in the Digital Era</b> Prof. G.Ramesh, Professor, Public Policy, Indian Institute of Management – Bangalore
	<b>Teacher as a Brand: Pursuing Professional Identity in the Digital World</b> Dr.S. Kumar Chandar, Professor, Department of Management Studies, Christ University, Bangalore
	<b>Facebook, Instagram, Pinterest, and X (Twitter) for Educators</b> Dr. Ajita Deshmukh, Assistant Professor, Program Leader, M.Sc eLearning, MIT Art, Design and Technology University, Pune.
	<b>Success and Branding</b> Mr. P. N. Jairam, Management Consultant, USA.
<b>Day 2 (31.10.2023)</b>	<b>Digital Portfolio Creation</b> Dr. M. Vinay, Associate Professor, Department of Computer Science, School of Sciences, Christ University, Bangalore
	<b>Educators Branding Through Professional Media</b> Dr. M. Vinay, Associate Professor, Department of Computer Science, School of Sciences, Christ University, Bangalore
	<b>Branding Teacher as a Researcher &amp; Publisher</b> Dr. P. Murugan, Assistant Professor, School of Management Studies University of Hyderabad, Hyderabad.
	<b>Community Building &amp; Networking through Webinars – Strategies &amp; Practices</b> Mr. Kathirvelu Ramaswamy, Head of Services, TVS Digital Pte Ltd, Singapore
<b>Day 3 (1.11.2023)</b>	<b>Personal Branding for Educators: Making your mark in social media</b> Dr.Tejjinderpal Singh, Professor, University Business School, Punjab University, Chandigarh
	<b>Digital Resume and Portfolio Creation</b> Mr.K.V.Sriram, Former Program Manager, NMC Speciality Hospital, Abu Dhabi
	<b>Profiling your Profession: VIDWAN and IRINS – A Case</b> Dr. P. Kannan, Scientist E, Information and Library Network Centre, Gandhinagar.
	<b>Monetizing Your Brand – Content Creation and Marketing</b>

## Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'

Ms.Gauri Kirti, Content Creator, Meynikar Innovation Pvt. Ltd	
<p><b>Day 4</b> (2.11.2023)</p>	<p><b>Making your mark as a Social Media Influencer</b> Mr. SenthilKumar Rajappan, Founder &amp; CEO, Halcyon</p> <p><b>Creating Engaging Videos, Podcasts, Blogging and Vlogging</b> Mr. Arvindh K Swamy, Founder, CEO - 3W Direct, Coimbatore</p> <p><b>Professional Branding – Convergence of Technology and Content</b> Mr. Arvindh K Swamy, Founder, CEO - 3W Direct, Coimbatore</p> <p><b>Networking and Collaboration with Academic and Industry Peer Group as Case Writers and Consultants</b> Dr Srinivasan.R Iyengar, Director, Jamnalal Bajaj Institute of Management Studies (JBIMS), University of Mumbai, Mumbai</p>
<p><b>Day 5</b> (3.11.2023)</p>	<p><b>Advanced Branding Techniques for Audience Engagement -SEO and Online Visibility</b> Mr.P.R.Amudhakumar, Trainer, DAINEY Education</p> <p><b>Media Visibility for Educators</b> Dr.Shubhra P. Gaur, Registrar and Professor, MICA, Ahmedabad</p> <p><b>Amplifying Academic Ambassadors through Outreach Activities</b> Dr.V.Bharathi Harishankar, Vice Chancellor. Avinashilingam Institute for Home Science and Higher Education For Women, Coimbatore.</p> <p><b>Valedictory Address</b> Dr.Sameer Sahasrabudhe, Professor of Practice, Design, Indian Institute of Technology – Gandhinagar</p>



## **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**



### **PRESIDENTIAL ADDRESS**

**Dr. V. Bharathi Harishankar**

Vice Chancellor

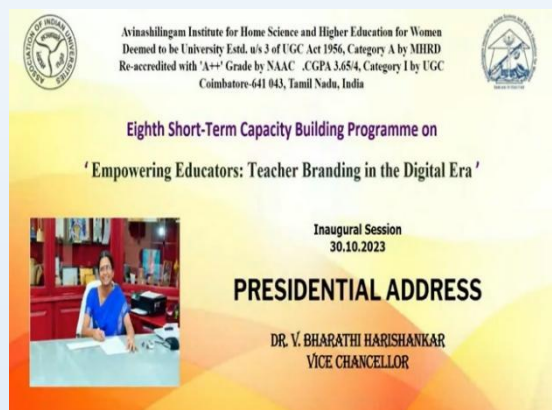
Avinashilingam Institute for Home Science and  
Higher Education for Women, Coimbatore.

### **Day 1 Session I – Time: 9.30 to 11 AM**

Teacher branding workshop inauguration started with a prayer to God almighty. Dr Ramya K welcomed the gathering for the eighth short-term capacity building program on empowering educators. The overview of the program was presented by Dr P. Chitramani.

The session starts with a presidential address by **Dr. Bharathi V Harishankar** – Vice Chancellor. Followed by the inaugural address by Professor G Ramesh, from IIM Bangalore. She started the session with the paradigms of teaching and learning. Madam touched upon Guru -Shisha Parampara the lineage that has taught many useful lessons and how we are in cross roads to embrace technology. How do we identify ourselves in the teaching learning Arena where Digital technology is play a significant role.

Later she spoke about identity and identification of process among many identities that we choose among one's belief system. It conforms to who we want to be known as.

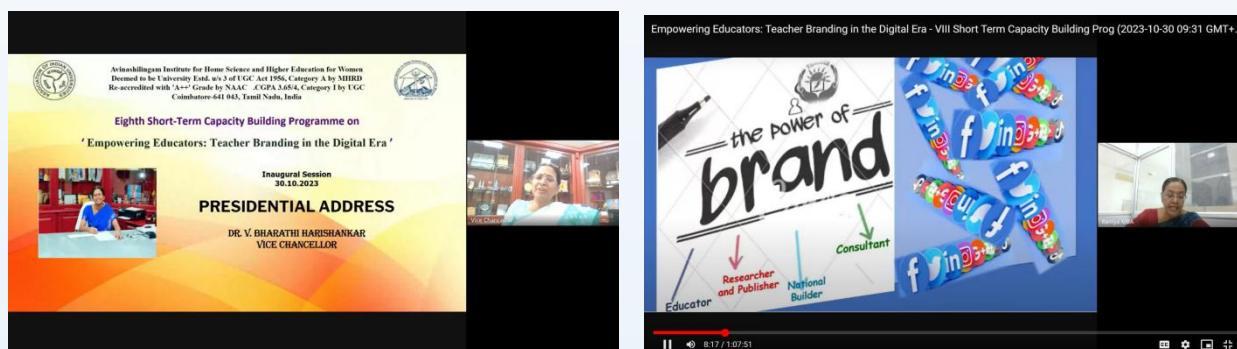


## **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**

She insisted firstly we want to look at ourselves, by locating oneself within a professional sphere within a disciplinary boundary and within a larger Community Focus leading to Nation development. The step forward to this is how do we position ourselves. Because there is an institutional vision and Mission. And there may be an individual vision and vision that each of us have as a teacher.

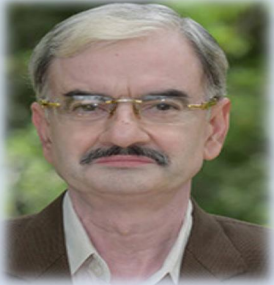
How do we align the individual vision and vision of being a teacher to a larger institutional vision and Mission moving forward at a national and Global level. What is it that we want to do as teachers starting from our institution to moving forward at a global level.

The teacher branding today is a way of actually ensuring that we Empower ourselves and in the process. We also Empower people around us be their students and as educational administrator's other faculty researchers and concluded let us brand ourselves and let us be responsible for how we brand ourselves.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**



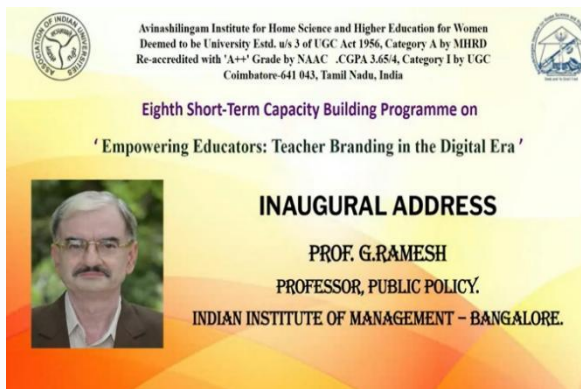
**INAUGURAL ADDRESS**  
**Teacher Branding in the Digital Era**  
**Prof. G.Ramesh**  
Professor, Public Policy.  
Indian Institute of Management - Bangalore

### **Day 1 Session I – Time: 9.30 to 11 AM**

Highlighted how the world goes towards digital education. And also talked about digital bonds and digital savvy with a deeper understanding of the characteristics of the digital world. The difference in the quality of interaction between the classroom world and the digital world was spoken. For the quality of interaction with students and student connect suggested having a contact program with students, hence students may feel connected with the university. The digital world enriches instead of the black and white board in areas like history, geography, physics experiment, and chemistry experiment. And emphasised that we are still in 2G of tele education and we need to move to 5g education maximum possible. Students are well aware of today. Told about intellectual property rights and use of somebody case and statistics and digital copyright issue.

Madam, told that today in the education market we are in the buyer market, earlier we were in the seller market. Nowadays we offer 100 plus electives and choice is the word today. Many corporate brands have come providing online courses which can set about 10,000 student registrations but how can we retain to the end? Retention of students in these programs is a concern. In the Digital world, students miss their student life.

## **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**



He told about the advantages of the digital world as today it is boundaryless. And the teacher has to provide examples which are globally and culturally relevant. Nowadays startups are also providing degrees and can reach rural areas, part-timers and re-entering education.

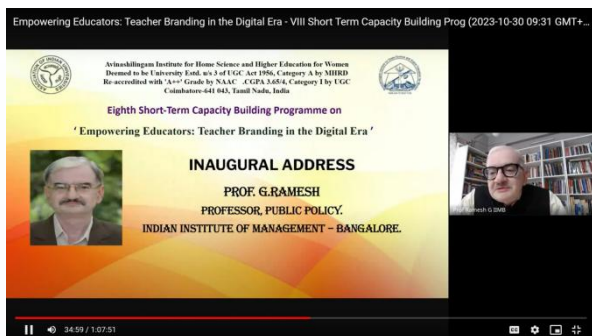
He explained about resource-sharing mechanisms and virtual classrooms. With the benefit of the virtual classroom, it is possible to deliver a lecture to 150 students at once. The challenge here is a shortage of faculty and hence teachers have to market themselves by paving the way for teacher branding.

Today teachers have to reimagine the pedagogy world. And also suggested universities set up own studios to facilitate tech savvy.

He highlighted that benchmarking has to be global now and insisted on communication skills and infographics. and concluded that teacher branding is created by the knowledge imparted, analytical skills we impart, and thinking process and teachers should create inquisitiveness in students to learn more. And suggested every teacher deliver one course or one module online.

Publication is rapidly exponential suggested quality over quantity as it impacts on branding.

## **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**



### **Teacher as a Brand: Pursuing Professional Identity in the Digital World**

**Dr. S. Kumar Chandar**

Professor, Department of Management Studies  
Christ University, Bangalore.

#### **Day 1 Session II – Time: 11.15 to 12.45 PM**

Prof Kumar started the session with an emphasis on born digital and scale agile. And says why personal branding matters and how can we create a personal brand. And also said personal branding is a continuous process of self-regulation. Personal branding is created through dimensions such as reputation, knowledge creation, knowledge transfer and morality. Talked about challenges in Indian higher education and the process to outcome. Insisted on teaching methodologies such as instructional strategies, research-based learning, creating new courses, and curriculum, and assigning new content. Also spoke about teacher job profiling such as evolving, revolving and stagnation. And suggested converting experience into expertise by synthesizing through combining ideas for creation with multi-disciplinary and insisted on showcasing pioneers in the domain. Also said future is knowledge knowledge-intensive society, and initial open courses are getting to the content creation. Hence insisted on uniquely making reputation from the rest of the people. He explained about operating in silos, tactical and strategy focus.

Kumar Chandar started his session with a question about how we are going to design our future in the digital age. To focus as a teacher. For teachers as a brand, one has to realize the

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

importance of professional and have to interpret the process of career development, advancement, enrichment and transformation. And what are the criteria for professional development? How to create and develop our professional brand. Personal brand is not just for self-promotion. Or just for the sake of creating it. it is a continuous process of self-regulation, self-directedness, self-growth, and Self-refinement. In branding, teachers come first. If you enrich a teacher enriches oneself automatically a department gets the credit automatically and then the University.

Self-transformation is not moving along with the time and doing the task assigned. Teachers have to allocate time beyond working hours and ensure that they spend their time productively, preferably as 40% of their time to teaching, 30% of their time towards research, and 30 percentage of their time for academic and administrative services. Most of the faculty members are all working for only 180 days what we are doing for the remaining 180 days.

Innovative Instructional strategies, creating a curriculum, or creating a new course and Content will enhance reputation. Are we evolving or revolving ids a major issue that needs to be addressed in a career? Has our experience converted itself into expertise? . Education paradigm shift is going to happen as teaching is moving from Simplicity to complexity, Singularity and hybridity, Unity to Universal. What is the universal skill set?

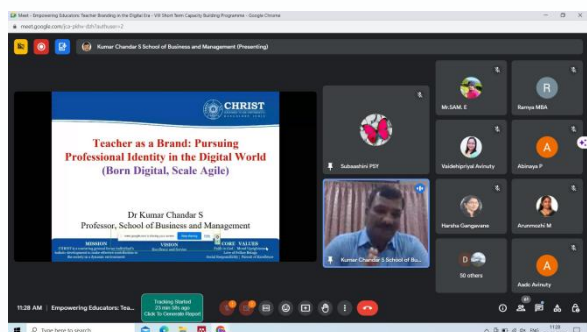
Then the session was on how to differentiate ourselves. For this, the following concepts were lectured – Breadth and Depth of Knowledge – specialized in their domain usually I shaped and moved to T-shaped and Pie-shaped. Insisting on moving towards interdisciplinary competency. And comb-shaped is the need of the hour for expertise, exposure and experience.

He insisted on Industry-Institute Interaction, personalized exposure, corporate collaboration, industry consultancy and bridging the gap. Future faculty must have skills in project management, systems and communication. Concepts such as STEM, STEAM and STREAM were discussed. He talked about globalization and job opportunities. He said, that as we are in globalization 3.0 individuals should have their career development and also suggested a few books.

Later the session was on inclusive membership, collaborative and collegial insisting education as powerhouse, passion, networking, online brand reputation and tech-savvy. Then talked about the requirements of a teacher's personal brand – such as credibility, career opportunity, research and development, startup and consultancy. Subsequent, there was a discussion on levels of values, activities and motivation. The model of a personal brand of a teacher

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comprises of mission, vision, being expert, personal content, unique competitive advantage, being expert and legend.



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**Facebook, Instagram, Pinterest and X  
(Twitter) for Educator**

**Dr. Ajita Deshmukh**

**Assistant Professor, Program Leader, M.Sc eLearning,  
MIT Art, Design and Technology University, Pune.**

### **Day 1 Session III –Time: 1.30 to 2 PM**

Dr. Ajita Deshmukh started the session by presenting a few social media posts and their social media influence. The session started with a discussion on why we need branding. She emphasized that an individual's strength can turn into identity, and it can be a brand. The interactive session discussed social media branding, steps to develop strategies, and security and privacy issues. She explained that Personal Branding is about creating relationships. In the digital era, the most important branding opportunity is to spread your expertise, skills, and knowledge. The strategy for that is to create relations, add your credibility, and establish your authority. She explained that personal branding encompasses multifaceted skills of educators- excellence in encouraging community services, developing attitudes of learning, innovative course design and delivery, creating curiosity mentoring, and motivation.

Later the session was about planning, preparation, management, and skills. And told to identify our niche. And defined niche as what skills we have that others don't have.

Then talks about branding on social media and student engagement. And talked about strategies to follow in social media. It is said you are alive as long you are visible. It means if

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

we do not post regularly, we don't exist. Posting consistently is emphasized some people post for five years, or ten years and then go silent. If the posts are irregular at the snap of a button, we are out.

The session then moved to a pattern of posting. Insisted on posting at least once a week. If a person has a consistent pattern of posting, people/followers will be looking forward to the post on that day. For example, every Thursday a blogger posts, and on those days, there will be a maximum number of hits. And we post is also important. She also emphasized that posting too much becomes overexposure and it is bad because you lose your exclusivity in an optimum way.

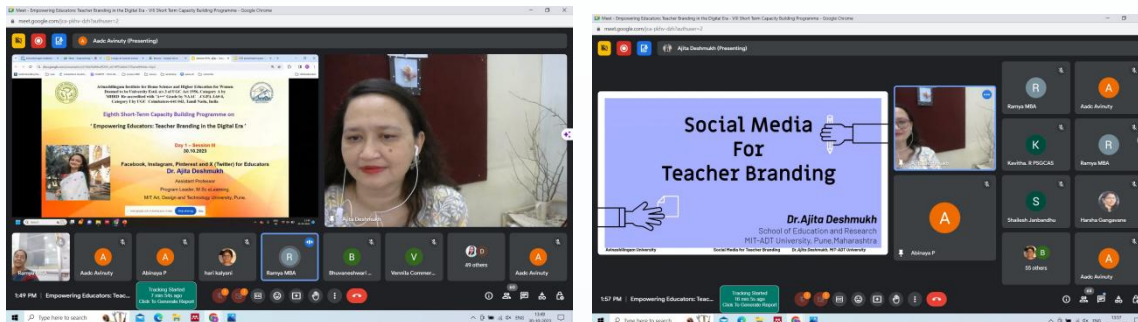
Later the session was on understanding social media for brands. First, we need to identify our goal. Every goal is to be different. As a teacher, one should project oneself as very approachable to the students. Facebook can be used to write long posts. We need to create content based on the audience. Social media can be used for a wider audience for broadcasting or posting in groups. Later she spoke about social media concepts, interactive web 2.0 tools, and user-generated content.

Then the session was on sub-goals and hashtags. The hashtag plays a crucial role in tweets and influences the post as well. Some of the analytical metrics in every social provide valuable insights into the number of downloads, views, clicks, engagement, and interaction. Next, the session was about blogging. She presented a famous blog named 'Un school'. This blog provides activities to perform out of school. Insights on sharing a blog post demonstrated. the metrics like how the post was clicked from other countries like the US and Europe explained. Metrics identify where and how our branding goes and the reach of reposting

The session was on Pinterest and emphasized that Pinterest is still underutilized. She recommended Pinterest as a very good community and presented a pin "Teachers pay Teachers". The session was about conversion, experience, and engagement. The search activity in Pinterest has an algorithm and this helps in creating posts of choice and we can pin it. We can also pin other people's posts and that pin will redirect to bloggers' pages or resources. The next part of the session was on how to do selling on Pinterest. There are templates on Pinterest for free and for cost. Faculty members can pin their session plan and management template for cost. Later the session was on podcasts, Instagram posts, and YouTube channels. And we can promote the channels. She demonstrated that Facebook has three ways of posting content. 1. Through public/private groups, 2. Pages and essentially it must be public for maximum reach.3. Career page. And next session was on

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security and privacy. The session ended with an activity to create a Pinterest post and publish the site.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**



**Success and Branding**  
**Mr. P. N. Jairam**  
**Management Consultant, USA.**

**Day 1 Session IV –Time: 3.15 to 4.45 PM**

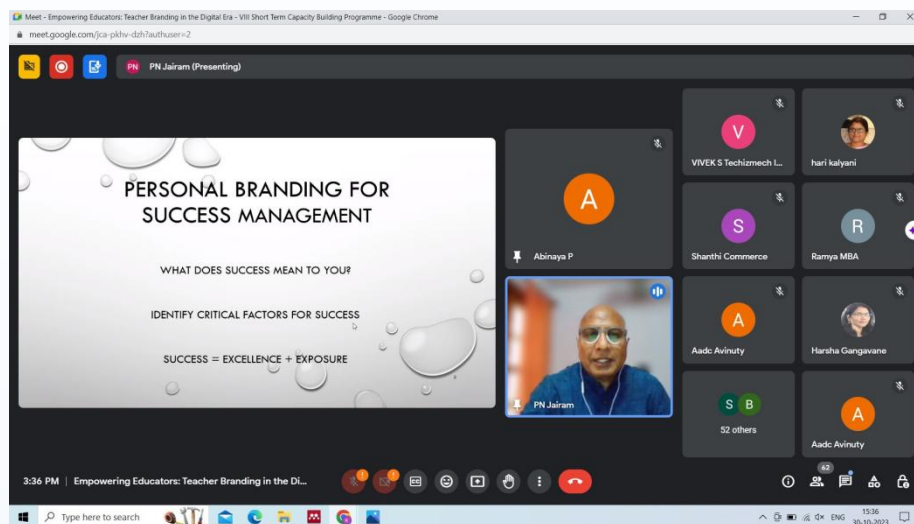
Jairam's program on "Success and Branding" within the context of "Teacher Branding in the Digital Era" is a comprehensive exploration of the multifaceted aspects of educators' professional identity. The program zeroes in on key elements, including educational technology, profile creation and maintenance, and the crucial emotional intelligence dimension.

The program's primary objectives are to empower educators with the skills to navigate the digital landscape successfully. Participants learn to integrate educational technology seamlessly, craft and maintain an impactful professional profile, and develop emotional intelligence to enhance their effectiveness in the digital age.

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

Jairam weaves together core themes that underscore the intersection of success, branding, and teaching in the digital era. Educational technology is positioned as a central theme, emphasizing its role in modern pedagogy.

The program highlights the importance of a carefully curated professional profile and explores the nuanced connection between emotional intelligence and effective teaching.



Educational Technology Integration - Participants delve into the practical applications of educational technology, learning how to leverage tools to enhance classroom experiences, engage students, and adapt teaching methodologies to a digital landscape.

Jairam explores the dynamic ways in which technology can elevate the educational journey, creating a symbiotic relationship between traditional teaching and digital tools. Creating a Profile and Staying Updated - The program provides insights into the art of profile creation and maintenance in the digital realm.

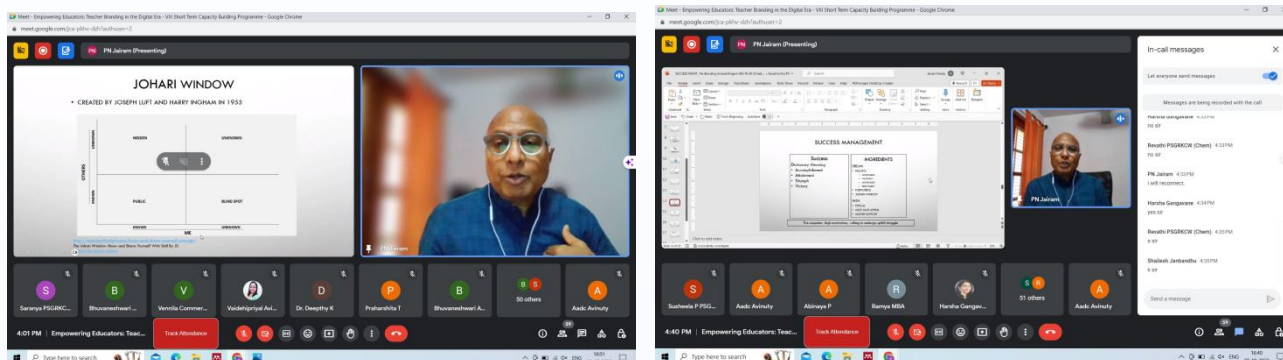
Educators are guided through the process of developing a compelling online presence, utilizing platforms effectively, and staying updated with industry trends.

The emphasis is on aligning one's digital profile with their unique teaching philosophy. Recognizing the pivotal role of emotional intelligence in teaching, the program delves into strategies for developing and applying emotional intelligence skills in an educational context. Educators gain an understanding of how emotional intelligence contributes to effective communication, student engagement, and overall success in the digital era

"Success and Branding" in "Teacher Branding in the Digital Era" by Jairam concludes by emphasizing the interconnected nature of educational technology, profile creation, and

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emotional intelligence in shaping a teacher's success and brand. The program equips educators with a holistic toolkit to not only thrive in the digital landscape but also to leave a lasting and positive impact on their students.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**



### **Digital Portfolio Creation**

**Dr. M. Vinay**

Associate Professor , Department of Computer Science,  
School of Sciences, Christ University, Bangalore

#### **Day 2 Session I – Time: 9.30am to 11am**

The session started with the benefits of creating digital portfolio with the list of things to be included in portfolio. An effective portfolio includes work and achievement, reports submitted, video, certificate copies, medal copies, etc as a bundle. Next Dr.Vinay demonstrated how this digital portfolio is useful to a teacher. A teacher's digital portfolio should contain a personal statement or biography, a resume or cv, research publications, presentation, conference posters, service achievements such as committee work, mentoring, community engagement, Teaching methods such as Syllabi and lesson plan, assignment. Dr Vinay emphasised that digital portfolio creation is a way for faculty to share their work with a wider audience including potential employer, students and colleagues.

The digital portfolio is a benefit to teacher because it reflects teaching, research and service accomplishment. It helps in identifying strength and areas of development. It is a way of marketing oneself a potential employer and colleague. It helps teachers to stay organized and keep track of their work by documenting their accomplishment and make more accessible to others. Major advantages include reflection and self-assessment, showcasing growth, authentic assessment, individualized learning, multimedia capabilities, long-term reward, goal tracking,

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

peer-review and collaboration. For teachers it is advantageous for assessment alignment, evaluation of learning outcome and tailored feedback.

In students' perspective, the major advantages are reflection on learning, ownership of learning, goal setting, presentation skill, long-term record. Digital portfolio is benefit to students as students can build a digital footprint, learning about digital citizenship, rapidly changing essential skills, independence and choice when building their portfolio. Thus, students can express themselves accordingly. A teaching philosophy says about style of teaching and teaching art crafts. Later the session was on tips for creating, digital portfolio which includes well organized and easy to navigate portfolio. Dr Vinay advised to use high quality image and video and emphasized on writing a clear and concise description of one's work. And the portfolio must be tailor made to specific audience. The digital portfolio must be updated regularly to reflect ones most recent accomplishment. Next the session was on four most common digital portfolio formats, they are Portfolio website, PDF portfolio, Social media portfolio, Cloud storage as portfolio.

The session was on choosing a platform mentioned following things to be considered while choosing a platform 1) the audience, 2) user-friendly customization, 3) media integration, 4) security and privacy, 5) accessibility, 6) cost, 7) support and community. Later the session was on web flow, website.com, Weebly, wix, Duda, web node, Canva, Genially, Mozella, Jimdo, One.com, Woo commerce, bookmark, square space. Session about publishing to the web, online mode to public mode, link a embedded option, restrict to action was well demonstrated.

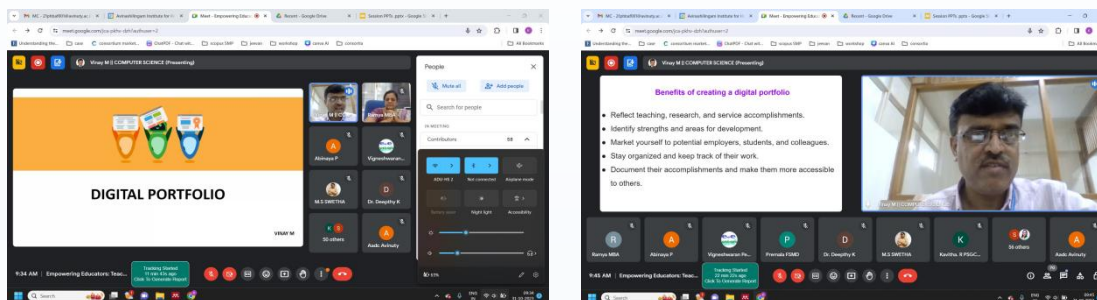
The session was about google document, setting up page lens, page set up was explained. Later session was on google slide to change background, creating new slides, adding symbol, photo, image, graphics, diagram, etc . The disadvantage of google slide is it cannot scroll up. Hence google sites is recommended.

Dr Vinay explained google sites as a professional website which is free, fast and easy to edit. Google sites does not require a programming skill or a database skill. And no installation as well. Just an email account is sufficient to create a google sites. There are various templates available in google sites. Dr Vinay demonstrated creation of website add title, link, smiley, alignment options, company or brand logo, banner. The advantage of google sites is that it can automatically adjust brightness of text and background. Then the session provided hands on experience on inserting text box, image embed and font styles were demonstrated with bright colours and light colours.

The session was on layout and content blocks, Collapsible groups were demonstrated to insert buttons with expand and collapse buttons. Few buttons were inserted for demonstration purpose as University, Patent, Copyright. As these buttons help for teacher branding. Then the session was on how to insert social media links to Google Sites. The advantage of Google site is that we can anytime modify the contents and we can see the preview. There is a default option without coding where the contents can be previewed as it displays in laptop view, tab view, and mobile view. Some of the suggested web page buttons for teachers include Awards, Research, Academy, and Achievements.

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

The session on adding subpages to the home page was demonstrated by clicking duplicate properties and adding a sub-page. Sidebar options are available in Google Sites. In this digital portfolio, there is a Collaborator option, which can facilitate two or more persons to add as collaborators. These collaborators can also edit the web page if they have given access. Dr. Vinay demonstrated general Access, Restricted access and Shared access. A sample department profile was demonstrated which can keep access to common documents in one place. Eg: NAAC documentation, calendar of events, digital books, campus newsletters with geotag photos, conferences etc. The session ended with an activity to design a digital portfolio.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**



### **Educators Branding Through Professional Media**

**Dr. M. Vinay**

Associate Professor, Department of Computer Science,  
School of Sciences, Christ University, Bangalore

#### **Day 2 Session II – Time: 11.15am to 12.45pm**

The session started with owning personal branding goals. Dr Vinay insisted that an educator's personal brand might emphasize their commitment to innovative teaching methods and their passion for lifelong learning. The four components of branding include image, mission, value and vision. Personal branding helps to build authority in one's field, enhances trust and credibility, and establishes oneself as an expert. Personal branding also helps in getting new business opportunities as it is been noticed by recruiters and potential employers. Then the session was about LinkedIn, Twitter, Instagram, wake let, blogpost, live webinars and live discussions.

Later the session was on the benefits of LinkedIn. Dr Vinay emphasized that on LinkedIn it is easy to job application, building our brand, skill assessment and initiate connections. There are millions of people on LinkedIn, so there is a bright chance of wider visibility. It is said that Google is one of the most popular company pages on LinkedIn, there are around

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

131 K schools listed on LinkedIn, and Every week 61 million people do job searches on LinkedIn. There are around 36000 active newsletters on LinkedIn.

Next, the session was on how to use hashtags and keywords and LinkedIn profile optimization. Dr Vinay demonstrated how to start a post, add images, and events, celebrate an occasion, hire somebody, poll, and find an expert, LinkedIn news, enabling grammarly and AI to LinkedIn. Dr Vinay explained about networking through LinkedIn, connection requests, recently connected people, direct messages, contacts, asking for recommendations, and notifications.

LinkedIn Premium. And insisted that profile optimization is required to identify and attract the target audience. An optimized LinkedIn requires a headshot, a well-written summary, and a headline including the role of the summary. Next, the session was on content creation and sharing. Dr Vinay emphasised to spark discussion. An educator might share a thought-provoking article on LinkedIn such as the future of online education. Contents can be articles or educational resources. LinkedIn helps to connect with Alumni, Industry, and fellow faculty. The subsequent session was on showcasing expertise, an educator might write and publish an article on LinkedIn about emerging trends in education, sharing their practical experiences. It is said that thought leaders are recognized experts in their field who regularly contribute valuable insights and knowledge.

Next the session moved towards online reputation management, managing one's online reputation involves monitoring what is said about and addressing any negative comments or feedback. It is more of the saying think before write.

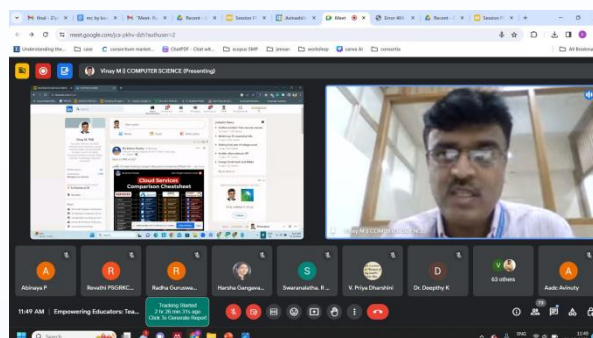
Next Dr Vinay spoke about leveraging other tools. Sir insisted on maintaining a personal website to enhance personal brands. The next session was on measuring success, a KPI could be tracking the no of profile views. Connection request, or the engagement on your shared content over a specific period. Later the session was on legal and ethical considerations. It is addressing the importance of adhering to ethical standards. Dr Vinay emphasised that having interactive activities such as online workshops can help in personal branding. Case studies and success stories highlight a teacher who transformed their LinkedIn presence and saw increased engagement with student peers.

Later Dr Vinay spoke about tips for professional LinkedIn profile. Advised to have a professional profile picture, which should look professional yet simple with good lighting, smile and background colour. The summary and experience sections are very important. Advised to update the profile with every change in professional status. Dr.Vinay emphasized adding skills, creating a customized URL, and using the right keywords in the LinkedIn profile. Sir insisted on using LinkedIn SEO to make one's profile search-friendly with short or out-of-the-box headlines.

Next Dr Vinay spoke about how to work on a LinkedIn profile summary. Sir emphasised being clear about the profile, keywords that describe the skill, highest won accomplishment, and being authentic and insisted on telling one's brand story using a LinkedIn banner. Sir

## **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**

suggested CANVA for creating a professional Photoshop banner. Dr Vinay demonstrated how to use CANVA and how to create carousels and customize them using update and edit options. The session ended with an activity on CANVA and LinkedIn.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**



**Branding Teacher as a Researcher & Publisher**  
**Dr. P. Murugan**  
Assistant Professor, School of Management Studies  
University of Hyderabad, Hyderabad.

**Day 2 Session III – Time: 01.30pm to 03.00pm**

Murugan P highlighted why personal branding is highly essential here to create some visibility among students and peers and the community of researchers. Personal branding on institution websites has limitations and hence it should be redirected to personal website or research profile sites. Creating own site and embedding it in the University site.

Dr. Murugan shared his site and explained how the entire site is managed with the help of my Gmail account. I hope that a Gmail account is completely free to the public and with the help of his Gmail account. He provided hands-on experience to create the profile page prepared by each participant and explained the major components of the profile page and emphasized that an Individual profile page is highly essential as it creates visibility when someone searches on some keywords that reflect the profile, the faster link is a personal website, Second is the LinkedIn page and third link is my Google Scholar profile and then there are some places where photographs are present and then University site and then YouTube channel link and my research gate and so on. The resource person with a two-minute exercise to search in google individually, emphasized how personal branding and visibility are essential for research networking, publication collaborations, and visibility due to online presence.

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

Murugan demonstrated how to create a profile on Google Site and then how best to populate some of the content which is highly essential to the public as well as to your Institute. He emphasised the importance of profiling our achievements and competencies as subsections through an activity to the participants.

Everyone needs to get some value out of visiting their site. This value is not just providing information about one but should aim to provide some resources. This goal should stimulate one to create and maintain a repository of all of these resources and then give it to the Society.

Creating educational videos in the research front and core areas in analytics as a part of MOOCs or open sources leads to more research collaborations. Irrespective of tool or technique be very clear about the objective, creating folders for each subsection of your profile in drive and uploading to the site content. On creation and on viewing the design and content in the various versions like desktop, computer or tablet it can be published. The step-by-step demonstration and activity-based learning was carried over to impart knowledge and skills to participants.

The sharing of resources in the form of links with example, of creation of two different folders, Creation of embedded links and how to upload as a website content was demonstrated. The functions of the public key to click this link, updating, and how updating can be embodied and presented are automatically synchronized with your site. Linking the personal sites to various resources does not benefit only personal branding but it is a means to share resources with society. The research done, papers published, references, and readings that are individual profiles is of immense help to all. Starting with Google Scholar, Research Gate, and Mendeley the process was explained in detail. It was suggested that one email id for your entire life time needs to be associated with all research profiles. Google Scholar profiling is very helpful for CV creation. The affiliation details and authenticity and adding co-authors were explained. The purpose of having Google Scholar to present credible credentials was detailed. Profile creation was demonstrated in-detail highlighting the advantages of each feature. Duplication of profile and how to remove the duplicate account after securing the data was explained.

The research profile visibility by linking the personal profile and research profile links in LinkedIn was briefed. Pitching on LinkedIn Groups, subscribing to academic and research communities, alerts and notifications were demonstrated.

LinkedIn has a lot of attractions that are sharing a lot of free resources of posts about that and networking and free offerings. This creates some personal brand and while creating this process there are some more value additions University. The comments give a lot of satisfaction and motivation to prove something extra but beyond whatever happened so far. Creating personal brand for yourself depends on some quality output or some content related to academic achievement.

Research gate is not only to post something or see something but to follow some of the prominent authors and permanent authors related to your domain. To create research gate, you need to have an official email ID. If the paper is not accessible just click a request a full text, definitely, it will be able to be at free of cost. And another beauty of having a research gate here is whatever may be the authors you are closely following are maybe associated to the papers published. Everything will be notified here. That's the way to know about what is happening

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

across your domain. They will also cite your paper because they are also closely working on something related to your domain of literature. So there's a high possibility that they will also cite your paper.

Research Gates score and author matrix is unique and it leads professional visibility and collaboration. Have one RC ID and with the help of this, you'll be able to manage all of your Journal submission processes. There is a possibility of integrating this particular RC ID with those platforms. So synchronization is very much possible. And this is highly essential for researchers like us there's a highly essential for researchers. Research community reviews show case your credibility to outside people. RC daily reviews automatically indicate the review date, type, reviewer role, and source.

Academia is available for disseminating my papers so that other people will also notice your research of our code and with the help of that you can also get some citations in a way you'll be able to increase your citation. Analytics in Academia is very helpful in analyze the coverage and viewing details.

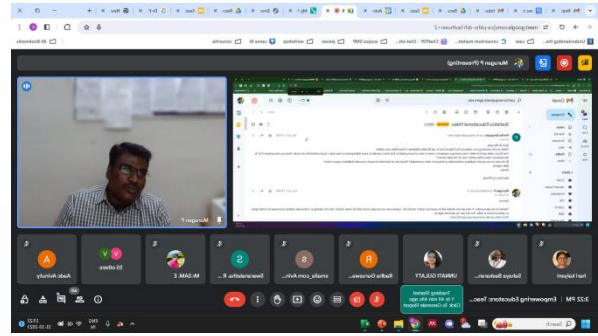
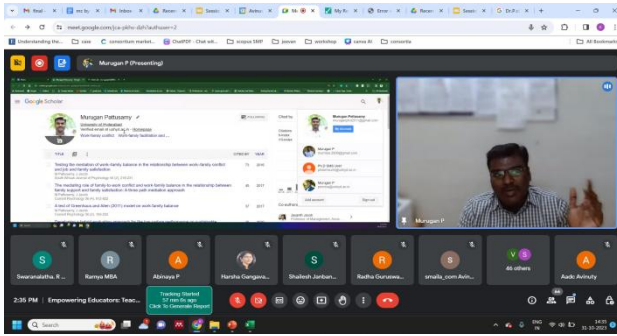
If the paper is published under the Open Access category, you're free to share it with the public which is possible on your site, or maybe you can simply share the open-source Link on your site. That is possible. But it's not that all the journals are publishing and disseminating your paper under the open-source license. So in that case, you need to follow the Embargo policy. If you want to upload the submitted version download the paper download this paper and then upload this PDF file to the site in the form of an embedded link. That file will be in the Google Drive folder and sharable link can be converted against this particular paper. Another tool is the IRINS profile present with most of the universities in India. Mendeley was demonstrated from the perspective of creating visibility, forming communities, and exchange of ideas.

Having your own YouTube channel and then disseminating knowledge to the entire public will create visibility among the Indian Community your native Community or your own SRI Community. You'll be seen. by people around the globe. A lot of emails based on my YouTube Channel videos initiate conversations with followers leading to interactions and collaborations.

Online publicity is obtained from email, and comments. Create some Niche segment of expertise for yourself so that you will be known for that particular element or you'll be known for that particular method or maybe domain. It was emphasized that here, sharing knowledge gives satisfaction. So try to share it in public forums like this Google site, Mendeley and WhatsApp communities.

The session provided valuable insights on why personal branding is required in this era to create visibility as a researcher and explained how to pls enhance research opportunities and publication visibility by creating effective profiles of research achievements and networking through Google scholar LinkedIn, Academia, Research Gate, Mendeley, You tube and WhatsApp community.

## **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**



### **Community Building & Networking through Webinars - Strategies & Practices**

**Mr. Kathirvelu Ramaswamy**

Head of Services, TVS Digital Pte Ltd, Singapore

#### **Day 2 Session IV – Time: 3.15 to 4.45 PM**

Kathirvel who is in the IT services industry predominantly working on business process Automation and digital transformation emphasized the importance of webinars and event management in marketing.

Webinars play an important role Services organizations strive through the community and the networking which becomes very important. He discussed communities and the formation of the same for branding. In the earlier days of, memberships and communities started to have minded people coming together and talking about something which could be a social event as clubs, and now the digital era has driven us to bring in all those common-minded people in the communities together to form virtual communities, So probably LinkedIn made it much easier when they came in full the network, then they sliced and dice the communities like you have domain-specific or interest specific communities. So these

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

virtual communities have been formed right then. Once this virtual community is formed, the community cannot be idle, it has to be the network so they start interacting with each other. If you look at it majority of them were willing to talk about the success stories or willing to talk about the experience, whichever they felt that they wanted to share and they wanted to have a medium in which they have to do this. So that's where these interactions happened over the virtual world right? Once that started people understood that this is going to be the way the world is going to progress and virtually moved everything into these webinars. I webinars were earlier called seminars. Seminars on the virtual world became webinars and these seminars on the virtual world have driven us to only look at the world . People in industry are not willing to come and sit in our conference room and a theatre to listen to the conversations and this is a challenge. The network Community has become a very powerful medium these days where all the collective ideas come together

Webinars operate from anywhere and everywhere. So it gives you a lot of flexibility that people can interact, share ideas, and provide their views back to the community using these digital media. These digital communities are a valuable platform for any organization even educational institution. For you to create your own identity manage that and be in part of the community to showcase to the world that you are present , you are available and you can do that. So these communities are very insightful. You can get a lot of insights quickly and it also helps in the decision making process. Webinars that are constructive and make people feel that they can contribute something - you will be able to propose new ideas or accepted ideas if speakers can convince and communicate the idea. The biggest advantage today of this virtual community is there are no age limits to joining this community and sharing ideas. So when you build your Community, you build your networking and use any of the tools available to go ahead and communicate to them and start realizing better values.

Webinars are not just educating tools. The fundamental idea is building a community is to build a network of people and use the community for more collaborative communication, which can extend the message or leave the message to you. it can be in the form of a webinar a live session or an interactive QA system but a webinar is about a discussion or a collaborative approach and it is the best way to bridge the gap in this digital world. Create smaller communities and expand them to a bigger Global role. These small communities will be able to absorb what you say, collaborate with them and then bring in ideas through webinars. To build a community, understand what sort of a community is needed, Target the right communities, and bring in the relevant people to come and explain so they build a network within the community. A very important takeaway is Webinar tools are very useful if you are leaving a message to the bigger Community,

Be Interactive and have an inclusive participation, look out for contributions from the audience, and ensure it is not a monologue like I keep on telling you all listen, but you cannot communicate back to me, choice a tool that is much more collaborative and continuous learning.

Kathir Ramaswamy: And probably in the same session. We were able to get a lot of responses and people came back to us asking more insights asking more details rather the conversion of that particular webinar into a lead management or a business for us was

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

much better. So that's where I think webinars are also trans becoming much more collaborative interactive tools because we are no adapting to the newer world. So we need to also adapt the tools after all sword up. I think that's coming in our way. So definitely yes. These are some of the important aspects that we need to look at whenever a webinar is organised analytics - What was the response rate? how many of the audience were attracted for each session or rather were watching a particular presentation during the session,

The challenge in webinar sessions that how to collaborate, so today's systems enable the exchange of exchange digital business cards across the audience. It's not just the speaker to the audience but an audience-to-audience exchange of contact information. So there are a lot of new tools that are getting involved and those things are also coming in for those webinars, which will make it better, easier meaningful, and provide value for the Times. Just absorbing because all of us don't carry all that whatever we learned and listened to the day, you pick up some of the points and you go back and webinar and these types of tools are also evolving.

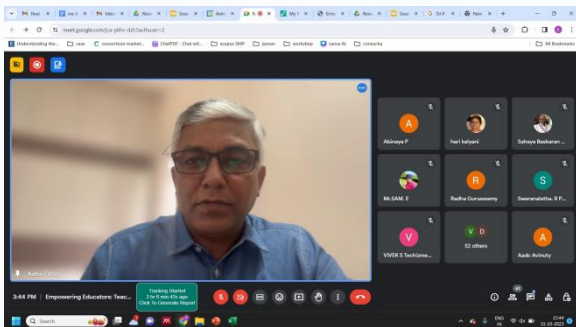
Professional Network LinkedIn and social media platforms to promote webinars to reach the bigger media. Webinars can happen on different platforms, But to reach the community use tools are make it easier, productive, and active for all more, Webinars always help us to identify a person as the subject matter expert who can give better value. The agencies or industrial associations who do webinars as services can be collaborated with as they share a lot of insights om an it parlance similar to that. It could be anything on an education. Evolve the strategy -. What is the subject? And how do we reach out to them? how many views do people have? What sort of people are coming to your webinar? Did they listen to that webinar? How long were they in this session? These are important questions to be answered to strategize a webinar. The point is to Target the right people/ Community through associations and research organizations. Review feedback or go through the relevance, Post promotion uses the platform to take the target segment data, create a small community, and target a segment for this webinar. Some of the important aspects are important points delivered during this webinar combined with the tool that is important to Target your community.

Obviously, utilize your social media channels, and send out personalized email invitations and reminders to your community. After that create landing pages for webinars and even microsites and blocks, depending on the size and time of the webinar which you intend to do fundamentally. A microsite where all the content related to this particular event can help people to go back and get the content, read through can be available for a certain period. Next digital media advertising there are a lot of in other words, advertising and media available for you to reach the target segment, create that Network within the community, and expand it over some time. This very important aspect plan, to start early and be consistent to make sure every participant sees value in the time spent, make sure that you have a proper value delivered out of this time, and have a very streamlined communication with your participants. You need to give space to post-webinar discussions in a blog or a micro site where you can interact with them, improve your engagement levels with the post with the webinar audience, and engage them. This engagement can be known by

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

gamifying the event, conducting surveys, typically these days goals in surveys, etc, Do a post-event analysis and you get

Data Insights on, what was the attentive Behaviour? What was that preference in which area asking those questions? where they listening to the PowerPoint presentations and listening to you while you were having a conversation about a particular point or talking about a particular point? The data and an important other aspect of brand building. It is very important to create a brand image- is about knowledge sharing, the right identify, and the key areas to focus on, connect, and communicate.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**



### **Personal Branding for Educators: Making your mark in Social Media**

**Dr. Tejinderpal Singh**

Professor, University Business School,  
Punjab University, Chandigarh

**Day 3 Session I – Time: 9.30am to 11am**

Dr. Tejinderpal Singh's program on "Personal Branding for Educators" is a transformative exploration into the realm of personal branding tailored specifically for educators, with a focus on leveraging the power of social media. The program delves into the intricacies of building a distinctive personal brand to enhance professional visibility and impact within the digital landscape.

He emphasised to apply these lines, “don't be satisfied with your present state of always and Try to rise above your average level on which you are working” to the life, then the sky is the limit where you can reach. It's not that the role of a teacher is just to teach in the classroom and to become a good teacher. But the role is beyond and is towards the society

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

as well. Find different ways to reach to the masses. how can we reach to the person who are there who has no capability to come to the university or to your college? But still, they need your help. Share your knowledge with them as well. Not in the formal education, but in the informal way that they can learn something from you. Identify a platform like Swayam through which you can reach out to the masses.

There is a need to build your personal brand so that you can tell to other people what you are capable of doing, what your skills are, what are your expertise that are available, and what knowledge can share. He emphasized that unless you try to do something beyond what you have already mastered, you will never grow.

Personal branding is just a practice of creating and managing it distinct and recognizable image of the reputation for an individual, typically in a professional or a public context sharing personal experience, he highlighted by him were,

1. Social Media is very useful for introverts to create visibility
2. Be cautious about what to share and not to share.
3. Do not hesitate to share the achievement and contents related platforms to share your expertise.
4. Select the right platform to share your expertise
5. If with professional create opportunities for collaborative partnership.
6. Be master of technology do not let technology to master you.

The program outlines key objectives centered around empowering educators to strategically navigate social media for personal branding. Participants learn to craft and communicate their unique professional identity, harnessing the potential of platforms such as LinkedIn, Twitter, and other relevant social networks. The emphasis is on fostering a positive and influential online presence that aligns with their educational philosophies.

Dr. Tejinderpal Singh weaved together the core themes that underscore the significance of personal branding for educators. Themes include personal branding requirements and practices, the strategic use of social media platforms, the importance of authentic storytelling, and the cultivation of a professional online presence that reflects the values and expertise of educators. The program recognizes the dynamic nature of the digital landscape and the need for educators to proactively shape their narrative.

Participants gain valuable insights into the nuances of effective personal branding in the digital era. Dr. Tejinderpal Singh shared practical strategies for educators to showcase their expertise, engage with their audience, and establish meaningful connections within the education community. The program explores content creation, the use of multimedia, and the art of storytelling as powerful tools in crafting an impactful personal brand.

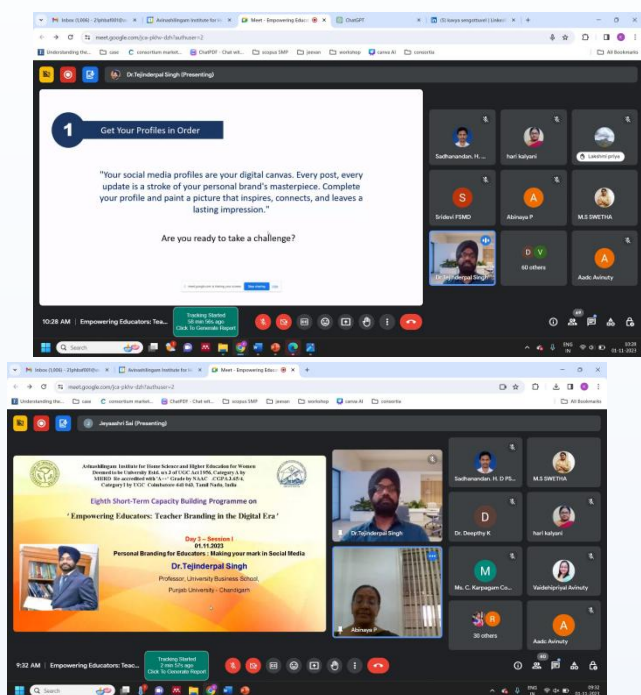
The program acknowledges the challenges educators may encounter in navigating social media for personal branding, such as maintaining a balance between professional and personal content or managing online interactions. Dr. Tejinderpal Singh provides practical

## **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**

solutions, emphasizing authenticity, consistency, and a strategic approach to address these challenges effectively.

"Personal Branding for Educators- Making Your Mark in Social Media" concluded with a call to action for educators to embrace the opportunities that social media presents for personal and professional growth.

Dr. Tejinderpal Singh's program equips educators with the knowledge and skills to navigate the digital landscape with confidence, enabling them to make a lasting mark in the online educational community through a compelling and authentic personal brand.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**



### **Digital Resume and Portfolio Creation**

**Mr.K.V.Sriram**

**Former Program Manager, NMC Speciality Hospital,  
Abu Dhabi**

**Day 3 Session II – Time: 11.15 am to 12.45 pm**

The session started with an explanation of various definitions of profile. Many times, people interchange words such as resume, curriculum vitae, and bio-data. Mr Sriram emphasized

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

that Bio-data is biological data one person's information such as family, location, height, weight, and skin colour usually used to apply for the armed forces. Whereas resume is a summary of personal educational background, some of the experiences exposed in the industry, skills possessed. Resume originated from the North American part for specific job purposes. It is more on particular job environment. Curriculum vitae is a French term about life events. It is a full description of education background, work experience, areas of interest, hard skills, soft skills. In Europe curriculum vitae is used for academic areas and fellowship. Moreover, the term profile is an Individual area of expertise.

It was emphasised that in resume we should be specific about what job you apply to and we should be specific about particular skills in that area. Whereas curriculum vitae is descriptive and most common in the European segment. Auctor vitae is mostly used by scientists and research scholars. It is authors life events and highlights a summary of the 3D profile, past, present, and future detailed vision and plan for self and domain.

Transformation in resume creation was highlighted earlier it was handwritten and the delivery channel is by post or in person and the audience are indented recipients. And later it moved to electronic native with electronic native templates and the delivery channel is through email. And now it is on cloud digital. Here the delivery channel is online and the audience are anyone from anywhere.

The session was on Microsoft products and its templates was demonstrated. Today everything is on cloud and we can create a document and make it available on the cloud. Anyone at any location will be able to access the information. Nowadays access to information has become high through Instagram, Facebook and LinkedIn. So, reaching to cloud is faster. As the content belongs to the individuals it is most challenging unless the individuals have creativity. Individuals must include their full name, job title, or name of the position applying for, contact information, resume subjective or objective, work experience, education, relevant skills, languages.

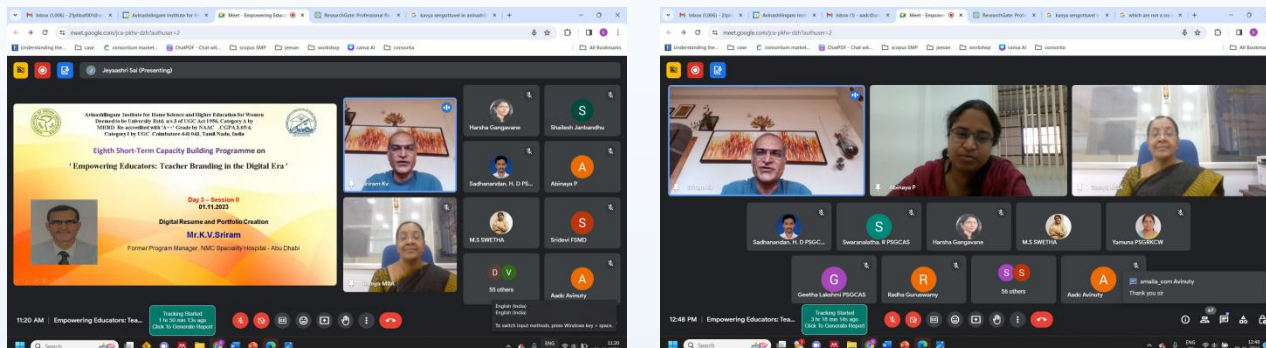
The session was on some of the checkpoints on how to present the profile. It is advised to present a summary of ex-experience should be with time line with the company name and total no of experience in years and months. Multiple projects and projects executed in parallel can be presented as programs. He insisted on using infographics to present overseas assignments, summaries, conferences, workshops, projects and special assignments. For overseas or different locations use maps in infographics. Proficiency rating must be given for soft skills and technology tools, communication, presentation, and documentation. Any gap between organizations must be mentioned in years and months. Individuals must also provide information about individual roles and responsibilities in a project. Updated date of curriculum vitae or resume is important and it should be mentioned. In the case of projects, the tenure should be mentioned with a start date and end date. In case of a gap in employment because of certification then it is advised to attach the course certificate. In the case of working on a particular project, it is insisted to specifically write

## **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**

about their role and it should not be generalized. The individual's contribution to the project must be highlighted. Role difference in a resume is important.

The session was on do's and don'ts highlighted, Do's as insisted on consistent font, spell check, alignment, spacing, layout, page number end of the document. In case of spellcheck use USA or UK as per requirement. Some of the don't are multi-colouring, mismatch in font size, script, too descriptive, paper size other than A4, background theme, informal photo, and copy-paste work. Then the session was on digital resumes. By creating digital resumes through LinkedIn individuals are sharing their skills and experiences to a wider audience, beyond just recruiters and hiring managers. He then demonstrated CANVA – It is an online graphic design platform that is used to create social media graphics and presentations. The session was on feature demonstration on Google Docs and CANVA.

Explanation about design templates with editable templates and free templates was demonstrated. Later the session was on infographics and buttons. He demonstrated a magical switch which can translate resumes to different languages. The session then continued with elements and charts, share options such as people with access, collaborative links – edit, view only options, copy link option for sharing a publishing in LinkedIn, WhatsApp, Instagram and Facebook. Public view links can be posted in Dropbox and Google Drive. Finally, presented a Visual CV designed using Visual studio.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**



**Profiling your Profession: VIDWAN and IRINS - A Case**

**Dr. P. Kannan**

Scientist E, Information and Library Network Centre,  
Gandhinagar.

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

### **Day 3 Session III – Time: 1.30 pm to 12.45 pm**

Dr.P. Kannan started the session with an explanation of how research activities were disseminated and shared. It has three levels 1. Organizational Level (Institutional repositories, Faculty profile, Preprint archives, Data repository, Open Access Journal System, Project Management System), 2. National Level (National-level expert database, Fellow profiles at Professional associations and societies, National level repositories, Country-specific digital libraries, Union databases), 3. Publisher and Service provider (Journal articles at Publisher's, website (open and commercial), Open and commercial data repositories, Academic Identity registry, Citation databases).

The Challenges with Scholarly Information Metadata in the research eco-system are Research activities not discoverable or interoperable, Publications may not necessarily reflect expertise, difficulty in finding the right experts, Increased expenditure on citation databases, and difficulty in retrieving research-related metadata for assessment.

He explained about VIDWAN growth, and the VIDWAN Objectives are 1. Create a database of Indian experts in all subjects' disciplines with detailed profile information, 2. Facilitate the enhancement of research momentum and research productivity in the country. 3. Facilitate Govt. agency, policymakers, and funding agencies to identify experts available in all the disciplines to evaluate the project proposal. 4. Establish direct communication with experts with the expertise users need. 5. Identify peer reviewers for articles and research proposals. He explained their strategies of VIDWAN to populate the database.

In the next part of the session, he explained IRINS, a Web-based Research Information Management System developed under NME-ICT. It captures scholarly communication artefacts of faculty members and scientists, including Personal Information, Areas of Expertise, Qualification, Experience, Academic Identities, Honour and awards, Projects, Membership in professional bodies, Research Guided, Patent, Publications, Citations, and Social Media metrics.

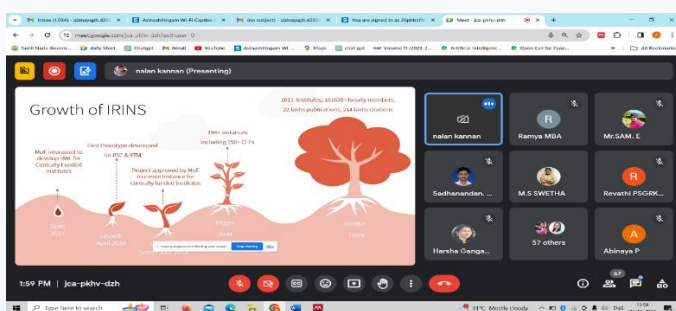
IRINS is available as "software as a service" for all the Higher Education Institutions and R&D organizations in India. He spoke about research information management profiles at the institute level was explained. The essential reasons for pursuing IRINS are 1. It helps to manage annual academic activities reporting, 2. support institutional compliance 3.

## **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**

Supports institutional research reputation and strategic decision-making 4. Improve service for researcher 5. Support expertise discovery.

He demonstrated IRINS Data integration and Workflow, IRINS data integration with external sources includes Scopus, Elsevier, ORCID ID, Crossref, Google Scholar, Altmetric, Dimensions, Base, and Scite.

The key features of IRINS are SOLR-based search, Academic identity, Citation, Social Media Metrics, researcher progress and Co-author network, and publication import. He showcased the IRINS dashboard and its menus. The session was a wholesome demonstration of IRINS and its features.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**



**Monetizing Your Brand - Content Creation and Marketing**

**Ms. Gauri Kirti**

**Content Creator, Meynikar Innovation Pvt. Ltd**

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

### **Day 3 Session IV – Time: 3.15 to 4.45 PM**

Gauri Swami shared her passion as a writer, demonstrated expertise in content creation, brand analysis and creative thinking expertise in Content Creation. She emphasized that in digital era, people as a writers can work from anywhere and anytime, so place or time is not a constraint. Sharing her experiences with her clients and demonstrating the current trends every day in social media content creation, digital platform, and their algorithms. Understand how each platform works, what is the mechanism behind that can do wonders and magic with contents. She demonstrated how content creation is done for different platforms and when we can use this content creation as for Content marketing. We develop the brand to monetize it once you monetize, we have a relationship between the audiences so that relationship helps us to grow our market and not only grow we need to find different way, how we can engage our existing audiences as well as we need all the time new audiences. So, this in a whole nutshell is called brand monetization, something is a process. We generate Revenue. So there really is monetization of different aspects, of different industries. So here as a business as impression how we generate revenue of it is aspect called brand monetization. She explained brand monetization as a process of generating revenue or income through strategic use of branding and Use of affiliate products and link as a selling point. Using cross platform and cross brand through blogging can promote or advertise other brands. So, this is one that a blogger can do for social media. Ability to Market your products on a larger scale is brand monetization in online presence. It helps to reach a wider audience.

Content monetization is to create what you want or do what you love but when you create that will it earn money is called monetization of content. You can create awareness, generating a business or generate income as a blogging also. Bloggers can be creative entertainer or educator in both cases the reach is more when the subscription is more. So, content monetizing in simple words. if the viewer consumes your content and understands your content get interested get fascinated and then you get paid based on the reviews and subscriptions. Monetization is different for various platforms. Good reviews is ultimately a marketing tactics and genuine bad reviews give ways to improve.

Web content also has blogs so many if you see some websites, you will see a Blog tab. So why these blogs are necessary for website because blocks are something that have paragraphs, blocks and keywords and this may lead to search engine optimization. She highlighted on how to create website copy and. Content. when writing for a website, there are certain tabs, which is very necessary for a website content. So a website contains a landing page or a marketing page the first page when you click a website that is called a landing page or a marketing page. marketing page contents a home page, content page and a landing page are three pages that are important for marketing content page on a website. Downloadable content improves usefulness of. webpage and content. Website FAQ is something it helps the people to understand in the terms of the content.

SEO search engine optimization is What is organic search? these searches are not purchased. These are not paid organic are the genuine followers, which we have for our Pages for our Instagram or no matter it's a website but for everything a website is important

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

because everything is directed from the website, even we have a Instagram page. We should have a website and the traffic is diverted on the audience that I directed on our website. So you is the organic search and it's the most important thing in any online business because whatever followers we have those are loyal those are actual followers.

She explained about the meta description with an example, when somebody is doing an SEO writing these two things are important Meta title and Meta description. So this is called content monetizing for SEO writing and when we see here this is contact us our work charity web present. Then don't have to use the keywords again just for the sake of using no we have to use it app and make it as a proper and meaningful sentence likewise we have to use a keyword.

She well demonstrated the writing is there for blogs also blogs also have keywords for SEO people purpose websites have blogs. So, it will help powerful headline. It will have a description it will have a keyword. So all these things cumulative we will develop as an SEO writing which is we'll get an organic search when are the actual customers. Next is This is organic as well as paid search. So there are different types of paid search at first is pay per click advertising. This is actually used for When we have Google Lead Generations Google AdWords pay per click is advertising is used. What is this when somebody clicks your post your ad so that one click it gives a per that one click is paid so that is how it is works. Next is social media marketing ad campaigns. So Google ads social media all this things are called ad campus and Google ads there are different kinds of display shopping campaign video campaign. So for example, when you do for a Google search, you may see there are different pop-ups coming out right at the bottom at the side or on the top of your search. These are different types of Google ads.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**



**Making your mark as a Social Media Influencer**  
**Mr. SenthilKumar Rajappan**  
**Founder & CEO, Halcyon**

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

### **Day 4 Session I – Time: 9.30 to 11 AM**

Mr Senthilkumar Rajappan, a social media influencer started the session with how to blog. He insisted that individuals must have a passion and they should identify their passion. Bloggers should tell people about the subject they are passionate about and also how they look at the subject interestingly or humorously. Bloggers can start as book reviewers. In the case of book reviews, there is a sponsored review program in which within 10 days the blogger should review the book. For Example, if an individual wants to review or sell cars by people's profile, the blogger must know where they drive, how they drive, how often they track, and then recommend their kind of car.

He explained that the bottom of the pyramid is the market, and insisted on building up a community based on one's interests. Presented a video of a self-learned English speaker who started a channel and earned a lot of subscribers. The niche is she teaches English through Tamil. This particular video has got from various parts of the world such as Sri Lanka, and the UK. Through this video, he explained about social media reach and how these people mark their presence worldwide. This video also provided an idea for monetizing the YouTube channel, empowering the community, and breaking barriers.

The session on TikTok for educators demonstrated small videos that create a lot of impacts. In the case of longer videos, the attention span becomes less. And these small videos can be recorded through mobile. He Spoke about the famous online academy that teaches mathematics online and how they have become social media influencers. He highlighted a recent survey among kids and their future ambitions, to become bloggers and other social media influencers and hence there is tough competition.

He highlighted that people are spending their time on social media, so to be a successful blogger individuals must be good content creators. The individuals must pick a genre where they can consistently deliver or post content.

In India, there are 467 million population and 32.8 % are active social media users. He highlighted podcasts and their influences on people. Twitter as a platform was explained with examples of tweets and how these tweets influence print media as well. Then the session was on the main reasons for using social media and the most used social media platforms in India are WhatsApp, Instagram, Facebook, Telegram, Snapchat, Twitter, LinkedIn, MOJ, Pinterest, Sharechat, Tiktok, TakTak, Skype and Halo.

The resource person elaborated on the steps in content creation with examples of content generation,

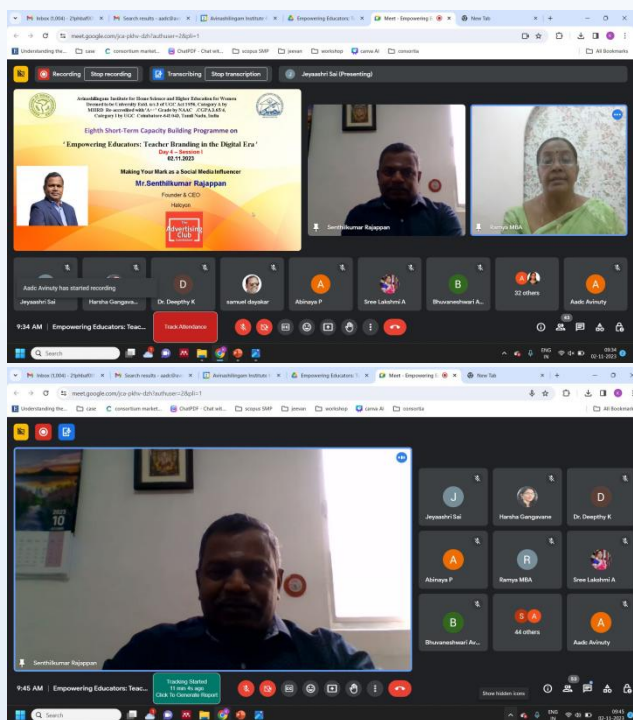
1. Individuals must find their niche in any subject of choice.
2. They should create content and work on it for further fine-tuning.

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### 3. Deliver the content with consistency.

Content and Consistency (C&C) is the success formula for making a mark on social media. Speaking of Vlog it is advised to deliver content either daily, on alternative days, weekly, or fortnightly. This can create a personal brand as well. Later the session was on LinkedIn and how to improve industry connections. He insisted that every content must have a valued part. If we have value in content audience will return and revisit the channel. If your content creates value, you are very good at becoming an influencer. Engaging the audience is necessary. He claimed all influencers have a big research team. and shared his experience on how to build a team. LinkedIn is recommended for the professional community.

The session ended with how social media algorithms work. Twitter uses tweets per second – ie., everybody uses the same hashtag same time, and Twitter trends faster. He demonstrated a profile check and insisted that social media profiles must be prominent in search results. The importance of defining the population and targeting the segment was emphasized. Demonstrating Google trends, he explains how Google Trends helps in identifying what is trending right now through search queries and how to make use of this opportunity to write or say something about that particular topic. WordPress and CANVA for bloggers were demonstrated Thus the session was very interactive and informative and motivated the audience to make their mark of their branding as influencers in social media.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**

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### **Creating Engaging Videos, Podcasts, Blogging and Vlogging**

**Mr. Arvindh K Swamy**

Founder, CEO - 3W Direct, Coimbatore

#### **Day 4 Session II – Time: 11.15 am to 12.45 pm**

Aravind Swamy embarked on a comprehensive journey to enhance his skills in creating engaging content across various platforms, specifically focusing on videos, podcasts, blogging, and vlogging. This report encapsulates the progress made, challenges encountered, and future directions in these domains.

Aravind has successfully produced a series of videos targeting diverse audiences. By integrating storytelling techniques and high-quality visuals, he has managed to capture viewer attention effectively. Analytics indicate an increasing viewer engagement rate, with feedback suggesting a preference for the depth and clarity of content. He plans to incorporate more interactive elements and collaborate with other creators to diversify content genres.

To establish a niche audience base, He launched a podcast series focusing on insightful discussions with industry experts and thought leaders. Initial episodes received positive feedback for their content depth and interview quality. To enhance listener experience, he is exploring avenues to incorporate audience feedback and introduce segments that encourage listener participation. Marketing strategies are also being refined to reach a wider audience and boost subscriptions.

Aravind's blogging journey has been marked by consistent content creation, covering a myriad of topics ranging from personal experiences to professional insights. SEO optimization and social media promotion strategies have been employed to increase blog visibility and drive traffic.

Analytics reveal a steady growth in readership, with specific articles gaining traction due to their relevance and uniqueness. Plans include guest blogging opportunities and exploring collaborations with influencers to expand reach and engagement.

Aravind's foray into vlogging has been met with enthusiasm, as he chronicles his experiences and shares valuable insights with viewers. By leveraging his expertise and creativity, he has crafted vlogs that resonate with audiences, showcasing authenticity and relatability. Viewer feedback has been instrumental in shaping the content direction, with vlogs focusing on lifestyle, travel, and professional growth garnering significant attention.

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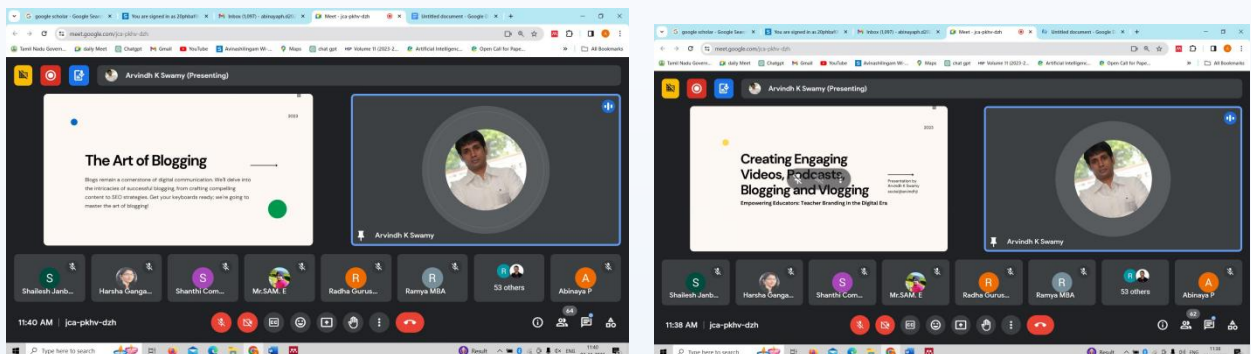
He aims to experiment with different vlogging formats and platforms to cater to diverse audience preferences.

While the journey has been rewarding, he acknowledges the challenges encountered, such as maintaining consistency across platforms and adapting to evolving audience preferences.

However, these challenges have provided valuable lessons, emphasizing the importance of flexibility, continuous learning, and audience engagement.

In conclusion, Aravind Swamy's endeavour to create engaging videos, podcasts, blogging, and vlogging has been characterized by innovation, dedication, and adaptability.

As he continues to evolve and refine his skills, the focus remains on delivering content that resonates with audiences, fosters engagement, and drives meaningful conversations. With a strategic approach and unwavering commitment, he is poised to achieve greater milestones in the realm of digital content creation.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**



### **Professional Branding - Convergence of Technology and Content**

**Mr. Arvindh K Swamy**

Founder, CEO - 3W Direct, Coimbatore

**Day 4 Session III – Time: 1.30 pm to 3 pm**

Arvind Swamy's program on "Professional Branding – Convergence of Technology and Content" is a transformative exploration of the dynamic relationship between personal branding, technology, and content creation. The program strategically emphasized the role of SEO, WordPress, Canva, and LinkedIn in crafting a robust professional brand in the digital landscape.

The program sets forth clear objectives, aiming to equip participants with the knowledge and skills necessary to harness the synergy between technology and content for effective professional branding. Participants delve into the intricacies of SEO optimization, WordPress Customization, visual storytelling with Canva, and strategic networking on LinkedIn.

Arvind Swamy weaves together core themes that underscore the convergence of technology and content in professional branding. Themes include the strategic use of SEO to enhance online visibility, leveraging WordPress as a versatile content platform, harnessing the visual power of Canva for brand aesthetics, and optimizing LinkedIn as a networking and brand promotion tool.

The program provides invaluable insights into the nuances of leveraging technology for effective professional branding. Arvind Swamy shares practical strategies for maximizing SEO impact, tailoring WordPress platforms to reflect personal brand identity, creating visually compelling content with Canva, and utilizing LinkedIn as a strategic networking hub. Recognizing the challenges professionals may encounter, the program offers pragmatic solutions. From demystifying SEO complexities to providing WordPress customization tips, the strategies presented address common hurdles in content creation and networking. Arvind Swamy's approach emphasizes adaptability, continuous learning, and embracing technology as integral components of a successful professional brand.

Arvind Swamy highlights several core themes throughout the program. These themes encompass the impact of digital communication on teaching methodologies, the importance of online presence for educators, and strategies for creating and maintaining a positive teacher brand. Type of content post and page categorize it and with the help of tag can link it. So, this is the basic functionality of WordPress the interesting part is themes and now we have how the website looks.

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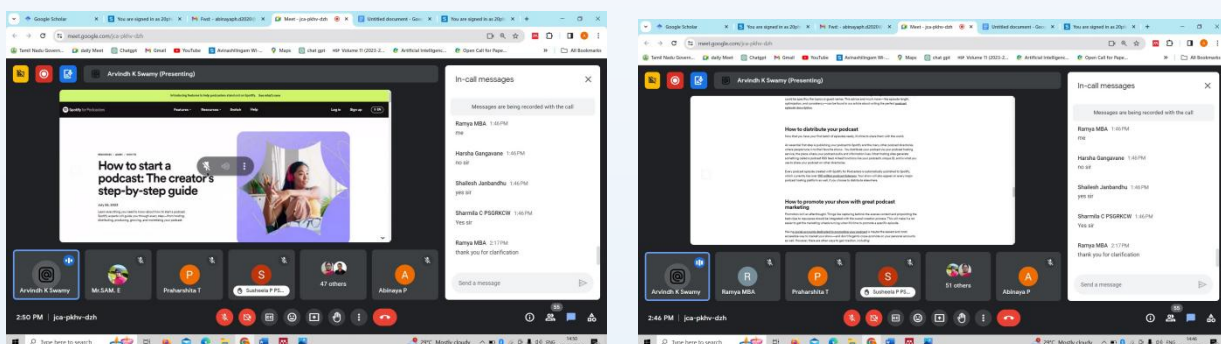
He demonstrated how the articles can be linked to WordPress and the basic theme already there in the platforms now when installing WordPress, three things will be pre-installed. If the theme is activated immediately, the look and feel of the site will be changed instantly. This is the advantage of the content management system. The content is completely decoupled from the design and the design can be changed to however you want to change it without touching the content. The program offers valuable insights into the ways teachers can leverage digital tools to enhance their visibility and credibility.

Arvind Swamy provides practical strategies for effective online communication, building a personal brand that reflects teaching philosophy, and utilizing social media as a professional development tool.

The program acknowledges the challenges educators may face in adapting to the digital era. These include demystifying SEO complexities, providing WordPress customization tips, offering design principles for effective Canva use, and sharing best practices for maximizing the professional impact of LinkedIn profiles. It presented practical solutions to overcome these challenges, emphasizing the need for continuous learning, adaptability, and embracing technology as an ally in the educational journey.

"Professional Branding – Convergence of Technology and Content" by Arvind Swamy concluded with a resounding call to action for participants to embrace the interconnected landscape of technology and content creation.

The program empowers professionals to not only navigate but thrive and strategically position themselves for success in their respective fields through a well-crafted and technologically augmented personal brand.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**

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**Networking and Collaboration with Academic and Industry Peer Group as Case Writers and Consultants**  
**Dr Srinivasan .R Iyengar-** Director,  
Jamnalal Bajaj Institute of Management Studies (JBIMS),  
University of Mumbai, Mumbai

**Day 4 Session IV – Time: 3.15 pm to 4.45 pm**

Dr. Srinivasa R Iyengar started by giving a note on Networking. Networking is the process of making connections and building relationships. These connections can provide you with advice and contacts, which can help us make informed career decisions.

Explained about how to create a network, in LinkedIn and other professional platforms. Ways to build a network by attending conferences/ networking events, being a member of various professional platforms and by developing an online presence etc. Most of all the best way to create a good network is by adding values to others in any given field. Networking is always about a win-win situation.

He demonstrated spoke about Value chain in Strategic Management and how to inculcate value chain among the teaching professionals for effective personal brand. “The term value chain refers to the various business activities and processes involved in creating a product or performing a service. A value chain can consist of multiple stages of a product or service's lifecycle, including research and development, sales, and everything in between”. He discussed about the challenges faced by a teacher in the classroom and emphasised that “Teacher is like a flute player. They change air into meaningful information”

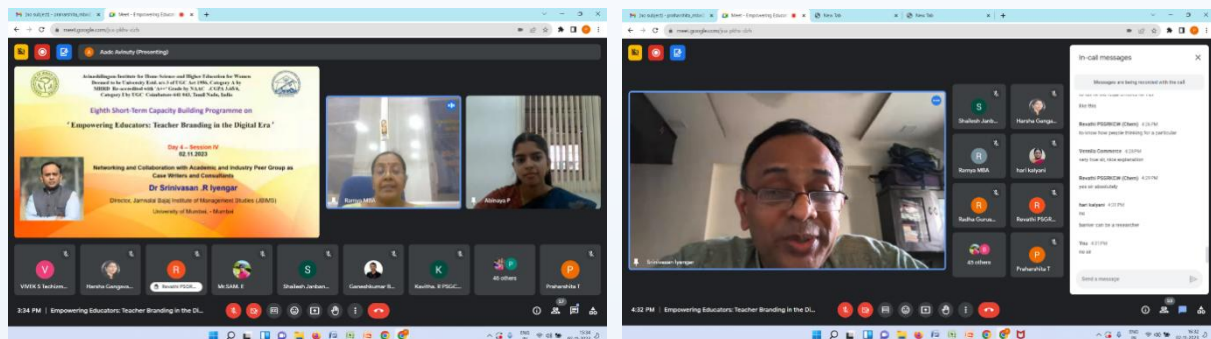


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Discussing about the ways to create an innovative and creative classroom, he highlighted on the importance of case studies and interactive sessions. Case studies are effective ways to get students to practically apply their skills and their understanding of learned facts to a real-world situation.

They are particularly useful where situations are complex and solutions are uncertain. He briefed on the concept of how a faculty can evolve into a researcher (from faculty to a researcher, from researcher to a publisher, from publisher to a case writer, from case writer to a trainer and consultant).

He ended the session by asking the teachers to be more interactive. He also appreciated and thanked the faculties for asking innovative questions and keeping the session livelier.



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### **Advanced Branding Techniques for Audience Engagement - SEO and Online Visibility**

**Mr. P.R. Amudhakumar**

Trainer, DAINEY Education

Day – 5 (03.11.2023) SESSION I 9.30am -11.00am

Mr. Amudhakumar P.R., Trainer, Dainey Education and Research, handled the session. He has an impressive background in digital marketing and brings a wealth of knowledge and experience in various areas of this dynamic field.

The Session began with an explanation of various branding techniques for audience engagement, Search Engine Optimization, and Online visibility. A simple and understandable explanation of SEO was demonstrated to the audience.

The importance of Keyword searches and how to optimize the benefits of keywords was highlighted. The hints for keyword searches and keyword optimization were,

**Keyword Research:** 1) Understand Your Audience: Know your target audience's language, preferences, and search behavior. 2) Use Keyword Research Tools: Utilize tools like Google Keyword Planner, SEMrush, Ahrefs, or Ubersuggest to identify relevant keywords. 3) Long-Tail Keywords: Focus on long-tail keywords (phrases containing 3+ words) as they often have less competition and can drive more targeted traffic. 4) Competitor Analysis: Analyse your competitors' keywords and strategies to identify gaps and opportunities. 4) Search Intent/ Seasonal and Trending Keywords: Prioritize keywords that align with the user's search intent (e.g., informational, transactional, navigational). Identify seasonal or trending keywords related to your industry or niche.

**Keyword Optimization:** 1) Include Keywords Naturally: Incorporate your target keywords naturally within your content, headings, meta descriptions, and URLs. 2) Use Header Tags: Organize your content with header tags (H1, H2, H3) that include relevant keywords. 3) Optimize Images: Use descriptive filenames and alt text for images incorporating keywords where appropriate. 4) Internal Linking: Include internal links using anchor text that includes relevant keywords. 5) Avoid Keyword Stuffing/ Regularly Update Content: Avoid

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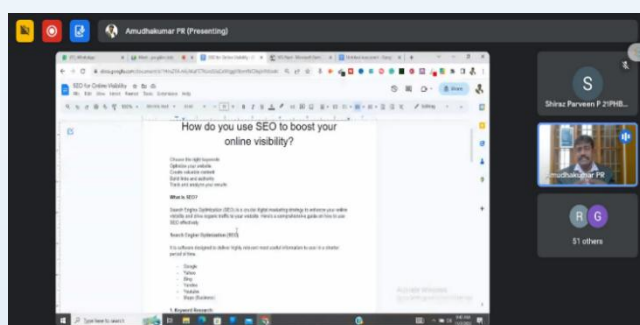
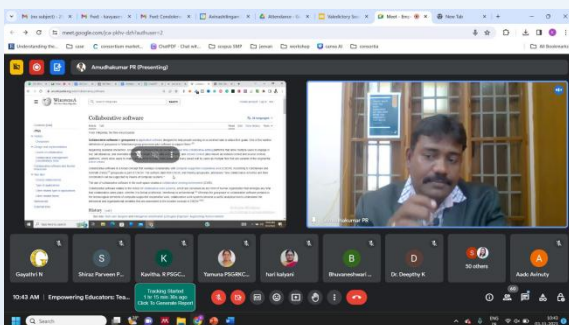
overloading your content with keywords; maintain a natural and readable flow, keep your content updated and relevant to maintain search visibility.

Then, the session was moved to On-page SEO. Various techniques like optimizing the website's pages for specific keywords. by placing keywords strategically in titles, headings, meta descriptions, and within the content was demonstrated with examples. On-page SEO he explains about, to optimize your website's pages for specific keywords. This includes placing keywords strategically in titles, headings, meta descriptions, and within the content. Ensure your content is high quality, relevant, and valuable to users and optimize images with descriptive alt tags.

Four important steps involved in technical SEO were, 1) Ensure your website is mobile-friendly and responsive. 2) Create an XML sitemap to help search engines index your pages. 3) Improve website speed by compressing images, using browser caching, and minimizing HTTP requests. 4) Implement structured data markup (Scheme.org) to enhance search results with rich snippets.

He also talked about various ways and techniques which can be used for content creation. The suggestions for effect context creation were - User a clear and organized structure with headings, bullet points, and short paragraphs. Regularly publishing fresh, Informative, and engaging content. Include internal and external links to reputable sources. Address user intent by answering the questions and providing solutions.

The presentation was well demonstrated with examples. The session was not only informative but also inspirational, motivating the participants to explore new horizons in the digital realm. The session concluded with how general digital marketing optimization and analytics be applied to personal branding.



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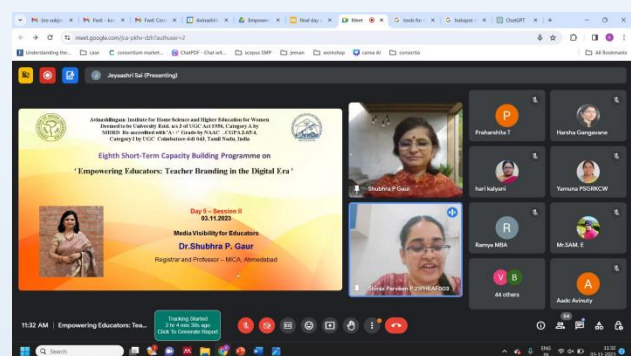
**Media Visibility for Educators**  
**Dr. Shubhra P. Gaur**  
Registrar and Professor, MICA, Ahmedabad

**Day – 5 (03.11.2023) SESSION II 11.15am -12.45pm**

Dr. Shubhra Gaur began the session by analyzing the importance of personal branding for teachers. Personal branding is not only important for their personal growth but it also helps them to reach their target audience efficiently.

The role of media in personal branding to identify one's expertise and target audience was highlighted. Personal Branding is to highlight the importance of each one's unique expertise. The uniqueness is established when expertise is applied for problem-solving and adding value to the beneficiaries. The role of a teacher today is to be a Mentor who brings bits of information together as knowledge. The educator's trend can be extended to an institutional builder and a consultant. The role of a teacher as a researcher was explained thoroughly with the help of a positive deviance framework.

Positive deviance (PD) is an approach to behavioral and social change. It is based on the idea that, within a community, some individuals engage in unusual behaviors allowing them to solve problems better than others who face similar challenges, despite not having additional resources or knowledge.



## **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**

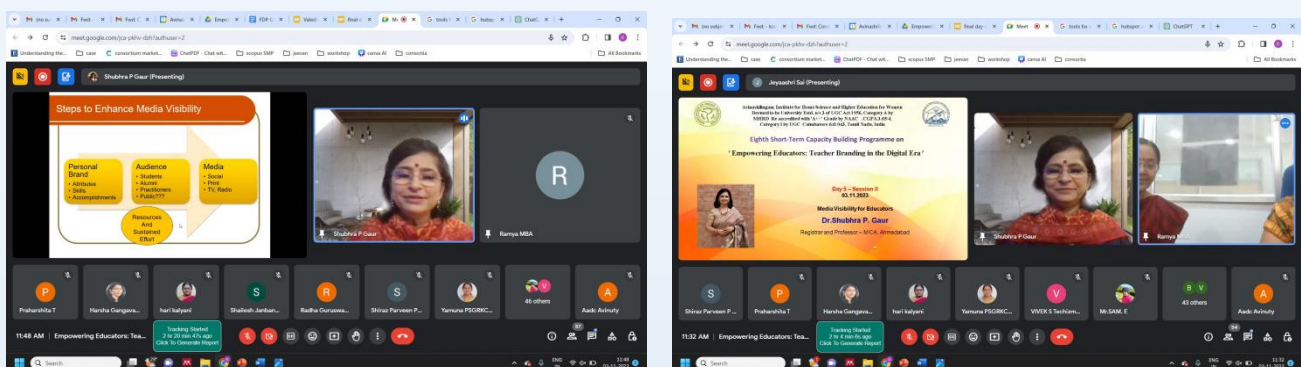
This concept was explained through an example of research conducted on a village in the early 1990s in Vietnam to address malnutrition. At the time, 65% of children under five were malnourished. Instead of looking for the causes and applying best practices, PD pioneers looked for children from very poor families who were well-nourished.

Through community-led efforts, they determined the existence of positive deviants, identified their behaviors and strategies, and amplified them. The process was replicated across 14 villages each identifying its batch of local practices and malnutrition decreased by 85%.

Dr. Shubra went into further detail on the difference between the output and outcome of research. Outcomes: the benefits that a project or intervention is designed to deliver. Outputs: the tangible and intangible products that result from project activities.

The major highlights on personal branding that were discussed in the session are

1. Sharing of interdisciplinary and multi-disciplinary knowledge in the contemporary world.
2. Identify the target and establish the uniqueness of your expertise by adding value to the beneficiaries and community at large.
3. Innovate in pedagogy to create novelty.
4. Brand yourself in social media by sharing your knowledge.
5. Do relevant research and publish in reputed journals.
6. Pave your value system to sync with the path of wisdom.



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### **Amplifying Academic Ambassadors through Outreach Activities**

**Dr. V. Bharathi Harishankar**

Vice Chancellor

Avinashilingam Institute for Home Science and  
Higher Education For Women, Coimbatore.

**Day – 5 (03.11.2023) SESSION III 01.30 pm -03.00 pm**

Dr. V. Bharathi Harishankar, take this session more on the best approach to this whole concept of teacher branding. She thought the term that we currently use is academic social responsibility and she addresses when educators or educational administrators start asking the question. What can we do? as part of the old-fashioned term extension or Outreach activities.

Dr. V. Bharathi Harishankar emphasized that Teaching is a noble profession and has pinpointed the outreach and extension activities implemented to have an impeccable professional career by citing case studies of people who have been inspiring colleagues in their career. She briefly explained what we mean by this academic social responsibility. Why do scientists write popular articles? It serves two main purposes when they do, One is on a personal level - When dealing with complicated research questions, we aim to explain them using extremely simple logic to articulate a very complex idea in a very simple language. But they also have this very indirect benefit of improving how they communicate their findings and research. They are two offering something back to society.

Dr. Bharathi Harishankar shared her young teaching experience at Gujarat University and explained the Outreach value of that she has noted her experience at the Tamil Nadu Young Thinkers Forum, the SAR Country Graduate Women International, and the National Commission for Women. She shared her work with the Royal Society of Arts. She emphasized that in her activities, she would not let her extension activity, take the place of her research or teaching or Administration. But having that, instead of dividing my time into three, she will divide it into four.

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

She has answered the questions on 1. What is the formula for how we do the extension activities? 2. Is there a proportion to how we spend our time? 3. Will one supersede or overshadow the other? The extension can be one model to relate it to our teaching research and career. The other model is to do it without any apparent connection. But we found more links than this kind of awareness by visiting the field where we are an expert.

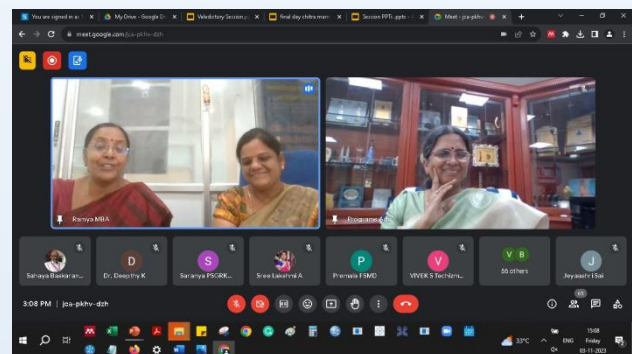
For teachers in outreach, to brand themselves and they should know that nobody is perfect. She wants people to know her imperfections as well. But that requires courage. And where that courage comes from the fact that her outreach taught her that wherever I am, whichever

situation I'm facing, I can present myself and move forward. I can resolve a conflict but gracefully accept it when it cannot be resolved. They failed it and moved on.

**Madam completed her session with amazing words "Courage is that authenticity on Personal brand and that is combined with a lot of professional skills and competencies you when can be a brand new".**

The points to ponder are,

1. Branding is not always about adding tangible assets to the resume but about changing people's lives.
2. Activities of designing social intervention and social projects help us collaborate, position ourselves as educators and administrations, and build competencies of empathy and social responsibility.
3. Extension and social responsibility add value to who we are, how people see us, and how we see ourselves, and work as a team wherever we go with acceptance of perfection and imperfections.



## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."



### **Valedictory Address**

**Dr. Sameer Sahasrabudhe**

**Professor of Practice, Design**

**Indian Institute of Technology - Gandhinagar**

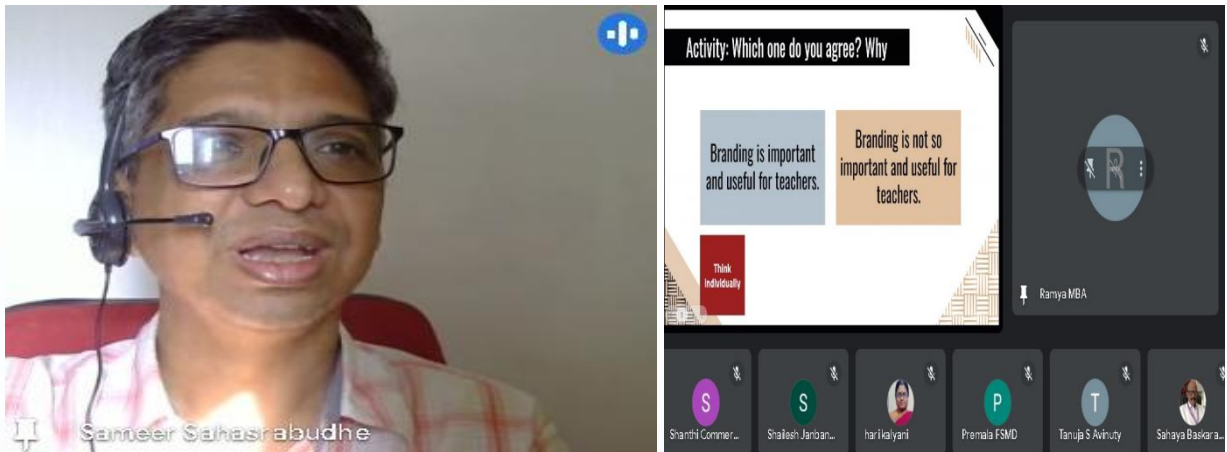
**Day – 5 (03.11.2023) SESSION IV 03.15 pm – 4.45 pm**

The program started with the Presidential Address given by Dr. V. Bharathi Harishankar, the Vice Chancellor of Avinashilingam Institute of Home Science and Higher Education for Women. The session commenced with an interactive session between the guest and the participants by recalling the key points taken away from each day of the program such as the importance of Teacher Branding and the Tools on Day 1, the Creation of a Digital Portfolio by Using Various Tools on Day 2, Content Creation and Marketing on Day 3 and Social Media Influencing and Networking on Day 4. Advanced Social Media Marketing techniques and Teachers can be a social contribution and nation builder on Day 5.

The presentation on Branding of teaching faculty began by encouraging critical thinking among participants by making them choose and explain their reasoning for questions such as:

- Branding is important for teachers and why?
- Branding is not important for teachers and why?
- Once the participants had answered, the participants were told to switch their choice and give the reason as to why.

## **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**

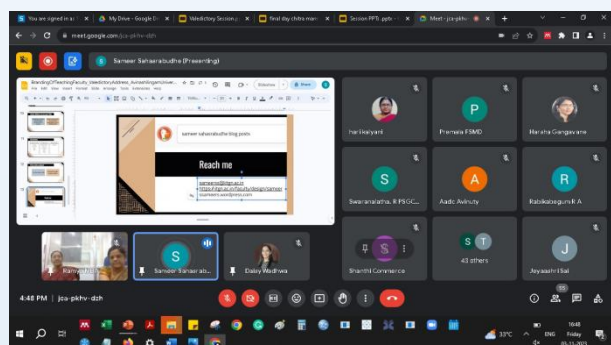
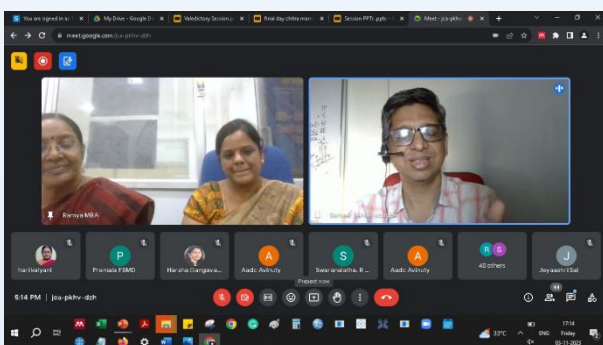


Dr. Sameer demonstrated peer learning through this interactive and engaging activity which in turn made the participants realize that not everything is so black and white but a grey area exists as well. That is- Branding will help if done properly and honestly.

Similarly, the grey area between the two extremes - Social media branding is helpful, Social media branding is not helpful was shown as well. Not all social media is helpful. One has to figure out the correct social media platform for the appropriate use.

Dr. Sameer also helped to distinguish between Professional Platforms, Sharing platforms, and Personal Sharing platforms and how they can assist in our professional as well as daily lives. The presentation ended at 4:50 pm followed by a Q&A session, where Dr. Sameer discussed the importance of having a website of their own. The vote of thanks was addressed by Dr. Ramya, Nodal Officer Academic and Administrative Development Centre of Avinashilingam Institute.

The session ended at 5:00 pm with the National Anthem.



**"Captured snapshots showcase engaging moments from the FDP videos, highlighting the dynamic teaching and active participation during class sessions."**

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

### **SUMMARY EXECUTIVE**

The capacity building program on empowering educators: Teacher Branding in the Digital Era had a very good beginning with by Vice Chancellor Dr. Bharathi.V. Harishankar and Professor Ramesh.G igniting our minds on, 1. How to create a identification as a teacher among the various identify, blending of Guru-Sishya Parampara embedded with digital technology. 2. How to provide the experience in digital era.

<b>Day 1</b>	<p>The session on the first day focused on professional identity of teacher, social media for visibility and success management. The takeaways were</p> <ol style="list-style-type: none"><li>1. Educators have to be transformed to pie shaped teaching talents with expertise inter disciplinary domain and related disciplines.</li><li>2. The wear multiple hats as teachers, researchers, community, builders, innovation and even campus entrepreneur.</li><li>3. Success Management begins with understanding Johari Window and your Blind spot, Success is about dreaming realistic, taking an Ethical Path, building a team and being a Leader.</li><li>4. Do's and Don'ts on social media od Pinterest, Twitter(X), Instagram, Personal Website and blogging websites.</li></ol>
<b>Day 2</b>	<p>The day started of with elaborate demonstration-based explanation of digital portfolio elements, presentations, creations and creativity.</p> <ol style="list-style-type: none"><li>1) The integration of Google Doc, Google Slide, Google sites for website creation was well demonstrated.</li><li>2) Creation of infographics, publication, and small articles on Twitter and Tweets as metrics was explained effectively.</li><li>3) The research portfolio creation in research platforms of google scholars, Scopus, Academia, IRINS, Mandalay was highlighted with unique features of each.</li><li>4) Designing a one stop web page and publishing the cv's with integrated links was a major take away.</li><li>5) LinkedIn as collaborative and branding in a skill assessment tool for teaching research and hosting webinars was presented.</li></ol>

## **Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'**

<b>Day 3</b>	<p>The day was a mix of information on personal branding beyond classroom, digital portfolio creation in National Platform, Content Creation and Monetization.</p> <p>The major take aways were:</p> <ol style="list-style-type: none"><li>1) Teachers strive to be above average build reputation beyond classrooms with social responsibility to be professionally branded.</li><li>2) Clear distinguishment between Curriculum Vitae and profile Do's and Don'ts and tools for digital profile creation was well emphasized with reasons.</li><li>3) The unique features workflow, analytics and research platform integration of VIDWAN and IRINS was well demonstrated.</li><li>4) Leveraging LinkedIn for personal branding and Resume.com, Google doc, Canva, Microsoft Visual studio for multi-dimensional portfolio creation.</li><li>5) Attractive Scripts, Keyword Creations and Visual integration in content for visibility was highlighted .</li></ol>
<b>Day 4</b>	<p>Moved on to advanced demonstrated on being bloggers, vloggers and social media influencers. With an interactive Session on How to network to be case writers and consultancy.</p> <ol style="list-style-type: none"><li>1) The highlights were Being a Book Reviewer Presenting academic and social interests as Blogs gives unexpected reputation that leads to social activities.</li><li>2) Hands on experimentation for Content Creation Blog Writing Podcast Creation and Publication was a value addition</li><li>3) Detailed application of Canva, WordPress, Spotify Podcasts, movami.com for Podcasting, Blogging and Movie Making was an experience.</li><li>4) The importance of teacher's evolution as researcher, reviewer, case writer and consultant and their related value chains was brain storm. Industry interaction of all disciplines through discussions Conference participations and LinkedIn connects was emphasized.</li></ol>

## Eighth Short-Term Capacity Building Programme on ' Empowering Educators: Teacher Branding in the Digital Era'

<b>Day 5</b>	<p>Day 5 was unique as it consisted of tips for creating Online Visibility, how to create Teacher brand and the Importance of extension of social responsibility</p> <ol style="list-style-type: none"> <li>1) Search Engine Optimization SEO techniques and its applications</li> <li>2) Creating Techer branding across the 3 C's and 3 S's</li> <li>3) Extension activities that empower one selves and others is an experience that can be delivered, demonstrated and impacted to the educators- the future icons to groom the next generation towards excellence.</li> <li>4) Branding is not always about adding tangible assets to the resume but about changing people's lives.</li> <li>5) Activities of designing social intervention and social projects help us collaborate, position ourselves as educators and administrations, and build competencies of empathy and social responsibility.</li> <li>6) Extension and social responsibility add value to who we are, how people see us, and how we see ourselves, and work as a team wherever we go with acceptance of perfection and imperfections.</li> <li>7) Demonstrated of peer learning through interactive and engaging activities on Social platforms was exemplary.</li> </ol> <p>In a Nutshell the expected take away</p> <ol style="list-style-type: none"> <li>1. Identification of your identity as a teacher.</li> <li>2. Strategies, practices, and processes to reach your target audience and community</li> </ol> <p>Skills to leverage technology to enhance your professional identity.</p>
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### Participants List

S.No	Name	Designation	Institution/ Organization Name
1	Vigneshwaran Perumal	Assistant professor	K.Ramakrishnan College of Engineering
2	R.Geethalakshmi	Associate Professor and Head	PSG College of Arts & Science
3	R.Kavitha	Associate Professor & Head	PSG College of Arts & Science
4	R. Gowri	Assistant professor	D.K.M. College for Women, (Autonomous) Vellore.
5	R.Swaranalatha	Associate	PSG College of Arts and Science

**Eighth Short-Term Capacity Building Programme on  
' Empowering Educators: Teacher Branding in the Digital Era'**

		Professor & Head	
6	V.A Rinsey Antony	Head of the Department	Sri Krishna Arts and Science College
7	Sadhanandan H D	Assistant Professor	PSG College of Arts & Science
8	Shreya Mehta	Temporary Assistant Professor	Faculty of Arts, The Maharaja Sayajirao University of Baroda
9	Radha G	Associate Professor & Head	PSG College of Arts & Science
10	Karpagam C	Assistant Professor	Dr.N.G.P. Arts and Science College
11	Hari Kalyani	Asst.Professor	St.Francis College for women
12	R. Revathi	Asistant Professor	PSGR Krishnammal College for Women
13	D Chandra Prabha	Associate Professor	Sri Ramakrishna college of Arts and Science for women
14	A Sree Lakshmi	Assistant Professor	Andhra Loyola College Vijayawada
15	Sripriya V	Associate Professor and Head	PSG College of Arts & Science
16	Samuel Dayakar Akkabathula	Head	Andhra Loyola College Vijayawada
17	Saranyapriyadarshini C	Assistant Professor &Head(i/c)	PSGR Krishnammal College for Women
18	C H Srinivasa Rao	Professor	Andhra Loyola College Vijayawada
19	S. Subhashini	Teaching and Research Fellow	Avinashilingam Institute for Home Science and Higher Education for Women
20	Stany Mariya Joji	Assistant Professor	Majlis Arts and Science College, Puramannur, valanchery
21	Ganeshkumar Babu	Assistant Professor	Knowledge Institute of Technology
22	G Sahaya Baskaran	Professor	Andhra Loyola College Vijayawada
23	Dr.B.R.Kumar	Professor	Andhra Loyola College Vijayawada
24	K.Parveen Banu	Assistant professor	Sri Ramakrishna College of Arts & Science for Women
25	B.K. Sudhakar	Lecturer	Andhra Loyola College Vijayawada
26	Mohanamani P	Assistant	Kumaraguuru College of Technology

**Eighth Short-Term Capacity Building Programme on  
' Empowering Educators: Teacher Branding in the Digital Era'**

		Professor	
27	SHAILESH DEVIDAS JANBANDHU	Assistant Professor	G. S. College of Commerce, Wardha
28	S NANDHINI	Associate Professor	Ethiraj College for Women
29	R. YAMUNA	Assistant Professor	PSGR Krishnammal College for Women
30	Gayathri. N	Assistant Professor	Sri Ramakrishna College of Arts & Science for Women
31	Praharshita T	Assistant professor	Avinashilingam Institute for Home Science and Higher Education for Women
32	P. VASANTHAMANI	Assistant professor	Government Arts College, Coimbatore -18
33	Deepthy K	Assistant Professor	scms cochin school of business
34	Harsha Nilkanth Gangavane	Asst. Professor	G. S. College of Commerce, Wardha
35	Dr. Susheela P	Associate Professor	PSGR Krishnammal College for Women
36	vivek s	ASSISTANT PROFESSOR	Coimbatore Marine College
37	Bhuvaneshwari S	Assistant professor	Avinashilingam Institute for Home Science and Higher Education for Women
38	Hemanand Manickaraj	Asst.prof	Coimbatore Marine College
39	SAM.E	Assistant Professor	Coimbatore Marine College
40	SUSHMA B V	ASSISTANT PROFESSOR	JSS Academy of Higher Education and Research, Mysore
41	Dr.V.Premala Priyadharsini	Professor and Head	Avinashilingam Institute for Home Science and Higher Education for Women
42	T. Suganya	Assistant Professor	Knowledge Institute of Technology
43	V. Vaidehi Priyal	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
44	Ruthra A	Assistant Professor	TJS Engineering College
45	Priyadharshini V	Assistant Professor cum	Coimbatore Marine College

**Eighth Short-Term Capacity Building Programme on  
' Empowering Educators: Teacher Branding in the Digital Era'**

		soft skill trainer	
46	Anees Fathima Thabassum.Z	Assistant Professor	JSS Academy of Higher Education and Research, Mysore
47	M.Agila	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
48	Leena George	Research scholar	St.Teresa's College
49	Rajalakshmy P S	Assistant Professor	M.O.P Vaishnav College for Women (Autonomous) Nungambakkam
50	Brinda Ramanujam	Associate Professor	M.O.P VAISHNAV COLLEGE FOR WOMEN,CHENNAI
51	AFIA M	Assistant Professor	M.O.P.Vaishnav College for Women
52	R.A.Rabika Begum	Associate Professor	M.O.P.Vaishnav College for Women
53	LoganayakiTK	Assistant Professor	M.O.P.Vaishnav College for Women
54	Priyanka Pathak	Assistant Professor	P. G. Department of Psychology, Veer Kunwar Singh University, Ara
55	E. NIRUPAMA	Associate Professor	M.O.P Vaishnav College for Women (autonomous) chennai
56	Smaila.I	Teaching assistant	Avinashilingam Institute for Home Science and Higher Education for Women
57	Lakshmi Priya. R	Temp Teaching Staff	Avinashilingam Institute for Home Science and Higher Education for Women
58	P.SANTHI	Professor in Commerce & Dean, School of Commerce and Management	Avinashilingam Institute for Home Science and Higher Education for Women
59	Priyanka R	Assistant Professor	M.O.P. Vaishnav College for Women
60	Arun Vidhya	Assistant Professor	Sri Ramakrishna College of Arts & Science for Women
61	Niranjana Shalini. R	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
62	D.Vennila	Assistant Professor(SG)	Avinashilingam Institute for Home Science and Higher Education for Women
63	Arunmozhi. M	Associate Professor	Coimbatore Institute of Engineering and Technology,

**Eighth Short-Term Capacity Building Programme on  
' Empowering Educators: Teacher Branding in the Digital Era'**

64	Dr.Pavithra M K S	AP - III	Bannari Amman Institute of Technology
65	Jasper Jemima.G D	Assistant Professor	Mar Gregorious College of Arts and Science
66	C Sharmila	Associate Professor	PSGR Krishnammal College for Women
67	PL.Sridevi Sivakami	Associate Professor	Avinashilingam Institute for Home Science and Higher Education for Women
68	R . Chandrasekhar	Professor	LEAD College of Management
69	D. Shanmugapriya	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
70	R Premalatha	Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women
71	Ganga Rathna K	General Manager	Jagannath Textile Co Ltd
72	Swetha.M.S	Assistant Professor	M.O.P.Vaishnav College for Women
73	Dakshinamurthy T	Assistant Professor	Knowledge Institute of Technology
74	Sree Akshara Mithran	Assistant Professor	M.O.P.Vaishnav College for Women
75	MAHA SHRIESHA V	Assistant Professor	st. joseph's university
76	Jyoti Jwala	Research Scholar	Bhupendra Narayan Mandal University, Madhepura, Bihar
77	Unnati	Assistant professor	Shri Guru Nanak Girls Degree College
78	P. Divya	Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women
79	Thilak S	Assistant professor	Hindusthan college of arts and science
80	Natasha Maria Gomes	Assistant Professor	Goa University
81	Sagi. Srilalitha Girija Kumari	Associate Professor	GITAM School of Business, GITAM Deemed to be University

# Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'

## Sample Certificate



**Avinashilingam Institute for Home Science and Higher Education for Women**

Deemed to be University Estd.u/s 3 of UGC Act 1956, Category A by MHRD  
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC  
Coimbatore-641043, TamilNadu, India



**AIU - Avinashilingam Institute - Academic & Administrative Development Centre**

**(AIU-AI-AADC)**

Certificate No: AIU - AI - AADC/ 2023 - 2024 / 08/ 011

### CERTIFICATE OF PARTICIPATION

This is to certify that

**Ms. Hari Kalyani**

Assistant professor, Department of Commerce,  
St. Francis College for women, Hyderabad

has participated in the Eighth Short-Term Capacity Building Programme on

**Empowering Educators: Teacher Branding in the Digital Era**

conducted by AIU - Avinashilingam Institute – Academic & Administrative Development Centre (AIU - AI- AADC)

from 30/10/2023 to 03/11/2023 and her performance was Excellent.

**Dr. K. Ramya**  
Nodal Officer,  
AIU-AI-AADC

**Dr. P. Chitramani**  
Programme Coordinator

**Dr. Amarendra Pani**  
Joint Director & Head  
Research Division, AIU

**Dr. Pankaj Mittal**  
Secretary General  
AIU

**Dr. S. Kowsalya**  
Registrar  
Avinashilingam Institute

**Dr. V. Bharathi Harishankar**  
Vice Chancellor  
Avinashilingam Institute

# THANK YOU

8<sup>th</sup> Short-Term Capacity-Building Program on ‘Empowering Educators: Teacher Branding in the Digital Era’

Day/Date	Session I - 9.30 to 11 am	Session II - 11.15 to 12.45 pm	Session III - 1.30 to 3 pm	Session IV - 3.15 to 4.45 pm
30 <sup>th</sup> Oct’ 2023 Monday  <b>Personal Branding for Educators</b>	<b>Presidential Address</b> <b>Dr.V.Bharathi Harishankar</b> Vice Chancellor <b>Inauguration Session</b> <b>Theme: Teacher Branding in the Digital Era</b> <b>Prof. G.Ramesh</b> Professor, Public Policy, Indian Institute of Management – Bangalore. Email : <a href="mailto:Vc@avinuty.ac.in">Vc@avinuty.ac.in</a> Mobile : 98407 60766	<b>Teacher as a Brand: Pursuing Professional Identity in the Digital World</b> <b>Dr. S.Kumar Chandar</b> Professor, Department of Management Studies, Christ University,Bangalore.  Email: <a href="mailto:s.kumarchandar@gmail.com">s.kumarchandar@gmail.com</a> Mobile : 94430 59554	<b>Facebook, Instagram, Pinterest and X (Twitter) for Educators</b> <b>Dr. Ajita Deshmukh</b> Assistant Professor Program Leader, M.Sc eLearning, MIT Art, Design and Technology University, Pune.  Email : <a href="mailto:ajita.deshmukh@mituniversity.edu.in">ajita.deshmukh@mituniversity.edu.in</a> <a href="mailto:itadeshmukh13@gmail.com">itadeshmukh13@gmail.com</a>	<b>Success and Branding</b> <b>Mr. P. N. Jairam</b> Management Consultant ,USA.  Email : <a href="mailto:pn_jai@yahoo.com">pn_jai@yahoo.com</a> Mobile : 91080 33202
31 <sup>st</sup> Oct’ 2023 Tuesday  <b>Content Creation and Marketing</b>	<b>Digital Portfolio Creation</b> <b>Dr.M.Vinay</b> Associate Professor,Department of Computer Science,School of Sciences Christ University,Bangalore.  Email : <a href="mailto:Vinay.m@christuniversity.in">Vinay.m@christuniversity.in</a> Mobile : 99863 88234	<b>Educators Branding Through Professional Social Media</b> <b>Dr.M.Vinay</b> Associate Professor ,Department of Computer Science,School of Sciences,Christ University,Bangalore.  Email : <a href="mailto:Vinay.m@christuniversity.in">Vinay.m@christuniversity.in</a> Mobile: 99863 88234	<b>Branding Teacher as a Researcher &amp; Publisher</b> <b>Dr.P. Murugan</b> Assistant Professor,School of Management Studies,University of Hyderabad,Hyderabad. Email : <a href="mailto:pmba@uohyd.ac.in">pmba@uohyd.ac.in</a> Mobile : 94443 76464	<b>Community Building and Networking through Webinars – Strategies &amp; Practices</b> <b>Mr.Kathirvelu Ramaswamy</b> Head of Services,TVS Digital Pte Ltd, Singapore Email : <a href="mailto:kathir@tvسد.ai">kathir@tvسد.ai</a> <a href="mailto:rkathirvel@gmail.com">rkathirvel@gmail.com</a> Mobile :87545 81756
1 <sup>st</sup> Nov’ 2023 Wednesday <b>Leveraging Social Media for Teacher Branding</b>	<b>Personal Branding for Educators: Making your mark in Social Media</b> <b>Dr.Tejinderpal Singh</b> Professor, University Business School, Punjab University, Chandigarh  Email : <a href="mailto:tejinderubs@gmail.com">tejinderubs@gmail.com</a> <a href="mailto:tejinder@pu.ac.in">tejinder@pu.ac.in</a>  Mobile : 98727 08901	<b>Digital Resume and Portfolio Creation</b> <b>Mr.K.V.Sriram</b> Former Program Manager NMC Speciality Hospital Abu Dhabi  Email : <a href="mailto:samesriram@gmail.com">samesriram@gmail.com</a> Mobile : 6384152 492	<b>Profiling your Profession: VIDWAN and IRINS – A Case</b> <b>Dr.P.Kannan</b> Scientist E,Information and Library Network Centre, Gandhinagar.  Email : <a href="mailto:kannan@inflibnet.ac.in">kannan@inflibnet.ac.in</a> Mobile : 97255 32351	<b>Monetizing Your Brand – Content Creation and Marketing</b> <b>Ms.Gauri Kirti</b> Content Creator ,Meynikar Innovation Pvt. Ltd <b>Mr.Nirmal Sreedharan</b> Founder & Director ,Meynikar Innovation Pvt. Ltd,Coimbatore Email : <a href="mailto:nirmal@meynikar.in">nirmal@meynikar.in</a> <a href="mailto:nirmal@dainey.com">nirmal@dainey.com</a> Mobile :88702 60453
2 <sup>nd</sup> Nov’ 2023 Thursday <b>Engaging Your Audience</b>	<b>Making your mark as a social media influencer</b> <b>Mr.Senthilkumar Rajappan</b> Founder & CEO,Halcyon  Email : <a href="mailto:rsk@halcyondigital.in">rsk@halcyondigital.in</a> Mobile :87542 24555	<b>Creating Engaging Videos, Podcasts, Blogging and Vlogging</b> <b>Mr. Arvindh K Swamy</b> Founder, CEO,3W Direct, Coimbatore  Email : <a href="mailto:aks@3wdirect.com">aks@3wdirect.com</a> Mobile :98431 98341	<b>Professional Branding - Convergence of Technology and Content</b> <b>Mr. Arvindh K Swamy</b> Founder, CEO,3W Direct ,Coimbatore  Email : <a href="mailto:aks@3wdirect.com">aks@3wdirect.com</a> Mobile :98431 98341	<b>Networking and Collaboration with Academic and Industry Peer Group as Case Writers and Consultants</b> <b>Dr Srinivasan .R Iyengar</b> Director,Jamnral Bajaj Institute of Management Studies (JBIMS), University of Mumbai, Mumbai Email : <a href="mailto:rsrini@jbims.edu">rsrini@jbims.edu</a> Mobile :88980 11457
3 <sup>rd</sup> Nov’ 2023 Friday <b>Advanced Online Branding Techniques</b>	<b>Advanced Branding Techniques for Audience Engagement - SEO and Online Visibility</b> <b>Mr.P.R.Amudhakumar</b> Trainer, DAINEY Education <b>Mr.Nirmal Sreedharan</b> Founder & Director ,Meynikar Innovation Pvt. Ltd ,Coimbatore  Email: <a href="mailto:info@dainey.com">info@dainey.com</a> Mobile : 97515 05432	<b>Media Visibility for Educators</b> <b>Dr.Shubhra P. Gaur</b> Registrar and Professor,MICA Ahmedabad  Email : <a href="mailto:shubhra.gaur@micamail.in">shubhra.gaur@micamail.in</a>	<b>Amplifying Academic Ambassadors through Outreach Activities</b> <b>Dr.V.Bharathi Harishankar</b> Vice Chancellor Avinashilingam Institute for Home Science and Higher Education For Women, Coimbatore.  Email : <a href="mailto:Vc@avinuty.ac.in">Vc@avinuty.ac.in</a> Mobile : 9840760766	<b>Valedictory Session</b> <b>Dr.Sameer Sahasrabudhe</b> Professor of Practice, Design Indian Institute of Technology – Gandhinagar  Email : <a href="mailto:sameerss@iitgn.ac.in">sameerss@iitgn.ac.in</a>

**Avinashilingam Institute for Home Science and Higher Education for Women  
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by  
MHRD Re-accredited with 'A++' Grade by NAAC.CGPA 3.65/4,  
Category I by UGC Coimbatore-641 043, Tamil Nadu, India**



**AIU – Avinashilingam Institute –  
Academic and Administrative Development Centre  
(AIU-AI-AADC)**

**VIII Short Term Capacity Building Programme  
on  
Empowering Educators:  
Teacher Branding in the Digital Era**

**30.10.2023 to 03.11.2023**

**Mode : Online**

**Invited Talks  
Case Studies  
Hands -on Sessions  
Activities**

## **ABOUT THE INSTITUTE**

Avinashilingam Institute for Home Science and Higher Education for Women - the epitome of higher education is one of the premier institutions in India well known for its commitment towards the empowerment of women through value based and holistic education. The institute follows educational ideals of Sri Ramakrishna, Holy Mother Sri Saradamani Devi, Swami Vivekananda and Mahatma Gandhiji. The institute is one of the significant contributions of Padma Bhushan, Dr. T. S. Avinashilingam, an illustrious educationist, freedom-fighter and Gandhian and Dr. Rajammal P. Devadas, the world- renowned nutritionist.

The Institute had its humble beginning in the year 1957 as Sri Avinashilingam Home Science College for Women and has been conferred the Deemed to be University by MHRD in 1988. Few of the recent accolades of the Institute includes: A++ with CGPA of 3.65/4 by NAAC; 84<sup>th</sup> Rank in NIRF, 5<sup>th</sup> Rank under the category of 'University & Deemed to be University (Govt. & Govt. Aided) Technical' in ARIIA – 2021.

Presently, the institution is progressing towards 'beyond-excellence' under the able guidance and leadership of Dr.T. S. K. Meenakshi Sundaram, Managing Trustee and Chancellor, Dr. V. Bharathi Harishankar, Vice Chancellor and Dr. S. Kowsalya, Registrar.

## **ASSOCIATION OF INDIAN UNIVERSITIES – A BRIEF INTRODUCTION**

Association of Indian Universities (AIU) is an apex inter university representative body of universities and other higher education institutions in the country. Established in 1925 as the Inter University Board (IUB) of India, it acquired its legal status as a registered society in 1967 under the Societies Registration Act 1860 and was rechristened as Association of Indian Universities (AIU) in 1973. AIU is the second oldest university association in the world next to the Association of Commonwealth Universities which was established in 1913.

It has the distinct feature of having the largest network of universities and other HEIs under its ambit with 964 Members which includes 16 Associate Members of Foreign Countries. The membership of AIU includes all types of universities e.g., Conventional Universities, Open Universities, Deemed to be Universities, State Universities, Central Universities, Private Universities and Institutes of National Importance.

In addition to Indian Universities, Universities / Institutes from Bangladesh, Bhutan, Republic of Kazakhstan, Malaysia, Mauritius, Nepal, Thailand, United Arab Emirates and United Kingdom are its Associate Members. Since its inception AIU has played a very significant role in the development of Education in the Country.

Some of the eminent scholars and visionary leaders like Dr Sarvepalli Radhakrishnan, Dr Shyama Prasad Mukherjee, Dr Zakir Hussain, Sir. A L. Mudaliar have given leadership to AIU. During such a long journey, AIU has carved a niche for itself by serving the Ministry of Education, Govt. of India as a research-based policy advisory body. Being an apex institution, it constitutes an integral part of all major decision-making committees and commissions in the country

As an academic 'think tank' organization, AIU supports the Government as research-based policy advisory body with the wider mandate of taking up research projects on higher education policy and capacity building. It also acts as a bureau of information on higher education; liaise with international bodies and universities for internationalization of Indian higher education among many others. The Vision of AIU is to emerge as a dynamic service and apex advisory organization in India by undertaking initiatives and programmes which could strengthen and popularize Indian higher education as leading-edge system in the world and promote greater national and international collaboration in Higher Education, Research, Extension, Sports, Youth and Cultural Activities.

It is bestowed with the mission of promoting and representing the Indian Universities and other higher education institutions through strong liaison with the government and National/International organizations, sister associations world over and establish liaison between/among universities through active support, cooperation and coordination among the member universities and all its stakeholders for quality education, research and other academics and extension activities.

## **ABOUT THE CENTRE**

AIU–Avinashilingam Institute - Academic and Administrative Development Centre (AIU-AI-AADC) has been initiated by the institute in association with Association of Indian Universities (AIU) as a step towards training the human resources of higher education institutions. The specific objectives of the centre are:

- Facilitate learning through Performance Improvement Programmes for different groups (Administrators/Teaching Faculty/Non-Teaching Research Scholars/Technical Personnel) towards progression based on their career stages.
- Enable continuous learning through rigorous need-based training sessions
- Sensitize stakeholders on recent developments in higher education system in the country and across the world.
- Equip academic / administrative / technical / information personnel with the requisite skills on ICT to handle their work effectively.
- Develop integrity and professional ethics among higher education personnel.
- Strengthen the human capital of the country with right attitude, skills, and knowledge

### **VISION**

To facilitate value-based transition towards changing higher education ecosystem through continuous capacity building.

### **MISSION**

To impart ICT enabled training to human resources of higher education institutions thereby preparing themselves towards Education 5.0.

## ABOUT THE PROGRAMME

- ❖ In the ever-evolving landscape of education, the role of higher education teachers has expanded far beyond the confines of traditional classrooms. With the rapid integration of technology and the digitalization of learning, educators are now tasked with not only delivering knowledge but also establishing themselves to effectively engage with students, colleagues, and the broader academic community. The short-term capacity-building program on "Empowering Educators: Teacher Branding " has been meticulously crafted to address this critical demand. This comprehensive five-day program is meticulously designed to cater exclusively to the unique needs of higher education teachers, empowering them with the knowledge and skills essential for thriving in the digital age. It serves as a response to the increasing demand for educators to adapt and excel in the virtual realm.
- ❖ In this workshop, participants will embark on a comprehensive journey, exploring topics ranging from digital literacy and content creation to personal branding and effective online engagement. With a daily schedule comprising four informative sessions, attendees will engage in hands-on activities, connect with expert guest speakers, and participate in peer discussions.
- ❖ By the end of this workshop, participants will emerge with a newfound confidence and expertise in crafting and nurturing their personal branding. They will have the tools to effectively communicate their teaching philosophies, engage with students and peers, and showcase their expertise to a global audience. In essence, this workshop is a catalyst for educators to transform their careers and embrace the digital era of education.
- ❖ Don't miss this unique opportunity to elevate your career and embrace the digital era of education. Join us for five days of transformative learning and empowerment!

## OBJECTIVES

- Improve participants' digital literacy and proficiency in teacher branding and provides understanding of how it benefits their careers.
- Craft a personal brand that reflects expertise, values, and teaching philosophy.
- Develop a robust online presence through the creation and optimization of social media profiles, blogs, and websites.
- Build meaningful connections within the education community and beyond

## TARGET PARTICIPANTS

Educational Administrators, University / College Teachers, Teaching Assistants and Graduate Instructors, Adjunct Faculty, Ph.D. Candidates, Education Researchers.

**Mode of delivery** : **Online**

**Duration** : **30.10.2023 to 03.11.2023 (5 Days Programme)**

## PROGRAMME SCHEDULE

**Day 1: Date: 30.10.2023**

### **Personal Branding for Educators**

- Introduction to Teacher Branding
- Building Your Personal Brand
- Creating a Professional Website
- Legal & Ethical considerations in Branding

**Day 2: Date: 31.10.2023**

### **Content Creation and Marketing**

- Digital Portfolio Creation
- Blogging and Vlogging
- Creating Engaging Videos and podcasts
- Branding Teacher as a Researcher & Publisher

# **PROGRAMME SCHEDULE**

**Day 3: Date: 01.11.2023**

## **Leveraging Social Media for Teacher Branding**

- Making your Mark in Social Media
- Building Your LinkedIn Profile
- Twitter, Instagram for Educators
- Educators Branding Through Professional Social Media

**Day 4: Date: 02.11.2023**

## **Engaging Your Audience**

- Building an Engaged Community
- Handling Feedback and Criticism
- Using Analytics to improve Engagement
- Community Building, Networking and Collaboration

**Day 5: Date: 03.11.2023**

## **Advanced Online Branding Techniques**

- SEO and Online Visibility
- Monetizing Your Brand
- Amplifying Academic Ambassadors through Outreach Activities
- Data Analytics and Metrics

## LIST OF RESOURCE PERSONS

- ❖ **Dr. V. Bharathi Harishankar**, Vice Chancellor, Avinashilingam Institute
- ❖ **Dr. G. Ramesh**, Professor, Indian Institute of Management, Bangalore
- ❖ **Dr. Sameer Sahasrabudhe**, Professor of Practice, IIT-Gandhinagar
- ❖ **Dr. Srinivasan R. Iyengar**, Director, Jamnalal Bajaj Institute of Management Studies, Mumbai
- ❖ **Dr. Shubhra P. Gaur**, Registrar & Professor, MICA, Ahmedabad
- ❖ **Dr. S. Kumar Chandar**, Professor, School of Business and Management, Christ University
- ❖ **Dr. M. Vinay**, Associate Professor, Dept. of Computer Science, Christ University
- ❖ **Dr. TejinderPal Singh**, Professor, University Business School, Punjab University
- ❖ **Dr. P. Murugan**, Assistant Professor in Management Studies, University of Hyderabad
- ❖ **Dr. Ajita Deshmukh**, Assistant Professor, Program Leader - M.Sc eLearning, MIT Art, Design and Technology University, Pune
- ❖ **Mr. Kathirvelu Ramaswamy**, Head of Services, TVS Digital Pte Ltd, Singapore
- ❖ **Dr. P.Kannan**, Scientist E, Information and Library Network Centre, Gandhinagar.
- ❖ **Mr. K. V. Sriram**, Former program Manager, NMC Speciality Hospital, Abu Dhabi
- ❖ **Mr. P.N. Jairam**, Management Consultant, USA
- ❖ **Mrs. Usha K Jairam**, Program Manager and Business Strategist (Retd) Aerospace and Defense Industry USA
- ❖ **Mr. Arvinth K. Swamy**, Founder, CEO, 3W Direct
- ❖ **Mr. Nirmal Sreedharan**, Founder & Director, Meynikar Innovation Pvt.Ltd
- ❖ **Ms. Gauri Kirti**, Content Creator, Meynikar Innovation Pvt.Ltd
- ❖ **Mr. P.R Amudhakumar**, Trainer - Digital Marketing, Dainey Education and Research

## REGISTRATION

**REGISTRATION LINK :** <https://forms.gle/Q8XSppb17FfyCZt38>

**FEE : Indian Participants Rs. 750**

**International Participants USD 25**

- ❖ “ International participants interested in Registering for the program, kindly send an email to [aadc@avinuty.ac.in](mailto:aadc@avinuty.ac.in) .”

## Payment Details

### BANK ACCOUNT DETAILS

**Account Name** : Avinashilingam Institute for Home Science and Higher Education for Women  
**Name of the Bank** : Indian Bank  
**Bank Account Number** : 917248759  
**IFSC Code** : IDIB000A005  
**SWIFT Code** : **IDIBINBBCBE**

### AI ADVISORS

**Dr. T. S. K. MEENAKSHISUNDARAM**, Managing Trustee & Chancellor

**Dr. V. BHARATHI HARISHANKAR**, Vice Chancellor

**Dr. S. KOWSALYA**, Registrar

### AIU ADVISORS

**Dr. PANKAJ MITTAL**, Secretary General, AIU

**Dr. AMARENDRA PANI**, Joint Director & Head, Research Division, AIU

### PROGRAMME COORDINATOR

**Dr. P.CHITRAMANI**,

Professor, Department of Business Administration

Avinashilingam Institute for Home Science and Higher Education for Women

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**Mobile : 9843358352**

### REACH US AT:

**Dr. K. RAMYA**

Nodal Officer

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**Mobile : 8072202927**

## Special thanks to:

### AI Advisors

- **Dr. T. S. K. Meenakshisundaram, Managing Trustee & Chancellor**
- **Dr. V. Bharathi Harishankar, Vice Chancellor**
- **Dr. S. Kowsalya, Registrar**

### AIU Advisors

- **Dr. Pankaj Mittal, Secretary General, AIU**
- **Dr. Amarendra Pani, Joint Director & Head, Research Division, AIU**

We extend our heartfelt gratitude to all the Invited Guests, Resource Persons, HEI's, Coordinators, Committee Members, Technical staff for their unwavering support!

We sincerely thank each attendee for their participation and enthusiasm!

Welcoming you all again in the future!



**Dr. K. Ramya**

**Nodal Officer, AIU-AI-AADC**

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Avinashilingam Institute for Home Science and Higher Education for Women  
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