



JAI HIND COLLEGE (AUTONOMOUS)

THE ENTREPRENEURIAL DIGEST

NEWSLETTER OF THE ENTREPRENEURSHIP CELL AND SKILL HUB

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IN THIS ISSUE:

1) Institution Innovation Council

2) LECTURE SERIES:

Communication with Compassion

Freedom of Speech

Green Marketing

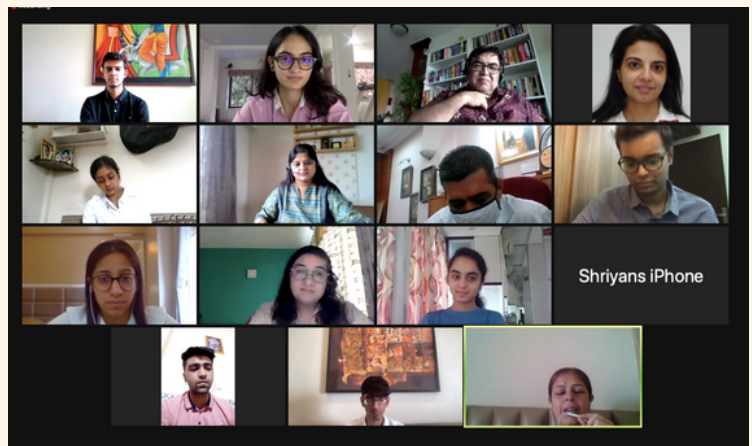
Let's Talk Branding

3) MEET THE CORE TEAM OF 2021-22

INSTITUTION INNOVATION COUNCIL (IIC)

The Ministry of Education (MOE) through MoE's Innovation Cell (MIC) launched the Institution's Innovation Council (IIC) to systematically foster the culture of innovation.

This year, E-Cell and Skill Hub and The Incubator and Accelerator Centre of Jai Hind College (Autonomous) have joined hands with IIC to help foster the growing entrepreneurial ecosystem.



A MESSAGE FROM OUR ACADEMIC HEAD, DR. RAKHI SHARMA

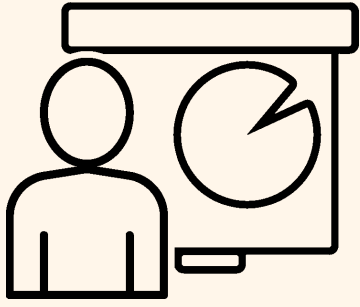


Your time is limited in college pursue your dreams, no regrets in life



Jai Hind College's (Autonomous) first Institute Innovation Council meeting was held on 10th July 2021 with the Principal, Industry experts, faculty, and students.

It was an enriching experience interacting with such knowledgeable and esteemed figures. We look forward to the future!



LECTURE SERIES

COMMUNICATING WITH COMPASSION: FINDING ECHOES OF ANOTHER WITHIN YOURSELF

KEY TAKEAWAYS

Eye contact and facial expressions are integral aspects of compassionate communication.

Focus on the other person while they are speaking and do not rush to respond.

Put yourself in the opposite person's shoes before reacting to what he/she said in a negative manner.

Learn to encourage and recognize employees for their outstanding contributions.



PROF. RITESH MEHTA

Benefits:

Get to know the other person's genuineness and sincerity, long term relationship

FREEDOM OF SPEECH: AN ESSENTIAL OF THE MODERN WORLD

KEY TAKEAWAYS

Freedom of speech and expression may not be recognized as absolute. Common limitations to freedom of speech relate to libel, slander, obscenity sedition, incitement, copyright violation, trade secrets, fighting words.

Where there is a call to protest for a cause without any incitement to violence, it would not be sedition under any circumstances.



PROF. KISHU DASWANI

GREEN MARKETING: THE NEED OF THE DAY



PROF. SMITA PADWAL

KEY TAKEAWAYS

Green Marketing is the marketing of products **presumed** to be environmentally safe

According to a Nielsen survey, 66% of global consumers say they're willing to pay more for sustainable brands

Promote the green aspects of your company at all points of contact

Study your customer- Most customers will go green if a) it comes from a trusted maker b) if it requires no special effort to buy c) it's as good as the alternative

Partner up with like minded companies, support eco friendly programs

It has been psychologically proven that when words such as nature, earth, blue, ocean, tree, spring they subliminally influence the customer's mind to think the product is environmentally friendly

Using colours such as blue, green and pictures of oceans, volcanoes and trees also create an environment friendly image

LET'S TALK BRANDING: THE MOST IMPORTANT INVESTMENT FOR YOUR BUSINESS

KEY TAKEAWAYS

Building a Human Brand:

A business should put what's good for society before what's good for business
The programming of your 'moral fibre' cannot change depending on the situation



PROF. JUZER TAMBAWALLA

Brand Extension:

Evaluate the category the brand is currently present in- see how your brand is perceived
Evaluate if the brand extension will positively impact the mother brand or be a drag

Using humour in advertising:

Depends on the business of the brand- if business allows you to use humour, do it. However if product is of sensitive nature then avoid it

MEET THE CORE TEAM Of 2021-22

