

**Report: Workshop on Innovative Branding and Creative Thinking for
Entrepreneurs**

Program	Workshop on Innovative Branding and Creative Thinking for Entrepreneurs
Date	02.08.2023
No. of Participants	52 Students
Resource Person	Prof. Josy Joseph, Retd Professor, Department of Malayalam, Bharata Matha College Thrikkakara
Outcome	Entrepreneurs learned innovative branding strategies and creative thinking techniques, enhancing their ability to develop unique and compelling brand identities.
Organized by	Department of Animation and Graphic Design, Rajagiri College of Management and Applied Sciences, Rajagiri Valley P. O, Cochin-39
Faculty in charge	Ms. Minu S Kumar, Assistant Professor, Department of Animation and Graphic Design, Rajagiri College of Management and Applied Sciences Ms. Sreelakshmi K S, Assistant Professor, Department of Animation and Graphic Design, Rajagiri College of Management and Applied Sciences
Student in charge	Ms. Aan Anna Antony, BA Animation and Graphic Design 2021-24 Batch, Rajagiri College of Management and Applied Sciences Mr. Steve George, BA Animation and Graphic Design 2021-24 Batch, Rajagiri College of Management and Applied Sciences

Legal



On the 2nd of August 2023, the Department of Animation and Graphic Design at Rajagiri College of Management and Applied Sciences organized a workshop titled "Innovative Branding and Creative Thinking for Entrepreneurs." The workshop aimed to equip budding entrepreneurs with advanced strategies for branding and to stimulate creative thinking skills essential for establishing unique and compelling brand identities.

Objectives

- To introduce participants to the fundamentals of innovative branding.
- To foster creative thinking among entrepreneurs.
- To provide practical strategies for developing unique brand identities.
- To enhance participants' skills in applying creative techniques to branding challenges.

Resource Person

The workshop was led by Prof. Josy Joseph, a retired professor from the Department of Malayalam at Bharata Matha College, Thrikkakara. Prof. Joseph brought a wealth of knowledge and experience in creative thinking and branding, offering a unique perspective that bridged traditional and modern approaches.

Participants

A total of 52 students from various entrepreneurial backgrounds attended the workshop. The diverse group included students from different years and specializations within the BA Animation and Graphic Design program.

Workshop Overview

The workshop was structured into several interactive sessions, each designed to build on the previous one, ensuring a comprehensive learning experience.

1. Introduction to Branding:

- Prof. Joseph began with an overview of branding, discussing its



Joseph

significance in the business world.

- Key concepts such as brand identity, brand equity, and brand positioning were introduced.
 - Case studies of successful brands were analyzed to illustrate effective branding strategies.
2. Innovative Branding Strategies:
- Participants were introduced to innovative approaches to branding.
 - Emphasis was placed on the importance of authenticity and emotional connection in branding.
 - Techniques for identifying and leveraging unique selling propositions (USPs) were discussed.
3. Creative Thinking Techniques:
- Prof. Joseph conducted exercises to stimulate creative thinking.
 - Techniques such as brainstorming, mind mapping, and lateral thinking were practiced.
 - Participants engaged in group activities to apply these techniques to branding challenges.
4. Developing a Unique Brand Identity:
- The focus shifted to the practical application of branding and creative thinking principles.
 - Participants were guided through the process of developing a unique brand identity for their entrepreneurial ventures.
 - Workshops included hands-on activities such as designing logos, creating brand narratives, and developing marketing strategies.

Outcome

The workshop successfully achieved its objectives, with participants gaining valuable insights into innovative branding strategies and creative thinking techniques. Key outcomes included:

- Enhanced understanding of the importance of branding and its impact on

Joseph



business success.

- Practical skills in developing and implementing branding strategies.
- Improved ability to think creatively and apply innovative solutions to branding challenges.
- Creation of unique and compelling brand identities by participants.

Feedback

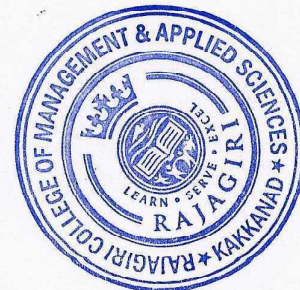
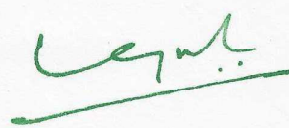
Participants provided positive feedback, highlighting the interactive nature of the workshop and the practical applicability of the skills learned. Many students expressed their appreciation for the opportunity to learn from an experienced and knowledgeable resource person like Prof. Josy Joseph.

Acknowledgments

The Department of Animation and Graphic Design extends its gratitude to Prof. Josy Joseph for his valuable contributions to the workshop. Special thanks are also due to the faculty in charge, Ms. Minu S Kumar and Ms. Sreelakshmi K S, for their dedication and effort in organizing the event. Additionally, we acknowledge the hard work of the student coordinators, Ms. Aan Anna Antony and Mr. Steve George, whose efforts were instrumental in ensuring the workshop's success.

Conclusion

The workshop on Innovative Branding and Creative Thinking for Entrepreneurs was a resounding success, providing participants with essential skills and knowledge to enhance their entrepreneurial ventures. The Department of Animation and Graphic Design remains committed to offering such enriching experiences to foster the growth and development of its students.

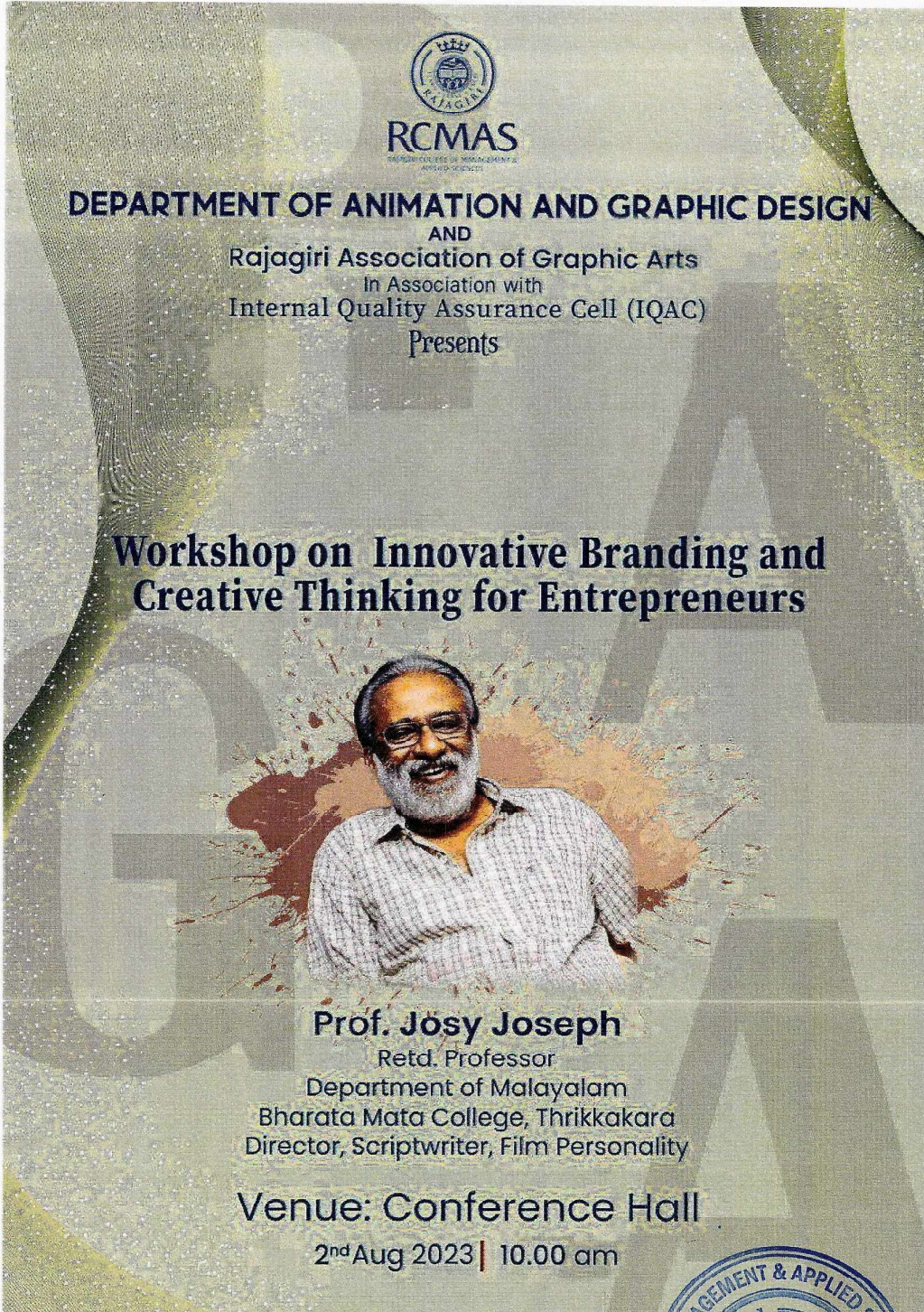





Photograph of Workshop on Innovative Branding and Creative Thinking for Entrepreneurs

Legal







RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
AND
Rajagiri Association of Graphic Arts
In Association with
Internal Quality Assurance Cell (IQAC)
Presents

**Workshop on Innovative Branding and
Creative Thinking for Entrepreneurs**


Prof. Josy Joseph
Retd. Professor
Department of Malayalam
Bharata Mata College, Thrikkakara
Director, Scriptwriter, Film Personality

Venue: Conference Hall
2nd Aug 2023 | 10.00 am

**Poster of Workshop on Innovative Branding and
Creative Thinking for Entrepreneurs**



Handwritten signature in green ink.



DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN
WORKSHOP ON INNOVATIVE BRANDING AND CREATIVE THINKING FOR ENTREPRENEURS

VENUE: CONFERENCE HALL

02 AUGUST 2023

BA. ANIMATION AND GRAPHIC DESIGN (2023 -26)

ATTENDANCE SHEET

Sl.no	Roll Number	Name of the Student	Signature
1	BAA231001	Abhinav Ansal	
2	BAA231002	Abhiram A A	
3	BAA231003	Abraham P George	
4	BAA231004	Adithya K Pai	
5	BAA231005	Adithyan V S	
6	BAA231006	Adriyan David	
7	BAA231007	Adwaid Saji	
8	BAA231008	Amreen Mariam	
9	BAA231009	Anagha Asokan	
10	BAA231010	Anjana R	
11	BAA231011	Anjina V	
12	BAA231012	Ann Davis	
13	BAA231013	Anno Joseph	
14	BAA231014	Arjun B	
15	BAA231015	Arjun Saiby	
16	BAA231016	Arpith S Menon	
17	BAA231017	Arun Raju	
18	BAA231018	Asuthosh Krishnan C	
19	BAA231019	Ashwin George Jacob	
20	BAA231020	Aubhaya	
21	BAA231021	Catherine Abraham	
22	BAA231022	Christy K Daniel	



Donny Jacob, HoD

Legal





RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAVAM, APPROVED BY AICTE

RAJAGIRI VALLEY P.O., KAKKANAD, KOCHI - 682 039

Ph: 0484-2955270

Email: principal@rajagiricollege.edu.in

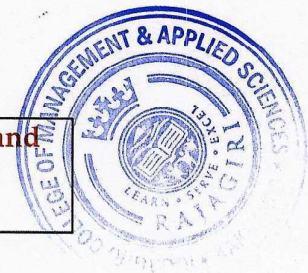
www.rajagiricollege.edu.in

23	BAA231023	Coral Philomina Joby	
24	BAA231024	Cvril Luke Anish	
25	BAA231025	Devanarayan M R	
26	BAA231026	Deva nanda K K	
27	BAA231027	Dheeraj K R	
28	BAA231028	Eappen Saji	
29	BAA231029	Elizabeth Shaju	
30	BAA231030	Eva Ann Shibu	
31	BAA231031	Francis K Jain	
32	BAA231032	Gourinandana J	
33	BAA231033	Goutham Mayadas	
34	BAA231034	Grace Maria Biju	
35	BAA231035	Greata Saji	
36	BAA231036	Harshida PK	
37	BAA231037	Karthik T S	
38	BAA231038	Lijo John	
39	BAA231039	Liya Ayisha M	
40	BAA231040	Malavika B Nair	
41	BAA231041	Micheal George Abraham	
42	BAA231042	Nanditha Binu	
43	BAA231043	Nathan Antony Nixon	
44	BAA231044	Nehana Basheer	
45	BAA231045	Pavithra Ratheesh	
46	BAA231046	Roshna Suresh	
47	BAA231047	Sarah Sini Roy	
48	BAA231048	Shyam Joseph George	
49	BAA231049	Sukrath Raj C	
50	BAA231050	Tejasree PS	
51	BAA231051	Thoufeeq Nihas M	
52	BAA231052	Arijun C Mohan	



Sorry Jacob, HoD

Attendance statement of Workshop on Innovative Branding and Creative Thinking for Entrepreneurs



Legal



Sample Certificate of Workshop on Innovative Branding and Creative Thinking for Entrepreneurs

Report submitted by	Ms. Sreelakshmi K S, Assistant Professor, Department of Animation and Graphic Design, Rajagiri College of Management and Applied Sciences	
Coordinated by	Ms. Sreelakshmi K S, Assistant Professor, Department of Animation and Graphic Design, Rajagiri College of Management and Applied Sciences	
Approved by	Mr. Jotty Jacob, HoD & Assistant Professor, Department of Animation and Graphic Design, Rajagiri College of Management and Applied Sciences	

Lalit Mathew

PRINCIPAL
Rajagiri College of Management & Applied Sciences
Rajagiri Valley. P. O., Kakkanad - 682 039

