

Report on students' participation in a workshop on 'Personal Branding and Styling' organized by the Department of BBA, Asutosh College

Title: Workshop on "Personal Branding and Styling" by the Department of BBA, Asutosh College

Theme: Developing Personal and Professional Identity

Date: 3rd April 2025

Organiser: Department of BBA, Asutosh College, in collaboration with the Entrepreneurship Cell and IQAC, in association with Pearl Academy

Participants: Around 10 students from the Department of Journalism and Mass Communication

Objectives:

- To highlight the importance of personal branding in professional settings.
- To introduce students to styling techniques aligned with personality and career goals.
- To foster confidence and leadership through body language and self-presentation.

Brief Report:

A one-day workshop titled "Personal Branding and Styling" was organized on 3rd April 2025 by the Department of BBA, Asutosh College, in collaboration with the Entrepreneurship Cell and IQAC, and in association with Pearl Academy. The session was conducted by Ms. Priyanka Kumari, a noted entrepreneur, designer, filmmaker, and educator from Pearl Academy, Bangalore, and an alumna of NIFT and NID.

The workshop was inaugurated by Dr. Bidisha Datta, faculty member of the BBA Department. Ms. Kumari began her session by discussing the critical role of self-presentation and personal identity in shaping professional success. She introduced the concept of "Power Building" — projecting leadership through body language and visual appearance.

The interactive session included visual references to renowned magazine personalities (e.g., Forbes), and explored different personal styles such as bohemian, street style, and minimalist aesthetics. Students were encouraged to share their perspectives and style preferences.

The event was conducted under the guidance of Dr. Supriyo Das, Convenor and Head of the Department of BBA. Feedback forms were distributed at the end, and the workshop was well-received by the participants for its insightful and engaging content.

Expected outcome:

Personal branding and styling go hand in hand in shaping how others perceive you. While personal branding reflects your values, strengths, and unique qualities, styling serves as a visual expression of that identity. Through intentional choices in clothing, grooming, and presentation, individuals can communicate confidence, professionalism, and authenticity. Together, personal branding and styling workshop created a powerful first impression and left a lasting impact in both personal and professional settings.

Geo-tagged photographs:

