

## **GOVERNMENT COLLEGE (UG&PG)**

**ANANTAPURAMU** 

#### **REPORT of NATIONAL WEBINAR**

on

# IMAGE DYNAMICS FOR CAREER EXCELLENCE

GOVERNMENT COLLEGE (A), ANANTHAPURAMU,

Career Guidance Cell & Internal Quality
Assurance Cell

ONE DAY WEBINAR ON IMAGE DYNAMICS FOR CAREER EXCELLENCE

Under the aegis of

CAREER GUIDANCE CELL & INTERNAL QUALITY

ASSURANCE CELL

ON 05-08-2022



# **GOVT.COLLEGE (A) ANANTAPURAMU**

# **National Webinar on**



CAREER GUIDANCE CELL (CGC) in association with IQAC

**Resource Person** 

Dr. Umashankar K, Associate Professor, Manipal University

on 05-08-2022 at 3 PM

Chief Patron

Dr Pola Bhaskar. IAS

Commissioner of Collegiate Education, AP

IQAC Coordinator
Dr. M. Akshuthananda
Lecturer in Political Science



With Best Compliments from CGC, RAC, IQAC Team Members

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Dr D. Naga Linga Reddy,
Principal & RJD-ZONE-IV

Webinar Coordinator
Dr M. Mallikarjuna
Lecturer in Commerce

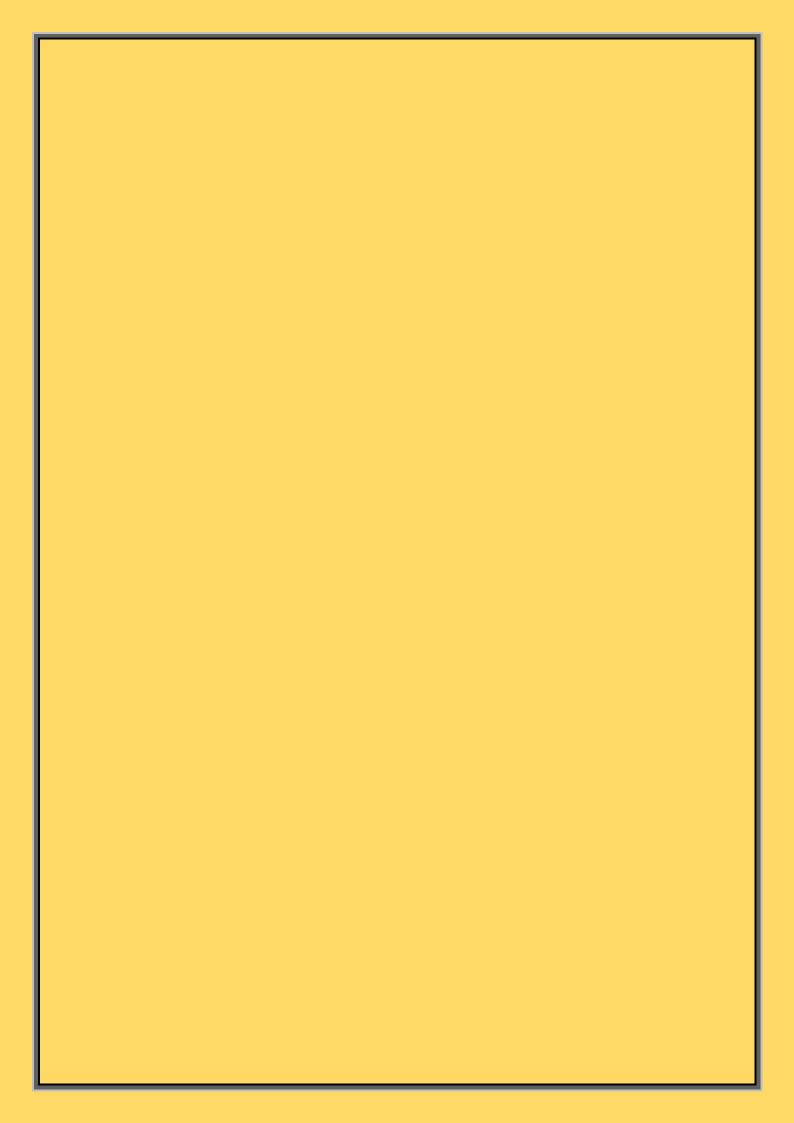


# Govt. College (A), Anantapur CAREER GUIDANCE CELL & IQAC

**National Webinar on 5th August 2022** 

#### "IMAGE DYNAMICS FOR CAREER EXCELLENCE"

3.00 PM – 3.04 PM	Inaugural Address: Dr. D. Nagalinga Reddy, RJD (FAC) & Principal, GCA, Anantapur
3.04 PM – 3.08 PM	Address by Dr. Mukhbal Hussain, Additional Principal, GCA, Anantapur
3.09 PM – 3.12 PM	Address by Sri Sasanka Mouli, Vice Principal, GCA, Anantapur
3.12 PM – 3.16 PM	Address by RAC Convenor Dr. G. Ranganatham
3.16 PM – 3.20 PM	Opening remarks by Convenor of the webinar and IQAC Coordinator Dr. M. Akshuthananda
3.20 PM – 3.25 PM	About the Webinar by Dr. M. Mallikarjuna, Organizing Secretary of the National Webinar.
3-25 PM 3-30 PM	Introduction about Dr. Umashankar K Associate Professor Dept. of Behavioural Science Manipal Academy of Higher Education (Manipal University) Bangalore Campus by Dr. K. Sridhar, Lecturer in Economics
3.30 PM – 4-30 PM	Talk by Dr. Umashankar K Associate Professor Dept. of Behavioural Science Manipal Academy of Higher Education (Manipal University) Bangalore Campus
4.30 PM – 4-45 PM	Student interactions
4-45 PM – 4-50 PM	Closing remarks and vote of thanks by Sri Nagabhushanam, Lecturer in History



#### Dr. Umashankar K

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Dr. Umashankar has been privileged to be in the teaching-training domain for past 15 years. He has three Master Degrees (English, Linguistics and Psychology, (MBA)) and a PhD in English. He is also pursuing second PhD from Manipal University in the area of Organizational Behaviour. He has presented almost 40 research papers in national and international seminars and approximately 30 papers have been published in reputed peer reviewed journals in the domains of Organizational Behaviour, Business Communication and English Language & Literature (Published in IIM journals). He is passionate about doing research in various domains like human psychology, organizational behaviour, psycholinguistics, and literature. Dr. Umashankar has pursued more than 15 short term courses from NIMHANS, University of Pennsylvania, University of Illinois, and Copenhagen Business School on topics like Cognitive Behavioural Therapy, Behavioural Statistics, Strategic Leadership Management, Consumer Neuroscience and Neuro Marketing, Positive Psychology etc... Further, he is also a member in the selection committee of Bank of Baroda (Baroda Manipal Venture). He is also the member of various academic bodies like OSLE (Organization for Studies in Language and Literature), RASE (Rajasthan Association for Studies in English) etc... He has also authored two books on Millennials at Workplace and Career Management which are about to be published by Oxford University Press, India.

Currently, he is with Manipal Academy of Higher Learning (Manipal University), Bangalore Campus as Associate Professor in the Dept. of Behavioural Science. He is also the Managing Editor for AXIS Bank (ABYBP) Quarterly Journal. His current job role involves training the bank professionals (Scale 1 to scale 4) on the behavioural topics like Employee motivation, Stress Management, Emotional Intelligence, Transactional Analysis, Business Communication etc... Prior to his association with Manipal University, he was with Acharya Institute of Management and Sciences (Peenya, Bangalore) as Assistant Professor and Head, Dept. of English. Besides, he was also associated with MS Ramaiah Institute of Technology as Assistant Professor of English.

As an additional professional venture, he has been a consultant trainer in behavioural skills and he has conducted more than 100 training programs for MBA graduates across India. The recent training programs of Dr. Umashankar include the professional communication and leadership training programs for the companies like EY (Ernest Young) and Goldman Sachs. He is also a resource person for the Dept. of English, Bangalore University

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# GOVERNMENT COLLEGE [AUTONOMOUS] ANANTHAPURAMU



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#### CERTIFICATE OF PARTICIPATION

8/6/2022

**Hearty Congratulations and Warm Wishes Dear** 

#### P.Pravallika

Government college (a) anantapuramu

for successfully participating and enriching yourself through Webinar on

"IMAGE DYNAMICS FOR CAREER EXCELLENCE" organized by

Career Guidance Cell in association with IQAC.

Resource Person: Dr. Umashankar K, Associate Professor, Manipal University

Dr. D. Naga Linga Reddy

aga Linga Reddy

Principal

M. Aboutardh

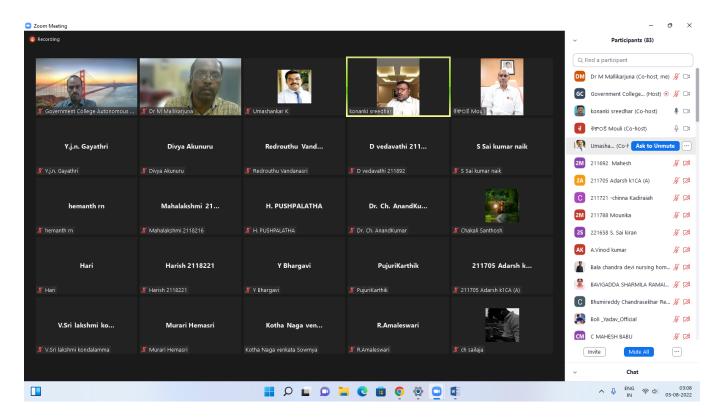
Dr. M. Akshuthananda *IQAC Coordinator* 

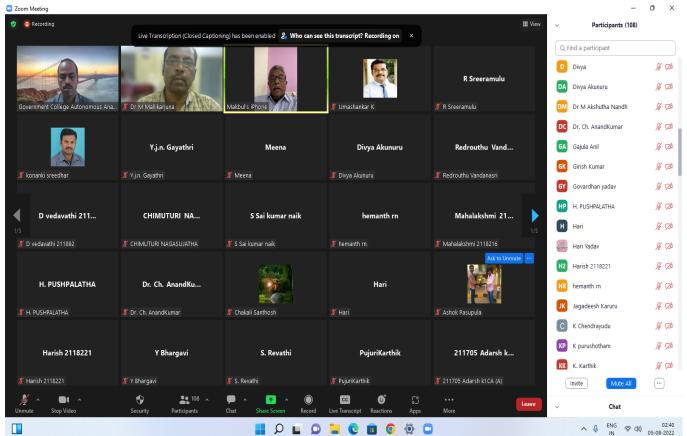
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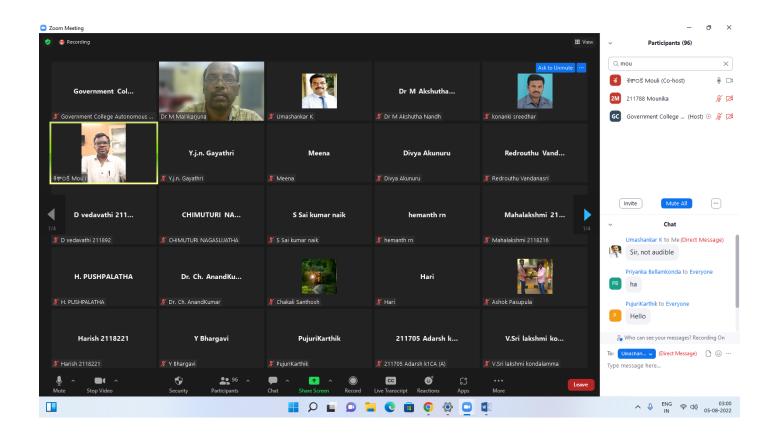
Dr. M. Mallikarjuna

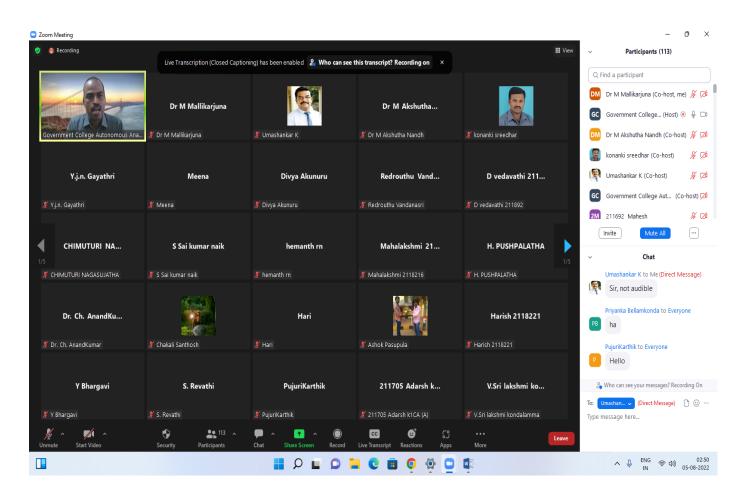
Dr. M. Mallikarjuna Organizing Secretary

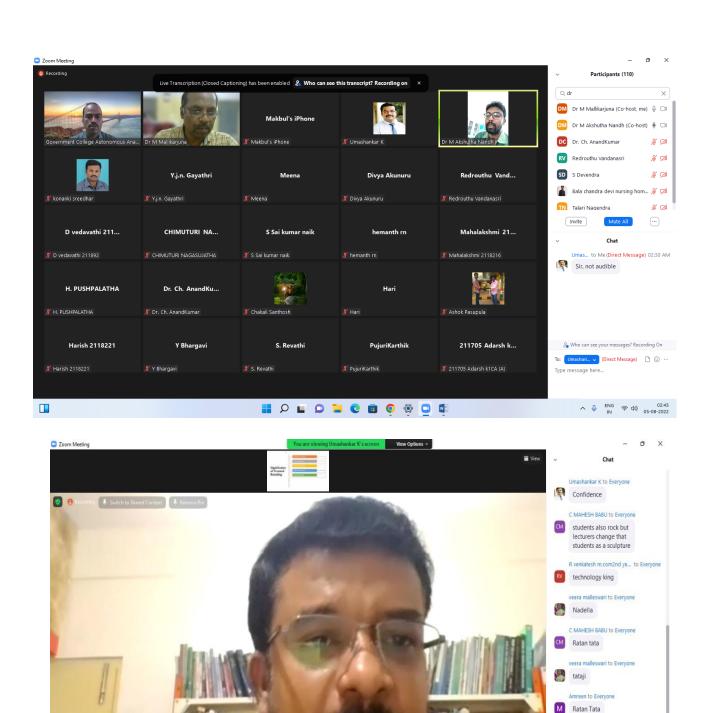
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## **GOVERNMENT COLLEGE (UG&PG)**

**ANANTAPURAMU** 

# REPORT of NATIONAL WEBINAR on IMAGE DYNAMICS FOR CAREER EXCELLENCE

GOVERNMENT COLLEGE (A), ANANTHAPURAMU,

Career Guidance Cell & Internal Quality Assurance Cell

ONE DAY WEBINAR ON IMAGE DYNAMICS FOR CAREER EXCELLENCE

Under the aegis of

CAREER GUIDANCE CELL & INTERNAL QUALITY ASSURANCE CELL
ON 05-08-2022

GIST OF THE SPEECH OF Dignitaries: Principal **Dr. D. Naga Linga Reddy** has congratulated and wished best of luck to Career Guidance Cell and Internal Quality Assurance Cell members for conducting such a wonderful webinar for bright future of students. He also thanked the invited guest about Dr. Umashankar K Associate Professor Dept. of Behavioural Science Manipal Academy of Higher Education (Manipal University) Bangalore Campus for contributing his valuable for the students and faculty.

**Dr. Mukhbal Hussain,** Additional Principal, of the college has emphasised more awareness programs on career counselling for Degree studying students.

**Sri Shasank Mouli,** Vice-Principal of the college has quoted some practical examples for students so as to improve image dynamics to get value in the job market Research Advisory Committee [RAC] Convenor **Dr. G. Ranganatham** stressed on the importance of soft skills that students require to excel in life and advised the students to listen to the guest speaker and make them noted for future use and implement them when ever it is required.

IQAC Coordinator & the Convenor of the National Webinar **Dr. M. Akshuthananda** has requested the students to know the importance of image dynamics to get more demand in the job market. He has said that IQAC has been taking several steps to improve the quality in teaching degree studying students. He urged the students to take advice of career experts before taking a life changing decision regarding their careers.

**Dr. M. Mallikarjuna**, Organizing Secretary of the National Webinar has explained about the programs conducted by Career Guidance Cell. He has informed that umpteen number of videos have been prepared on higher education as well as on jobs for outgoing degree students. He urged the students to go through those videos before taking a decision on their careers.

#### Guest Speaker of the Webinar

Dr. Umashankar K Associate Professor

Dept. of Behavioural Science Manipal Academy of Higher Education (Manipal University)



#### GIST OF THE SPEECH OF THE SPEAKER:

The speaker of the webinar is Dr.K.Umasankar, Associate Professor, Manipal Academy of Higher Learning, Bangalore a voracious reader and a great writer who has published books in Oxford Press on Emotional Intelligence, shared his rich experiences with the participants of the webinar. As a part of his lecture, he touched the stories from the life of Swami Vivekanda and his historical speech at Chicago, story of three apples i.e. Adams apple, Newton Apple, Steve Jobs Apple. With these examples he tried to enlightened students about image dynamics.

He emphasized the importance of image building for prospective employee. As part of this he stressed on emotional astuteness, behavioral dynamics, narrative psychology and social commerce. The students, during their academic pursuance, may invest some time to introspect on their emotional concerns and initiate appropriate strategies (mindfulness, creative visualisation, or autosuggestions) to invigorate their emotional strength and astuteness.

The budding professionals must train behavioural patterns to deal with the mind games without damaging workplace sanctity or relationships. The job aspirants must also construct an

appealing narrative and deepen its influence on the recruiters. A strong narrative is the chariot of prospective employee personal brand value, and this chariot may be his cover letter or resume.

Budding professionals must create and strengthen their personal brands on social media like LinkedIn, twitter, blogging etc. It is the right time for the students to invest consistent efforts to build a personal brand and demonstrate a personal value proposition that makes them exceptional in the eyes of recruiters.

Over 200 participants, namely, Teaching faculty, students from various states have participated in the Webinar.

We, on behalf of Career Guidance Cell and IQAC thank all the stakeholders who have helped and cooperated in successfully conducting this Webinar on Image Dynamics for Career Excellence.



# కేలీర్ *ఎ*క్సలెన్సుపై జాతీయ వెబ్**నా**ర్

అనంతపురంలోని ప్రభుత్వ కళాశాల (అటానమస్): కౌరీర్ ై గడెన్స్ సెల్, ఇంటర్నల్ క్వాలిటీ అస్యూరెన్స్ సెల్ సంయుక్తంగా ఇమేజ్ డైనమిక్స్ ఫర్ కెరీర్ ఎక్సలెన్స్ అనే అంశంపై జాతీయ వెబ్ నార్ నిర్వహించాయి. బెంగుళూ రులోని మణిపాల్ అకాడెమీ ఆఫ్ హయ్యర్ లెర్నింగ్ అసోసియేట్ ప్రొఫె సర్ డా.కె. ఉమాశంకర్, ఆక్స్పర్డ్ టైస్లో ఎమోషనల్ ఇంటెలిజెన్స్పై పుస్తకాలను ప్రచురించిన గొప్ప రచయిత, వెబ్ నార్లో పాల్గొన్న వారితో తన గొప్ప అనుభ వాలను పంచుకున్నారు. తన ఉపన్యాసంలో భాగంగా, అతను స్వామి వివేకానంద జీవితంలోని కథలు మరియు చికాగోలో అతని చార్మితక స్థపసంగం, మూడు ఆపిల్లల కథ అంటే ఆడమ్స్ ఆపిల్, న్యూటన్ ఆపిల్, స్టీవ్ జాబ్స్ ఆపిల్,

అనంతపురం టౌన్, ఆగస్టు 5 (ప్రభన్యూస్) : ఉదాహరణలతో అతను ఇమేజ్ డైనమిక్స్ గురించి విద్యార్థులకు జ్ఞానోదయం చేయడానికి ప్రయత్నించారు. కాబోయే ఉద్యోగి కోసం ఇమేజ్ బిల్డింగ్ యొక్క ప్రాముఖ్యతను ఆయన నొక్కి చెప్పారు. ఇందులో భాగంగా అతను భావోద్వేగ చురుకుదనం, ప్రవర్తనా గతిశీలత, కథన మనస్తత్వ శాస్త్రం మరియు సామాజిక వాణిజ్యంపై నొక్కి చెప్పాడు విద్యార్థులు, వారి విద్యాభ్యాస సమయంలో, వారి భావోద్వేగ ఆందోళనలను ఆత్మపరిశీలన చేసుకోవడానికి కొంత సమయం వెచ్చించవచ్చు మరియు వారి భావోద్వేగ బలం, చురుకుదనాన్ని ఉత్తేజపరిచేందుకు తగిన వ్యూహాలను (మైండుల్నెస్, క్రియేటివ్ విజువలైజేషన్ లేదా ఆటోసజెషన్స్) ప్రారంభించవచ్చు.వర్కింగ్ ప్లేస్ పవిత్రత లేదా సంబంధాలను దెబ్బతీయకుండా మైండ్ గేమ్లతో

వ్యవహరించడానికి వర్గమాన నిపుణులు తప్పని సరిగా ప్రవర్తనా విధానాలకు శిక్షణ ఇవ్వాలి. ఉద్యోగ ఆశావాదులు తప్పనిసరిగా ఆకర్షణీయమైన కథనాన్ని నిర్మించాలి మరియు రిక్రూటర్ పై దాని ప్రభావాన్ని మరింతగా పెంచాలని పేర్కొన్నారు.వర్గమాన నిపుణులు తప్పనిసరిగా లింక్డ్ ఇన్, ట్విట్టర్, బ్లాగింగ్ వంటి సోషల్ మీడియాలో తమ వ్యక్తిగత బ్రాండ్లను సృష్టించాలని బలోపేతం చేయాలి. విద్యార్ధులు వ్యక్తిగత బ్రాండ్ను నిర్మించుకోవడానికి ప్రయత్నించా లన్నారు.ప్రిన్సిపాల్ డా.డి.నాగలింగారెడ్డి వెన్సార్ కస్వీనర్ డా.ఎం. అక్షుతానంద, వెబ్ర్స్ ఆర్గనైజింగ్ సెక్రటరీ డాక్టర్.ఎం.మల్లికార్జున, రీసెర్చ్ అడ్వైజరీ కమిటీ కన్వీనర్ డా.జి.రంగనాథం, డా.కె.శీధర్, కె. నాగభూషణం, అదనపు ట్రిన్సిపాల్ డా. మక్బుల్ హుస్సేస్, వైస్ ట్రిన్సిపాల్ సశాంక్ మౌలి మరియు దేశవ్యాప్తంగా అధ్యాపకులు మరియు విద్యార్థులు వెబ్రోస్ట్రపాల్గొన్నారు.

Date: 06/08/2022, Edition: Ananthapur, Page: 3 Source : https://epaper.prabhanews.com/

# ఇమేజ్ డైనమిక్ ఫర్ కెలీర్ ఎక్సలెన్స్ జాతీయ వెబనార్

అనంతపురం న్యూటౌన్, ఆగస్టు 5 ప్రభాతవార్త

అనంతపురంలోని ప్రభుత్వ కళాశాల (అటానమస్) కెరీర్ గైడెన్స్ సెల్, ఇంటర్నల్క్వాలిటీ అన్యూరెన్స్ సెల్ సంయుక్తంగా ఇమేజ్ డైనమిక్ ఫర్ కెరీర్ ఎక్స లెన్స్ అనే అంశంపై జాతీయ వెబినార్ నిర్వహించారు. బెంగుళూరులోని మణిపాల్ అకాడమీ ఆఫ్ హయ్యర్ లెర్నింగ్ అసోషియేట్ ప్రొఫెసర్ డా. కె. ఉమాశంకర్, ఆక్స్ ఫర్డ్ (పెస్లో ఎమోషనల్ ఇంటెలిజెన్స్ పై పుస్తకాలను ప్రచురించిన గొప్ప రచయిత, వెబినార్లో పాల్గొన్న వారితో తన గొప్ప అనుభవాలను పంచుకున్నారు. విద్యార్థులు, వారి విద్యాభ్యాస సమయంలో వారి భావేద్వేగ ఆందోళనలను ఆత్మపరిశీలన చేసుకోవడానికి కొంత సమయం వెచ్చించవచ్చు., వారి భావేద్వేగ బలం, చురుకుదనాన్ని ఉత్తేజపరిచేందుకు తగిన వ్యూహాలను ప్రారంబించాలన్నారు. ఈ కార్యక్రమంలో ప్రిన్సిపాల్ డా.డి.నాగలింగారెడ్డి, వెబ్నార్ కన్వీసర్ డా.ఎం.ఆక్పతానంద, ఆర్గనైజింగ్ సెక్రెటరీ డాక్టర్ ఎం.మల్లికార్జున, రీసెర్చ్ అడ్వైజరీ కమిటీ కన్వీనర్ డా.జి.రంగనాథం, డా.కె.శ్రీధర్, కె.నాగభూషణం, అదనపు ట్రిన్సి పాల్ డా.మక్బుల్ హుస్స్ స్, వైస్ ట్రిన్సిపాల్ శశాంక్ష్మహెలి, దేశ వ్యాప్తంగా అధ్యాపకులు, విద్యార్థులు వెబినార్లో పాల్గొన్నారు.