

## VPM'S R Z Shah College of Arts, Science and Commerce

FDP by Dr. Keshab Nandy for Staff

March 16, 2021 (5-6:30 pm)



“Companies are built on logic. Brands are built on emotions,” said Muheet Mehraj, co-founder of Kashmiri Box, an online retail firm for Kashmiri handicraft functioning out of J&K.

Dr. Keshab Nandy, an acclaimed NLP trainer, motivational speaker and author of *Be a Habitual Winner*, was the resource person at the Faculty Development Programme organized by VPM's R Z Shah College of Arts, Science and Commerce for its staff. Also attending were the staff of the junior college.

Welcoming the guest for the day were Adv Vijay Kulkarni, Joint Secretary, VPM Institutions and Dr. B.S.Ajitkumar, Principal, VPM's R Z Shah College of Arts, Science and Commerce.

The session on *Student and Teacher Expectation Management & Institutional Brand Building* started with sensitizing the staff about their own importance as brand builders by addressing them as walking brand ambassadors of their institution.

“Every powerful business essentially fills a vacuum, and when they do that precisely, they become powerful,” said Dr. Nandy talking about famous start-ups today. He gave a better picture about parents and their perspectives to the staff and stressed on the need to be more empathetic towards them. He mentioned how to tap into adversities to turn them into opportunities rather than allowing them to crash upon us.

“Love the downs. They are the rhythms of life and help create pleasant music.” He dived into the perspectives of students towards their teachers. “Faculties should be role models, unfailing motivators for their students and should constantly empower them to achieve more,” added Dr. Nandy.

He mentioned the importance of generating curiosity in students and cultivating self study habits in them. He also mentioned the need to introduce role play and other ways to give students a real-world experience within the classroom.

The session aimed at motivating staff proved to do just that. The host for the day, Ms Divya Nambiar, BAMMC Faculty, VPM's R Z Shah College of Arts, Science and Commerce, summed up the experience in Maya Angelou's words –

“I did then what I knew how to do. Now that I know better, I do better.”

With these words, the participants resolved to put to practice the learnings gained during the course of the session.



