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BANGALORE · INDIA

Report of Webinar on
**Project Proposal Writing and
Personal Branding**

Organised by CHRIST Consulting

Date: May 12, 2020

Venue: Google Meet

Time: 12:30PM to 2:00PM

Facilitators: Ms Anamika Viswanathan, Mr Sanjeev Shukla

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Key Takeaways:

1. Essentials of Proposal writing
2. How to go about crystallizing initial conversations
3. CHRIST quality at the best price
4. How to leverage your domain expertise
5. How to present yourself as a successful consultant
6. How to define USP in a powerful manner
7. How to utilize social media to market yourself as a consultant

Details about the Facilitators:



Ms Anamika Viswanathan

Head

CHRIST Consulting

Ms Anamika is a Business

Psychologist and a proficient leader with over two decades of organisational and leadership experience in Business Psychology and

Communication. Having worked with premier advertising agencies like J Walter

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Thompson and Saatchi & Saatchi, she currently serves as Head of CHRIST Consulting, part of CHRIST

(Deemed to be University). She helps consulting activities across all 23 departments and 5 campuses of the University by offering customised solutions to businesses.



Mr Sanjeev Shukla

Group Chief Marketing Officer

Muthoot Pappachan Group

Mr Sanjeev Shukla has 25+ years of expertise in industries such as advertising, automobile and BFSI Industry. He Currently holds a position as the Group Chief Marketing Officer.

Muthoot Pappachan Group. His key milestone of many has been the launch of Hyundai Motor in India and its Santro car, as the founder marketing-lead of the company. Although a veteran in the marketing domain with 28 years of experience, he gives equal prominence to learning and sharing the plethora of knowledge he owns.

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Details about the Webinar:

“Project Proposal Writing & Personal Branding”, a virtual webinar was on May 12, 2020, from 12:30PM to 2:00PM via Google Meet.

The webinar was divided into two halves, first half was led by Ms Anamika Viswanathan, Head, CHRIST Consulting and the second half was led by Mr Sanjeev Shukla, Group Chief Marketing Officer, Muthoot Pappachan Group.


Ms Anamika Viswanathan commenced with a quick overview of essentials of proposal writing. She described the broad framework of a proposal and what it primarily consists of. She also gave her insights on how a person can go about crystallizing initial conversations. The attendees were briefed about effective strategies that can help them go about crystallizing initial conversations. Lastly, she talked about CHRIST quality at the best price.

Mr. Sanjeev Shukla gave an energetic start to the second half of the webinar by addressing the audience with several projects which involved domain expertise. Giving examples of the projects, he explained the term domain expertise and how it can help you excel in your position. He talked about how he has consulted several firms providing his expertise in the particular domain.

He then explained how to market oneself as a successful consultant, covering everything from commercial awareness to good numerical skills, practically all of the fundamental abilities that a successful consultant should possess. He then briefed a little about USP's and how to define them in a compelling way. He discussed how a strong USP should be assertive but reasonable.

Lastly, he briefed about how to utilize social media to market yourself as a consultant.

The extensive sharing session was then wrapped up with Q&A.



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Participants List:

Name	Christ email ID	Department	Campus
Test	phibu.alpho@christuniversity.in	CC	Central
Boppuru Rudra Prathap	boppuru.prathap@christuniversity.in	CSE	Kengeri
DANIEL D	daniel.d@christuniversity.in	CSE	Kengeri
Dr. Natarajan K	natarajan.k@christuniversity.in	Computer science and Engineering	Kengeri
Rekha V	rekha.v@christuniversity.in	CSE	Kengeri
Mausumi Goswami	mausumi.goswami@christuniversity.in	Computer Science and Engineering	Kengeri
VANDANA REDDY	CHRIST University	CSE	Kengeri
MANOHAR M	manohar.m@christuniversity.in	Computer Science and Engineering	Kengeri
Krishna Kishore S V	krishnakishore.sv@christuniversity.in	School of Business and Management	Kengeri
Joji Chandran O	Joji.chandran@christuniversity.in	Management	Ghaziabad
Janamajaya Kumar Pandey	janamajaya.pandey@christuniversity.in	CRM	Lavasa
Roy Mathew	roy.mathew@christuniversity.in	Business Studies	BGR
Aparna R Hawaldar	aparna.hawaldar@christuniversity.in	School of Business and Management, Institute of Management	Central Campus
Dr Vedha Balaji	vedha.balaji@christuniversity.in	School of Business and Management	Central Campus
ARUNA S K	sksaruna@yahoo.co.in	Department of Computer Science and Engineering	Kengeri
Dr. Rituparna Chakraborty	rituparna.chakraborty@christuniversity.in	Psychology	Central Campus
Akriti Srivastava	akriti.srivastava@christuniversity.in	School of Business Studies and Social Sciences	BGR
Arathi Venkatesh	arathi.venkatesh@christuniversity.in	Psychology	Central Campus
Deepak Joy Mampilly	deepak.joy@christuniversity.in	Management Studies	Central Campus
Sonia Singh	sonia.singh@christuniversity.in	School of Business & Management	Central Campus
Dr. Vijaya Margaret	vijaya.margaret@christuniversity.in	Electrical and Electronics Engineering	Kengeri
Phinu Jose	phinu.jose@christuniversity.in	School of Business and Management	Central Campus
Reena Raj	reena.raj@christuniversity.in	SBM	Kengeri
Gokulapriya Raman	r.gokulapriya@christuniversity.in	CSE	Kengeri
Anitha Suseelan	anitha.suseelan@christuniversity.in	School of Architecture	Kengeri
Ranjitha Grace A	ranjitha.grace@christuniversity.in	School of Architecture	Kengeri
Princy Thomas	princy.thomas@christuniversity.in	Sociology and Social Work	Central Campus

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Dilipchandra S	dilipchandra.s@Christuniversity.in	Institute of Management	Central Campus
GURUDUTT S	gurudutt.s@christuniversity.in	ARCHITECTURE	Kengeri
Moses Johnson	moses.johnson@christuniversity.in	School of Architecture	Kengeri
Vijaya R	vijaya.r@christuniversity.in	Psychology	Central Campus
Fincy Pallissery	fincy.vinoj@ christuniversity.in	School of Law	Central Campus
Santosh Basavaraj		2790 School of Business and Management	Kengeri
Samiksha Shukla	samiksha.shukla@christuniversity.in	Computer Science	Lavasa
R Anuradha	anuradha.r@christuniversity.in	School of Business and Management	Central Campus
Dr. Priya J	priya.j@christuniversity.in	Department of Professional Studies	Central Campus
Anshul Saxena	anshul.saxena@christuniversity.in	Computer Science	Lavasa
Shibu Puthalath	shibu.p@christuniversity.in	School of Law	Central Campus
M Manjunath Shettigar	manjunatha.shettigara@christuniversity.in	Professional Studies	Central Campus
Krishnakumar	krishnakumar.v@christuniversity.in	Life Sciences	Central Campus
Dr. Tapas Das	tapas.das@christuniversity.in	Management Studies	NCR Ghaziabad
Sunil John	suniljohnmumbai@gmail.com	School of Law Lavasa Campus	Lavasa
PRAKASH N	prakash.n@christuniversity.in	School of Business and Management	Central Campus
Sonal gupta	sonal.gupta@christuniversity.in	School of Architecture	Kengeri
Aishwarya S Hegde	aishwarya.hegde@psy.christuniversity.in	Psychology	Central Campus
Dr Reddi Sekhar Reddy G	reddi.sekhar@christuniversity.in	Sciences and Humanities	Kengeri
Avinash BM	avinash.bm@christuniversity.in	School of Business and Management	Central Campus
Mohit Taneja	mohit.taneja@bba.christuniversity.in	Business Studies	BGR
Parvathy Sailesh	parvathy.sailesh@arts.christuniversity.in	Economics	BGR
Shreekant Deshpande	shreekant.deshpande@christuniversity.in	SBM	Central Campus
Snehanita Kannan	snehanita.kannan@science.christuniversity.in	Economics	Central Campus
Dr Sheeja Karalam	sheeja.karalam@christuniversity.in	Social work	Central Campus
Sathwik Agarwal	sathwik.agarwal@bba.christuniversity.in	CUBSA	BGR
Archana Thomas	archana.thomas@psy.christuniversity.in	Psychology	Central Campus
Aditya Pratap Verma	aditya.verma@arts.christuniversity.in	Economics	BGR
Jeevananda S	jeevananda.s@christuniversity.in	School of Business and Management	Kengeri
Anita Pandey	anita.pandey@christuniversity.in	MBA	Lavasa
Dr.R,Sivarethinamohan	sivarethina.mohan@christuniversity.in	Professional studies	Central Campus
Dr. T. Arul Roncalli	arul.roncalli@christuniversity.in	Centre for Social Action (CSA)	Central Campus
Dr. VISWANATH H.L.	viswanath.hl@christuniversity.in	Electronics & Communication Engineering	Kengeri

shivakumar.s	shivakumar.s@christuniversity.in	Mechanical and Automobile Engineering	Kengeri
Cherukuri Ravindranath	cherukuri.ravindranath@christuniversity.in	CSE	Kengeri
Prof Shankar s Hosakere	Shankar.Hosakere@ChristUniversity. In	School of Architecture	Kengeri
Shashi Kumar D	shashikumar.d@christuniversity.in	ECE	Kengeri
Smiths A G	smitha.ag@christuniversity.in	Psychology	Central Campus
Bharathi	bharathi@christuniversity.in	Social Work	Central Campus
Neel Mathur	neel.mathur@arts.christuniversity.in	Economics	BGR
Anay Anand	anay.anand@christuniversity.in	School Of Architecture	Kengeri
Nitika Torvi	nitika.torvi@christuniversity.in	School of Architecture	Kengeri
Varnita Srivastava	varnita.srivastava@christuniversity.in	Management Studies	NCR Ghaziabad
Shaji A	shaji.a@christuniversity.in	CSA	Central Campus
Jino Joy	jino.joy@christuniversity.in	CSA	Central Campus
Vinayak S Angadi	Vinayak.angadi@christuniversity.in	DPS	Central Campus
Parvati Ramaswamy	parvati.ramaswamy@christuniversity.in	Mechanical & Automobile Engineering	Kengeri
Panneer Selvi	csa.knhprojects@christuniversity.in	Centre for Social Action	Central Campus

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PROJECT PROPOSAL WRITING AND PERSONAL BRANDING



Experts:

Ms Anamika Viswanathan



Ms Anamika is a Business Psychologist and a proficient leader. She currently serves as Head of CHRIST Consulting, part of CHRIST (Deemed to be University).

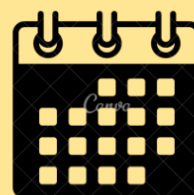
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KEY TAKEAWAYS

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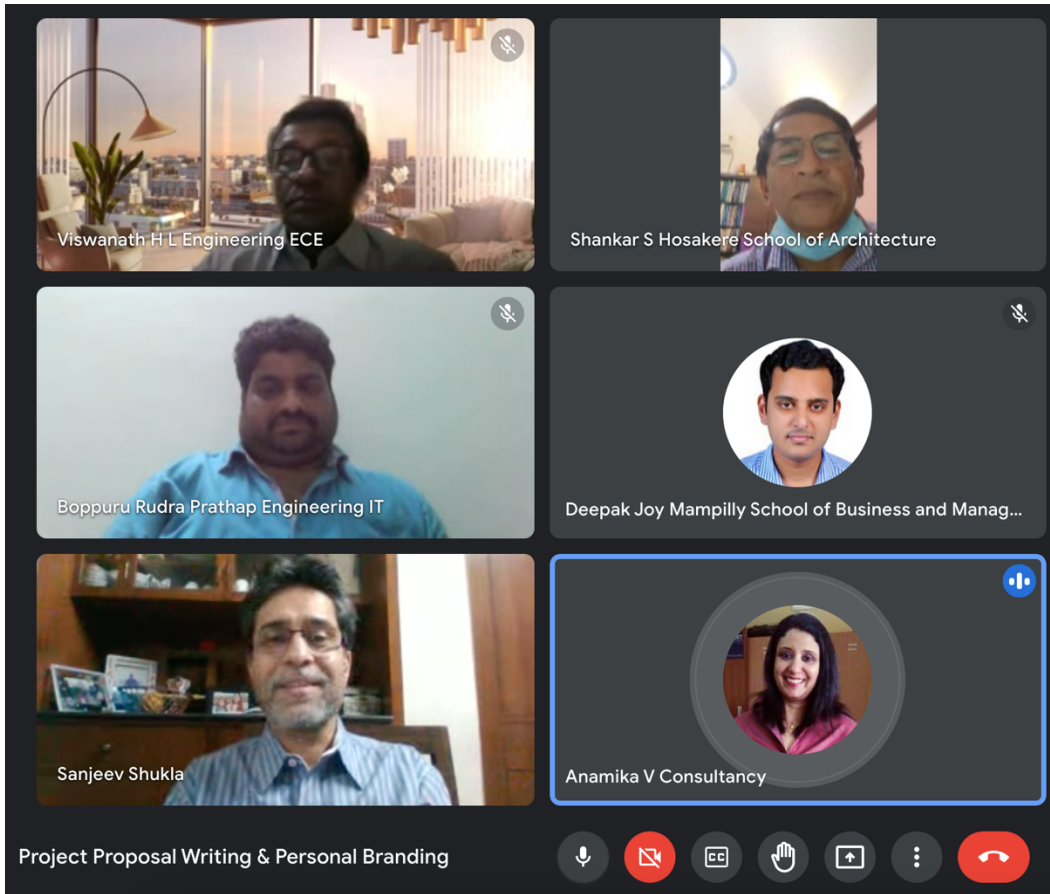
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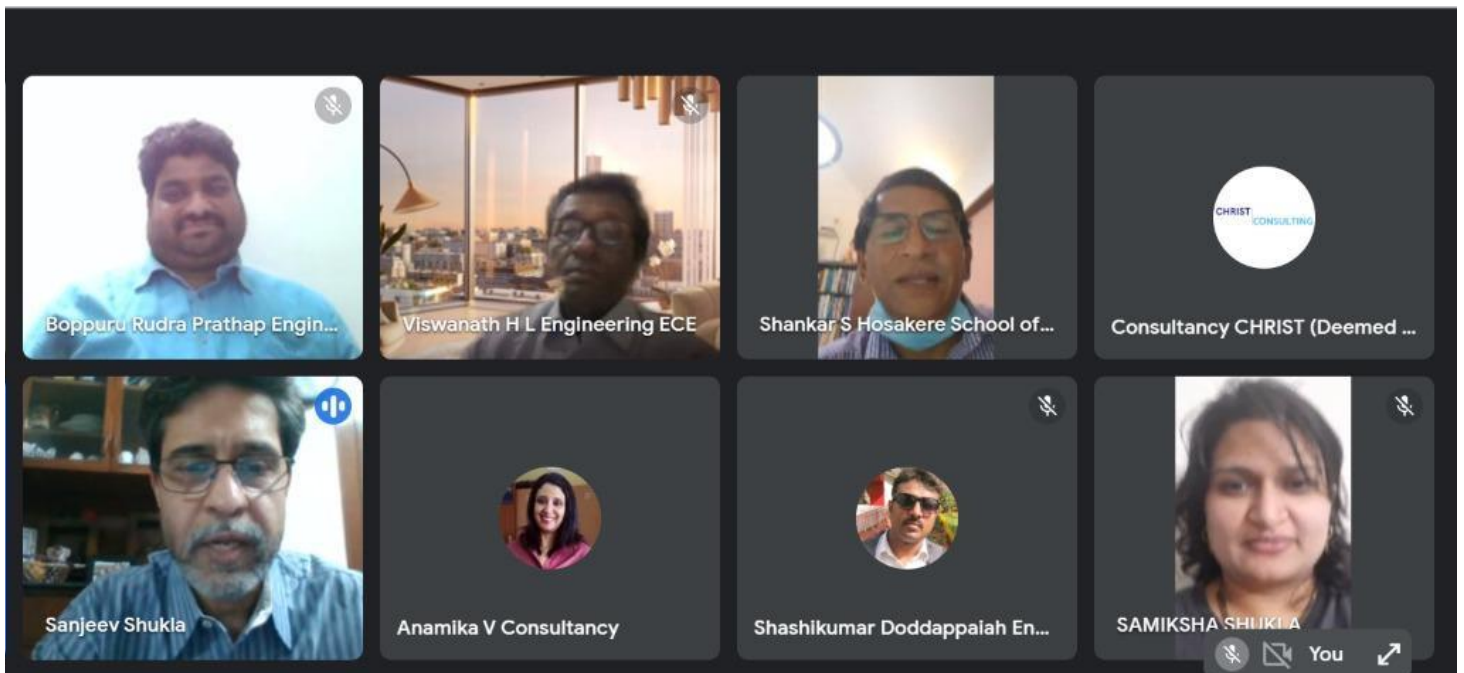
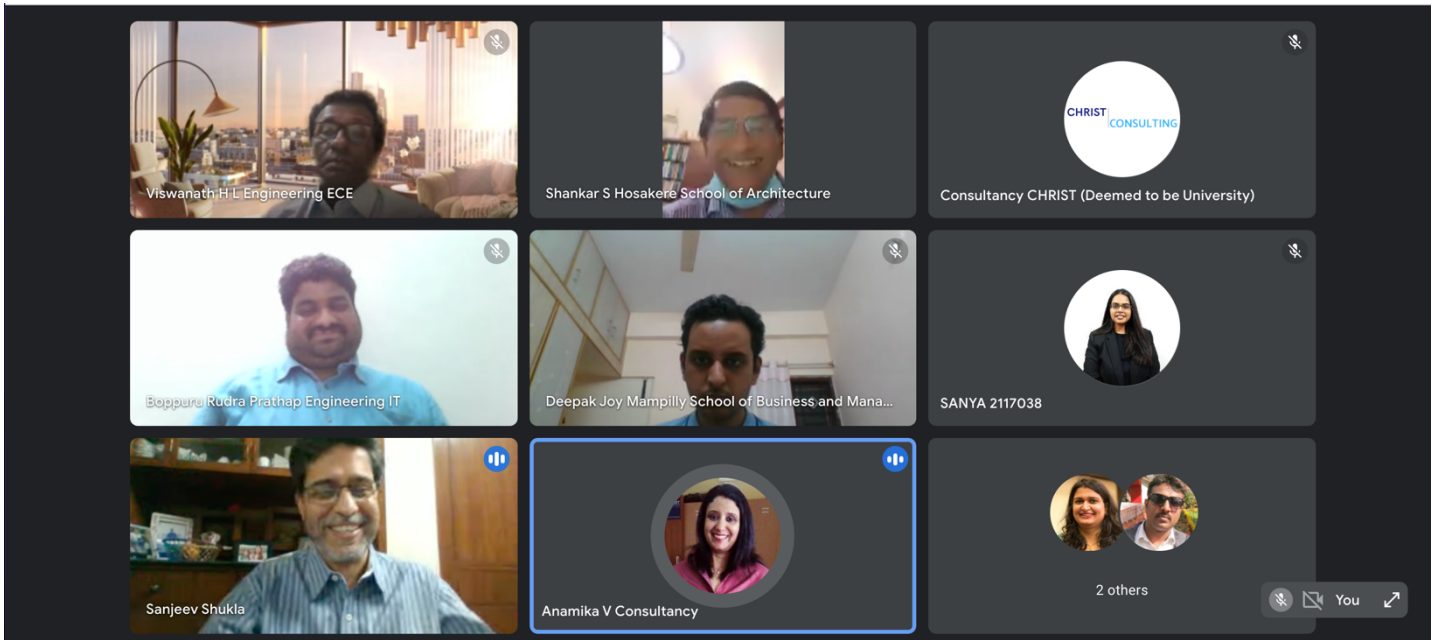


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