

CIRCULAR



ARKA JAIN
University
Jharkhand

NAAC
GRADE A
ACCREDITED UNIVERSITY

Centre for Capacity Building and Human Resource Development (CCHRD)

Circular

Date: 28-11-2025

Ref. no: AJU/CCHRD/2025/72

Subject: Skill based Master class on Building a personal brand that opens doors

This is to notify that the *Centre for Capacity Building and Human Resource Development (CCHRD)*, ARKA JAIN University, in association with Markhub24 will organize a **Skill based Master class on Building a personal brand that opens doors** on 21-12-2025 via Google Meet (virtual mode). The trainer will be Mr. Anurag Lala, Author & Entrepreneur.



Dr. Charu Wadhwa

Assistant Director

CCHRD

Cc to:

1. Vice-Chancellor
2. Pro Vice-Chancellor
3. Registrar
4. Joint Registrar
5. Director
6. Dean, Students' Welfare
7. All Deans and HoDs

SKILL BASED MASTER CLASS ON BUILDING A PERSONAL BRAND THAT OPENS DOORS - DECEMBER 2025

Date of Event	21st December 2025
Name of the Event	Master class on Building a Personal Brand that opens doors
Type of the Event	Skill based Training / Collaborative Activity
Conducted by	Centre for Capacity Building and Human Resource Development (CCHRD) and TATA Steel Foundation
Resource Persons	Mr. Anurag Lala
No. of Participants	44

OBJECTIVE: This master class aimed to equip participants with practical skills to intentionally build a strong personal brand that reflected their strengths, values, and goals. It focused on helping individuals communicate their expertise with clarity and confidence across digital and offline platforms. Participants were guided to differentiate themselves in competitive environments. The session emphasized authenticity over self-promotion. The objective was to position personal branding as a strategic career asset. Overall, it supported participants in preparing for meaningful opportunities.

DETAILS: The skill-based master class on *Building a Personal Brand That Opens Doors* was conducted by Mr. Anurag Lala. The session was designed to be highly practical and interactive, focusing on real-world application of personal branding skills. Mr. Lala shared frameworks, examples, and industry insights drawn from his professional experience. Participants were guided through self-assessment exercises to identify strengths and unique value. The session addressed both online and offline brand presence. Emphasis was placed on consistency, credibility, and authenticity.

OUTCOME: Participants were able to clearly articulate their personal brand and professional value proposition. They developed confidence in presenting themselves through effective personal narratives and elevator pitches. Attendees learned how to strengthen their digital presence, particularly on professional platforms like LinkedIn. They gained clarity on aligning personal values with career goals to attract opportunities. Each participant left with a structured action plan to build and sustain a personal brand that could open academic, professional, and networking doors.

POSTER OF THE EVENT

The poster is for a free masterclass on building a personal brand. It features the logos of JGI, Arka Jain University (Jharkhand), NAAC Grade A Accredited University, and the Centre for Capacity Building and Human Resource Development. The event is presented by markhub24. The speaker is Anurag Lala, Creator of MarkHub24. The masterclass is on Sunday, 21st December, from 08:00 PM to 09:00 PM, with 100 seats available. Participants can get a certificate of participation and scan a QR code to register.

FREE MASTERCLASS ON

BUILDING A PERSONAL BRAND THAT OPENS DOORS

Learn how to stand out, communicate your value, and build an authentic identity online.

Anurag Lala
Creator of MarkHub24

Sunday
21st December

from 08:00 PM
to 09:00 PM

100 Seats
Available

Get Certificate
of Participation

Scan to Register

Poster: Master Class on Building a Personal Brand held on 21st December 2025

PHOTOS OF THE EVENT



FIG 1: PHOTO of Master Class on Building a Personal Brand held on 21st December 2025

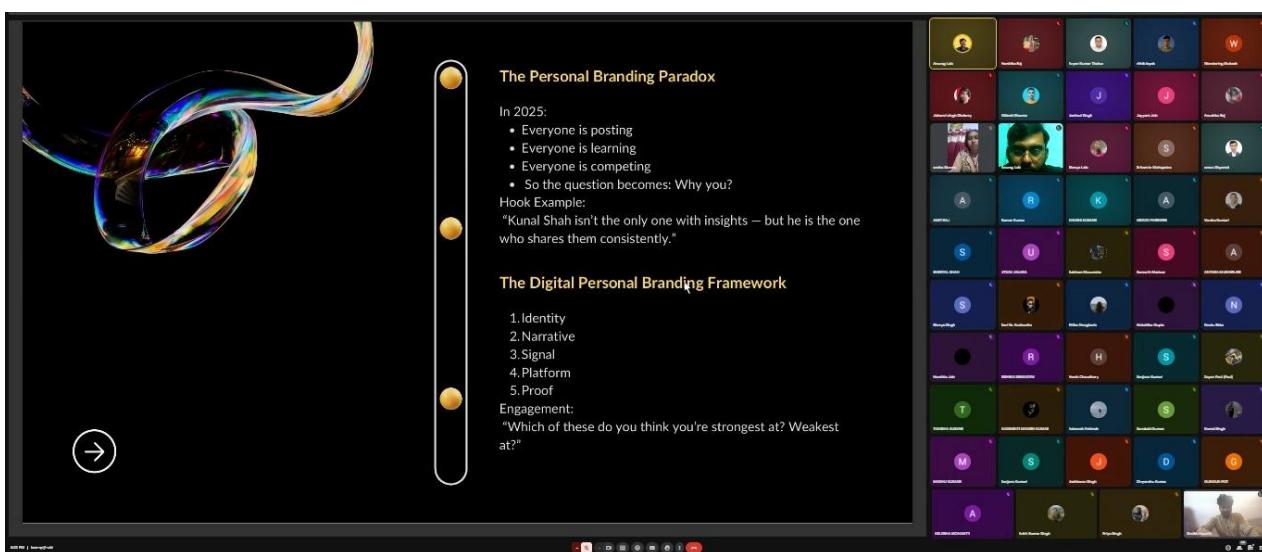


FIG 2: PHOTO of Master Class on Building a Personal Brand held on 21st December 2025



FIG 3: PHOTO Master Class on Building a Personal Brand held on 21st December 2025

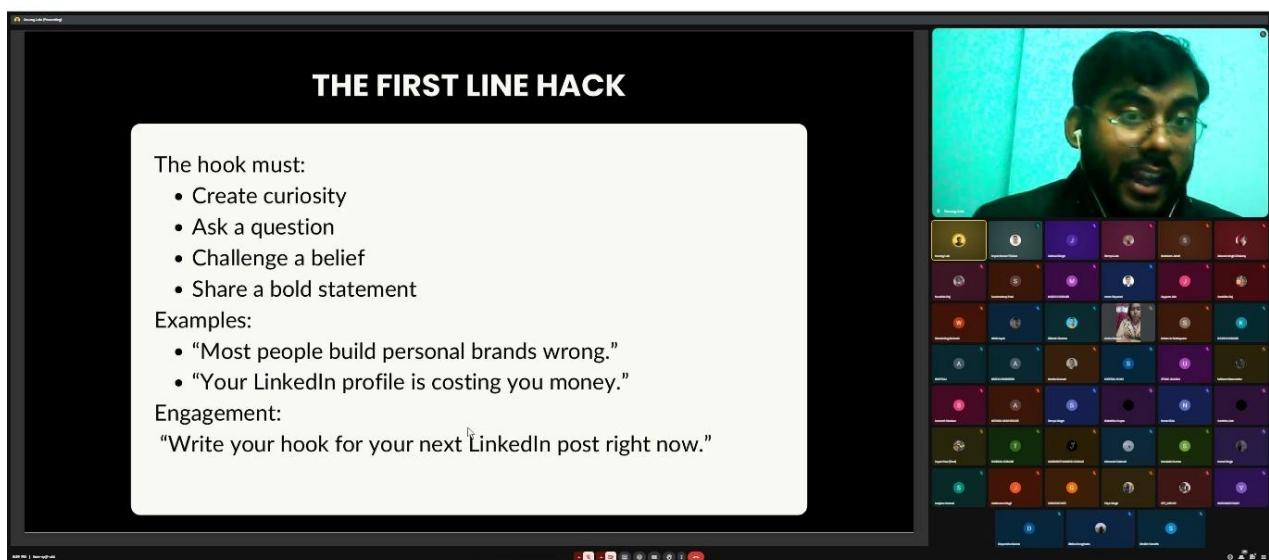


FIG 4: PHOTO of Master Class on Building a Personal Brand held on 21st December 2025

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