

## CIRCULAR

ARKA JAIN  
University  
JharkhandCentre 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

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

**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

**JGi** | **ARKA JAIN University** Jharkhand | **NAAC GRADE A** ACCREDITED UNIVERSITY | **MARKHUB24** YOUR HUB FOR MODERN MARKETING INSIGHTS

Centre for Capacity Building and Human Resource Development  
PRESENTS

● 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

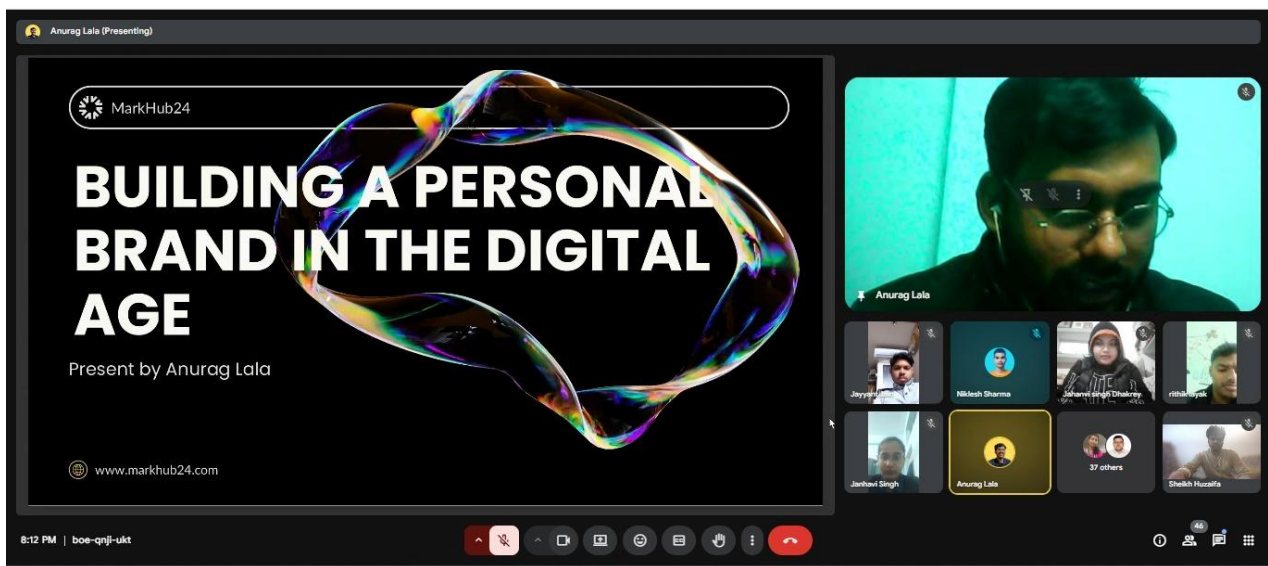
**100 Seats**  
Available

**Get Certificate**  
of Participation

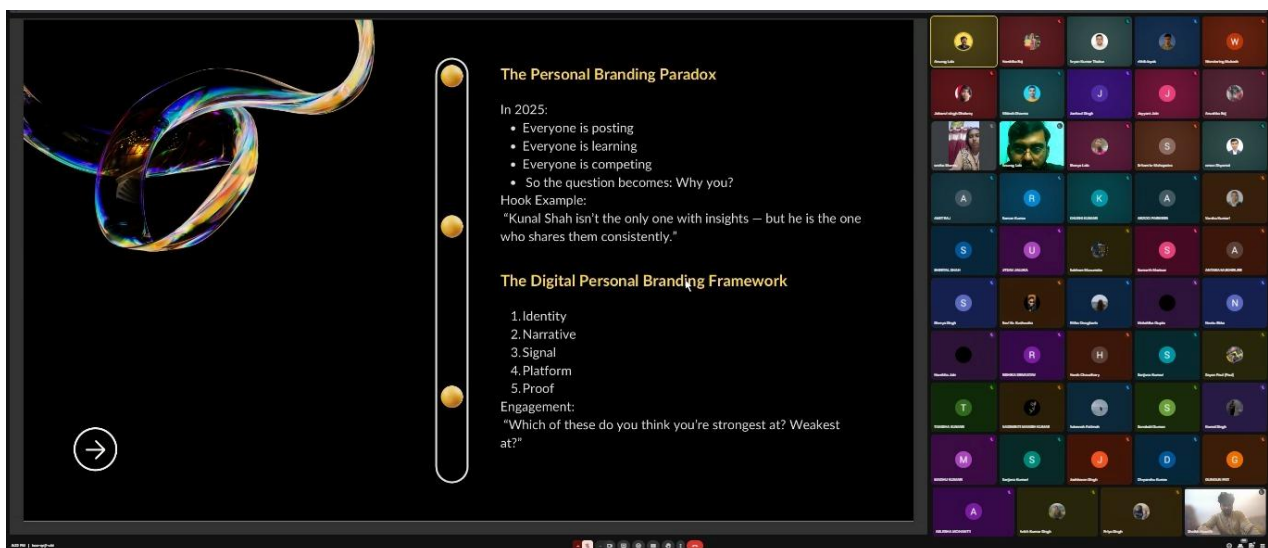
**Scan to Register**

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**

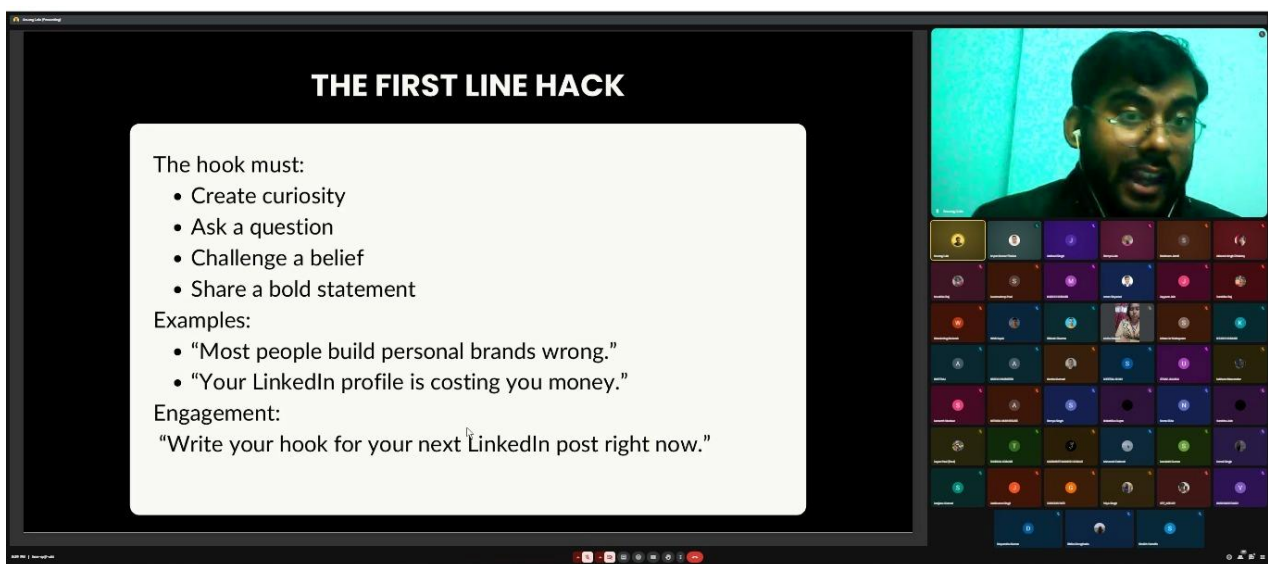


**FIG 2: PHOTO of Master Class on Building a Personal Brand held on 21st December 2025**





**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**

## LIST OF PARTICIPANTS

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