

**Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by
MHRD Re-accredited with 'A++' Grade by NAAC.CGPA 3.65/4,
Category I by UGC Coimbatore-641 043, Tamil Nadu, India**



**AIU – Avinashilingam Institute –
Academic and Administrative Development Centre
(AIU-AI-AADC)**

**VIII Short Term Capacity Building Programme
on
Empowering Educators:
Teacher Branding in the Digital Era**

30.10.2023 to 03.11.2023

Mode : Online

**Invited Talks
Case Studies
Hands -on Sessions
Activities**

ABOUT THE INSTITUTE

Avinashilingam Institute for Home Science and Higher Education for Women - the epitome of higher education is one of the premier institutions in India well known for its commitment towards the empowerment of women through value based and holistic education. The institute follows educational ideals of Sri Ramakrishna, Holy Mother Sri Saradamani Devi, Swami Vivekananda and Mahatma Gandhiji. The institute is one of the significant contributions of Padma Bhushan, Dr. T. S. Avinashilingam, an illustrious educationist, freedom-fighter and Gandhian and Dr. Rajammal P. Devadas, the world- renowned nutritionist.

The Institute had its humble beginning in the year 1957 as Sri Avinashilingam Home Science College for Women and has been conferred the Deemed to be University by MHRD in 1988. Few of the recent accolades of the Institute includes: A++ with CGPA of 3.65/4 by NAAC; 84th Rank in NIRF, 5th Rank under the category of 'University & Deemed to be University (Govt. & Govt. Aided) Technical' in ARIIA – 2021.

Presently, the institution is progressing towards 'beyond-excellence' under the able guidance and leadership of Dr.T. S. K. Meenakshi Sundaram, Managing Trustee and Chancellor, Dr. V. Bharathi Harishankar, Vice Chancellor and Dr. S. Kowsalya, Registrar.

ASSOCIATION OF INDIAN UNIVERSITIES – A BRIEF INTRODUCTION

Association of Indian Universities (AIU) is an apex inter university representative body of universities and other higher education institutions in the country. Established in 1925 as the Inter University Board (IUB) of India, it acquired its legal status as a registered society in 1967 under the Societies Registration Act 1860 and was rechristened as Association of Indian Universities (AIU) in 1973. AIU is the second oldest university association in the world next to the Association of Commonwealth Universities which was established in 1913.

It has the distinct feature of having the largest network of universities and other HEIs under its ambit with 964 Members which includes 16 Associate Members of Foreign Countries. The membership of AIU includes all types of universities e.g., Conventional Universities, Open Universities, Deemed to be Universities, State Universities, Central Universities, Private Universities and Institutes of National Importance.

In addition to Indian Universities, Universities / Institutes from Bangladesh, Bhutan, Republic of Kazakhstan, Malaysia, Mauritius, Nepal, Thailand, United Arab Emirates and United Kingdom are its Associate Members. Since its inception AIU has played a very significant role in the development of Education in the Country.

Some of the eminent scholars and visionary leaders like Dr Sarvepalli Radhakrishnan, Dr Shyama Prasad Mukherjee, Dr Zakir Hussain, Sir. A L. Mudaliar have given leadership to AIU. During such a long journey, AIU has carved a niche for itself by serving the Ministry of Education, Govt. of India as a research-based policy advisory body. Being an apex institution, it constitutes an integral part of all major decision-making committees and commissions in the country

As an academic 'think tank' organization, AIU supports the Government as research-based policy advisory body with the wider mandate of taking up research projects on higher education policy and capacity building. It also acts as a bureau of information on higher education; liaise with international bodies and universities for internationalization of Indian higher education among many others. The Vision of AIU is to emerge as a dynamic service and apex advisory organization in India by undertaking initiatives and programmes which could strengthen and popularize Indian higher education as leading-edge system in the world and promote greater national and international collaboration in Higher Education, Research, Extension, Sports, Youth and Cultural Activities.

It is bestowed with the mission of promoting and representing the Indian Universities and other higher education institutions through strong liaison with the government and National/International organizations, sister associations world over and establish liaison between/among universities through active support, cooperation and coordination among the member universities and all its stakeholders for quality education, research and other academics and extension activities.

ABOUT THE CENTRE

AIU–Avinashilingam Institute - Academic and Administrative Development Centre (AIU-AI-AADC) has been initiated by the institute in association with Association of Indian Universities (AIU) as a step towards training the human resources of higher education institutions. The specific objectives of the centre are:

- Facilitate learning through Performance Improvement Programmes for different groups (Administrators/Teaching Faculty/Non-Teaching Research Scholars/Technical Personnel) towards progression based on their career stages.
- Enable continuous learning through rigorous need-based training sessions
- Sensitize stakeholders on recent developments in higher education system in the country and across the world.
- Equip academic / administrative / technical / information personnel with the requisite skills on ICT to handle their work effectively.
- Develop integrity and professional ethics among higher education personnel.
- Strengthen the human capital of the country with right attitude, skills, and knowledge

VISION

To facilitate value-based transition towards changing higher education ecosystem through continuous capacity building.

MISSION

To impart ICT enabled training to human resources of higher education institutions thereby preparing themselves towards Education 5.0.

ABOUT THE PROGRAMME

- ❖ In the ever-evolving landscape of education, the role of higher education teachers has expanded far beyond the confines of traditional classrooms. With the rapid integration of technology and the digitalization of learning, educators are now tasked with not only delivering knowledge but also establishing themselves to effectively engage with students, colleagues, and the broader academic community. The short-term capacity-building program on "Empowering Educators: Teacher Branding " has been meticulously crafted to address this critical demand. This comprehensive five-day program is meticulously designed to cater exclusively to the unique needs of higher education teachers, empowering them with the knowledge and skills essential for thriving in the digital age. It serves as a response to the increasing demand for educators to adapt and excel in the virtual realm.
- ❖ In this workshop, participants will embark on a comprehensive journey, exploring topics ranging from digital literacy and content creation to personal branding and effective online engagement. With a daily schedule comprising four informative sessions, attendees will engage in hands-on activities, connect with expert guest speakers, and participate in peer discussions.
- ❖ By the end of this workshop, participants will emerge with a newfound confidence and expertise in crafting and nurturing their personal branding. They will have the tools to effectively communicate their teaching philosophies, engage with students and peers, and showcase their expertise to a global audience. In essence, this workshop is a catalyst for educators to transform their careers and embrace the digital era of education.
- ❖ Don't miss this unique opportunity to elevate your career and embrace the digital era of education. Join us for five days of transformative learning and empowerment!

OBJECTIVES

- Improve participants' digital literacy and proficiency in teacher branding and provides understanding of how it benefits their careers.
- Craft a personal brand that reflects expertise, values, and teaching philosophy.
- Develop a robust online presence through the creation and optimization of social media profiles, blogs, and websites.
- Build meaningful connections within the education community and beyond

TARGET PARTICIPANTS

Educational Administrators, University / College Teachers, Teaching Assistants and Graduate Instructors, Adjunct Faculty, Ph.D. Candidates, Education Researchers.

Mode of delivery : **Online**

Duration : **30.10.2023 to 03.11.2023 (5 Days Programme)**

PROGRAMME SCHEDULE

Day 1: Date: 30.10.2023

Personal Branding for Educators

- Introduction to Teacher Branding
- Building Your Personal Brand
- Creating a Professional Website
- Legal & Ethical considerations in Branding

Day 2: Date: 31.10.2023

Content Creation and Marketing

- Digital Portfolio Creation
- Blogging and Vlogging
- Creating Engaging Videos and podcasts
- Branding Teacher as a Researcher & Publisher

PROGRAMME SCHEDULE

Day 3: Date: 01.11.2023

Leveraging Social Media for Teacher Branding

- Making your Mark in Social Media
- Building Your LinkedIn Profile
- Twitter, Instagram for Educators
- Educators Branding Through Professional Social Media

Day 4: Date: 02.11.2023

Engaging Your Audience

- Building an Engaged Community
- Handling Feedback and Criticism
- Using Analytics to improve Engagement
- Community Building, Networking and Collaboration

Day 5: Date: 03.11.2023

Advanced Online Branding Techniques

- SEO and Online Visibility
- Monetizing Your Brand
- Amplifying Academic Ambassadors through Outreach Activities
- Data Analytics and Metrics

LIST OF RESOURCE PERSONS

- ❖ **Dr. V. Bharathi Harishankar**, Vice Chancellor, Avinashilingam Institute
- ❖ **Dr. G. Ramesh**, Professor, Indian Institute of Management, Bangalore
- ❖ **Dr. Sameer Sahasrabudhe**, Professor of Practice, IIT-Gandhinagar
- ❖ **Dr. Srinivasan R. Iyengar**, Director, Jamnalal Bajaj Institute of Management Studies, Mumbai
- ❖ **Dr. Shubhra P. Gaur**, Registrar & Professor, MICA, Ahmedabad
- ❖ **Dr. S. Kumar Chandar**, Professor, School of Business and Management, Christ University
- ❖ **Dr. M. Vinay**, Associate Professor, Dept. of Computer Science, Christ University
- ❖ **Dr. TejinderPal Singh**, Professor, University Business School, Punjab University
- ❖ **Dr. P. Murugan**, Assistant Professor in Management Studies, University of Hyderabad
- ❖ **Dr. Ajita Deshmukh**, Assistant Professor, Program Leader - M.Sc eLearning, MIT Art, Design and Technology University, Pune
- ❖ **Mr. Kathirvelu Ramaswamy**, Head of Services, TVS Digital Pte Ltd, Singapore
- ❖ **Dr. P.Kannan**, Scientist E, Information and Library Network Centre, Gandhinagar.
- ❖ **Mr. K. V. Sriram**, Former program Manager, NMC Speciality Hospital, Abu Dhabi
- ❖ **Mr. P.N. Jairam**, Management Consultant, USA
- ❖ **Mrs. Usha K Jairam**, Program Manager and Business Strategist (Retd) Aerospace and Defense Industry USA
- ❖ **Mr. Arvindh K. Swamy**, Founder, CEO, 3W Direct
- ❖ **Mr. Nirmal Sreedharan**, Founder & Director, Meynikar Innovation Pvt.Ltd
- ❖ **Ms. Gauri Kirti**, Content Creator, Meynikar Innovation Pvt.Ltd
- ❖ **Mr. P.R Amudhakumar** ,Trainer - Digital Marketing, Dainey Education and Research

REGISTRATION

REGISTRATION LINK : <https://forms.gle/Q8XSppb17FfyCZt38>

FEE : Indian Participants Rs. 750

International Participants USD 25

- ❖ **“ International participants interested in Registering for the program, kindly send an email to aadc@avinuty.ac.in .”**

Payment Details

BANK ACCOUNT DETAILS

Account Name : Avinashilingam Institute for Home Science
and Higher Education for Women
Name of the Bank : Indian Bank
Bank Account Number : 917248759
IFSC Code : IDIB000A005
SWIFT Code : **IDIBINBBCBE**

AI ADVISORS

Dr. T. S. K. MEENAKSHISUNDARAM, Managing Trustee &
Chancellor

Dr. V. BHARATHI HARISHANKAR, Vice Chancellor

Dr. S. KOWSALYA, Registrar

AIU ADVISORS

Dr. PANKAJ MITTAL, Secretary General, AIU

Dr. AMARENDRA PANI, Joint Director & Head, Research Division, AIU

PROGRAMME COORDINATOR

Dr. P.CHITRAMANI,

Professor, Department of Business Administration

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REACH US AT:

Dr. K. RAMYA

Nodal Officer

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