

REPORT ON MANAGEMENT DEVELOPMENT PROGRAMME

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Topic: Image Building

Speaker: Dr. Nirmal Sharma, Director Anand Institute of Management

Date: 25th April 2016

Venue: Conference Room (302), Anand Arts College

Anand Institute of Management organised Management Development Programme on 25th April 2016 on the topic of Image Building. Under this programme of the institute, faculties and students of Anand Institute of Management as well as the Directors/ Principals and faculties of other institutes of the SRKSM have participated in this.

As per the dictionary means “Image Building” is something to create good image. Dr. Nirmal Sharma has directed this programme in the same manner, he gave new insight to build positive image in both the ways, inner sense and outer image. Catering to inclusive and exclusive growth and branding.

As management professionals, management is very much important in our life, which not only give smooth running of organisation, but for life also. Various examples and interesting happenings of day to day life as well as of defence was used to describe various concepts like- Time management, Disaster Management, Crisis Management ,Finance Management, Health and resource Management. Two way communication was used in the programme, which made this programme not only interactive, but interesting also.





The participants gave a positive feedback about the programme. The institute is committed to organise series of such management development programmes in future for the benefit of the Mandal and community at large.

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