



# SRBS

Bombay Suburban Art & Craft Education Society's

**Sheila Raheja School of Business Management and Research**

Raheja Education Complex, Kher Nagar, Opp. Chhatrapati Shivaji Ground,  
Bandra (E), Mumbai – 400 051.

**Date: 6<sup>th</sup> June, 2021**

***ENTREPRENEURSHIP DEVELOPMENT CELL ORGANIZE  
BRAND BUILDING WORKSHOP  
(Academic Year: 2020-2021)***

On June 5, 2021, Entrepreneurship Development Cell organised Brand Building Workshop via Google Meet. Speaker of the workshop was Mr. Vincent Panangadon. Mr. Vincent Panangadon is a founder of Offbeat Road, India. The workshop was well attended by 66 Students and Professor Rahul Sanghavi. The workshop was designed :-

- To motivate student to start their own business.
- To learn how to build a brand.

The workshop started at 3:00 PM by SRBS student Srinidhi Hegde with a welcoming speech. Mr. Vincent Panangadon started workshop with his presentation on Brand Building. In short, he presented that Religion is the biggest brand in the world and then he explained what 10 elements create a strong religion.

In that he covered a clear vision, Power from enemies, Authenticity, Consistency, Storytelling, Symbol, Mystery, Rituals, Sensory appeal, Sense of belonging, at around 4:00 p.m. he completed his presentation.

At 4:45 p.m. Mr. Vincent Panangadon answered all the queries of the students. The workshop was ended at 5:00 p.m. by SRBS student Vishvam Sharma with a thanking speech.





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Will your customer tattoo your brand logo on their body

10:53 / 59:58

Identify ten elements creating a strong religion

- A clear vision
- Power from enemies
- Authenticity
- Consistency
- Storytelling
- Symbols
- Mystery
- Rituals
- Sensory appeal
- Sense of belonging

12:38 / 59:58

Religion is the biggest brand in the world

11:59 / 59:58

*R.B. Sanghavi*

Rahul B. Sanghavi.  
(Assistant Professor)  
(In-charge Entrepreneurship Development Cell)

