

## **Eighth Short-Term Capacity Building Programme on 'Empowering Educators: Teacher Branding in the Digital Era'**

The Eighth Short-Term Capacity Building Programme, titled "Empowering Educators: Teacher Branding in the Digital Era," was organized by the Academic and Administrative Centre of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. The program, held online from October 30 to November 3, 2023, aimed to enhance the skills of academic and administrative faculty in the digital age. The initiative, supported by the Vice-Chancellor and the Association of Indian Universities, focused on crafting personal educator brands through online presence, community building, and social media optimization.

The program commenced with Dr. K Ramya, the Nodal Officer, delivering the welcome address, emphasizing the program's goal and encouraging participants to develop their personal educator brands. Dr. P. Chitramani, the Program Coordinator, highlighted the multifaceted roles of educators and the impact of technology on global collaboration. The workshop aimed to provide insights into personal identity, processes, and technology convergence, with a focus on self-identification, community engagement, and technology skills for professional development.

Dr. Bharathi V Harishankar, the Vice Chancellor, emphasized the evolving paradigms of teaching and learning in the digital era. She underscored the importance of aligning personal and institutional visions, leveraging technology for educational progress, and the vital role of teacher branding in empowerment and responsible education. Prof. G. Ramesh from IIM Bangalore discussed the shift to digital education, challenges in retaining students, and the role of technology and startups in reaching diverse learners.

Various experts conducted sessions on personal branding, digital portfolios, and leveraging social media for educators. Dr. S. Kumar Chandar emphasized personal branding dimensions such as reputation, knowledge creation, and morality. Dr. Ajita Deshmukh led a session on social media platforms, including Facebook, blogging, Pinterest, podcasts, Instagram, and YouTube, with a practical activity creating a Pinterest post.

"Success and Branding" by Mr. P. N. Jairam provided a comprehensive exploration of educators' professional identity in the digital era, focusing on educational technology integration, profile creation, and emotional intelligence. Dr. M. Vinay discussed the benefits of creating digital portfolios for teachers and students, providing tips and hands-on experience. The session also covered personal branding on platforms like Linked-In, Twitter, and Instagram.

Dr. P. Murugan highlighted the necessity of personal branding for researchers, advocating for individual profile pages linked to various platforms. Kathirvelu Ramaswamy discussed the pivotal role of webinars in modern marketing, emphasizing strategic approaches and collaboration. Dr. Tejinderpal Singh conducted a session on leveraging social media for educators, focusing on platforms like Swayam and mastering technology.

Sessions on profile creation, networking, digital marketing, and brand monetization were conducted by experts such as Mr. K.V. Sriram, Dr. Kannan, Gauri Kirti, Mr. Senthilkumar Rajappan, and Aravind K Swamy. They covered topics like SEO, content creation, blogging, podcasting, and social media influence.

Dr. Shubra Gaur emphasized the crucial role of personal branding for educators, stressing the need to showcase unique expertise and values. Dr. V. Bharathi Harishankar advocated for Academic Social Responsibility, highlighting the role of outreach activities in shaping a distinguished career. Dr. Sameer Sahasrabudhe delivered the valedictory address, summarizing key topics and engaging participants in critical thinking exercises.

The program concluded with a Q&A session, addressing the importance of personal websites. Dr. P. Chithramani presented the comprehensive report highlighting the key take away points from each session. Dr. Ramya expressed gratitude in the vote of thanks, marking the successful completion of the capacity-building program.