

Ms. Hashmita Ahuja

Profile of Ms. Hashmita Ahuja

- ★ Do what you love & love what you do is the motto of this young entrepreneur Hashmita Ahuja.
- ★ A trained & Certified Image consultant from ICBI, with passion for training & counseling & being Creative in everything that you do is what she lives by.
- ★ Having flown for countries own Indian airline hashmita has a strong hospitality background and nearly decade of experience into service industry.
- ★ Her greed for knowledge & inclination for being unique has helped her achieved various milestones.
- ★ Hailing from a small town with a dream to make it big has brought her so far. An avid reader, passionate writer, active learner with never give up spirit makes her standout.
- ★ A will to bring transition in people's lives & touch them with holistic approach under her company Pearl Images, is what she is working towards.
- ★ Her psychology background gives an advantage to understand the said unsaid need of her clients. The positive attitude towards life is what keeps this women going strong.
- ★ In her career so far Hashmita has been associated with top brands in Hospitality, Aviation & Management training Institute, FMCG , Real estate, Media.
- ★ Apart from being trainer she is on the panel of expert editors for blog thecompletewomen.in (appreciated for her column Proud Mom's).
- ★ Hashmita has appeared on television show Current Topic on Gujarati News, where she talked on Importance of FIRST IMPRESSION for a fresh Graduate & MBA student.
- ★ Her workshops have got coverage in local newspaper for innovative topics and creative delivery.

Topic: Personal Branding

Introduction to topic

Personal branding is essentially the ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group, or organization.

Personal branding often involves the application of one's name to various products. For example, the celebrity real-estate mogul turned President of the United States, Donald Trump, uses his last name extensively on his buildings and on the products he endorses (e.g. Trump Tower). Marketers McNally and Speak define the personal brand in this way: "Your brand is a perception or emotion, maintained by somebody other than you, that describes the total experience of having a relationship with you."

The relationship between brands and consumers needs to be constantly made and remade, and this continuous process creates a demonstration of the ambivalence in brand cultures. This same logic follows for personal brands- there is a constant desire for a reinforcement of the self-brand.

Session

Branding has reached a new level of imperative because of the rise of the Internet. The growth of the virtual world created the necessity of managing online identities. Despite being expressly virtual, social media and online identity has the ability to affect the real world. Because Individuals want to portray themselves a certain way to their social circle, they may work to maintain a certain image on their social media sites. As a result, social media enables the creation of an online identity that may not be completely true to the real self.

Learning outcomes from students perspective

One should be very cautious while selecting a certain brand. It has reached a certain level of growth through various tools of Internet.

