



VIGNAN'S

FOUNDATION FOR SCIENCE, TECHNOLOGY & RESEARCH

(Deemed to be University) - Sect. 3 of UGC Act 1956



Beyond the Product Vignan's University Explores the Art of Brand Building



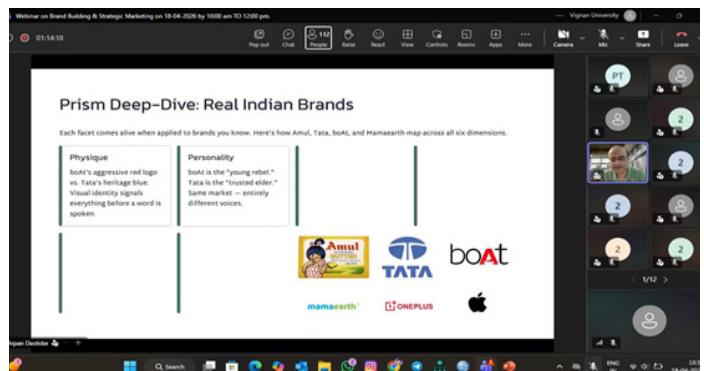
The Department of Management Studies, Vignan's University, organised a webinar on "Brand Building and Strategic Marketing"

The session was delivered by Mr. Arpan Dastidar, an eminent expert in marketing and brand strategy, drawing enthusiastic participation from 122 students. The webinar was convened by Dr. Sarita Satpathy, who formally inaugurated the session by welcoming the resource person and participants, underlining the growing relevance of brand strategy in today's competitive business landscape. The session opened with a foundational distinction between a product and a brand — emphasising that while products deliver functional benefits, brands forge emotional connections,

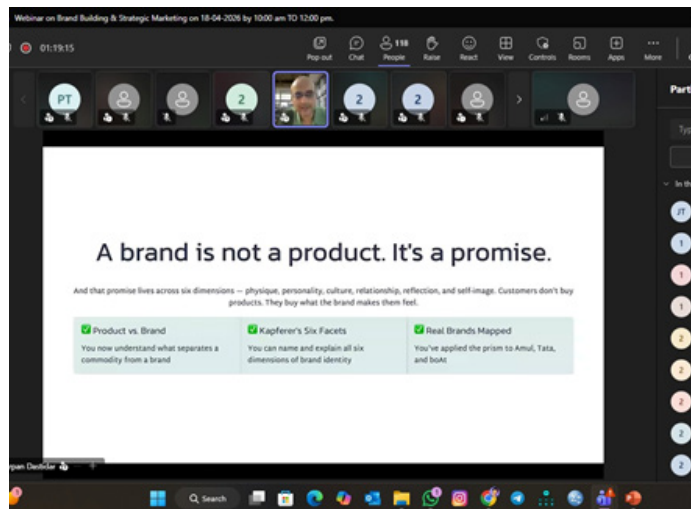
trust, and lasting consumer relationships through consistent value delivery. The speaker introduced Kapferer's Brand Identity Prism, covering its six dimensions — physique, personality, culture, relationship, reflection, and self-image — illustrated through real-life Indian brand examples.

The Customer-Based Brand Equity Model was discussed, tracing the brand journey from awareness to loyalty and advocacy.

Key performance metrics, including Net Promoter Score (NPS), Customer Lifetime Value (CLV), Brand Equity Index, and Share of Voice (SOV), were presented as essential tools for evaluating brand effectiveness. A focused segment addressed brand positioning and strategic marketing, drawing clear distinctions between B2C and B2B branding. While B2C emphasises emotional appeal and lifestyle, B2B branding centres



on logic, reliability, and long-term value. Concepts of brand repositioning and perceptual mapping were also explored as vital strategic instruments. Interactive elements — a live quiz and practical exercises — further reinforced theoretical frameworks through hands-on student engagement. The webinar concluded with a vote of thanks by Dr. Sarita Satpathy, who expressed gratitude to Mr. Arpan Dastidar for his insightful delivery and to the students for their active involvement, marking a successful and academically enriching closure to the program.



NTR Vignan Library 23-04-2026

NO. OF VISITORS (STUDENTS)	2036
NO. OF VISITORS (STAFF)	120
ISSUES	88
RETURNS	91

Girls Hostel Students' Information as on 23-04-2026

Total No. of students in hostel	Present	Students went for outing
2410	2296	114

No. of Sick UG Students in the Hostel			
1 st year	2 nd year	3 rd year	4 th year
5	3	2	1

Vignan Vihar Boys Hostel 21-04-2026

Time	Present	Absent	Total	Wastage in kgs
Breakfast	2282	73	2355	6
Lunch	2294	41	2335	12
Snacks	2208	100	2308	7
Dinner	2245	90	2335	13
Total	9027	313	9340	38

Financial Payments List for 23-04-2026

VENDOR	AMOUNT
P.Siva Rama Krishna, - Electrical	43560
APPOLLO PHARMACIES LIMITED	6150
P. Sai Sowjanya Asst. PD	4756
219-Career Development Including FDP/FIIP/EDP/MDP	5424
Dr.S.Asha, Prof.Dept of Biotech	45550
307 Payment to Guest /expert Lecturers	5000
Aditya Scientific, Hyderabad	282492
CH.Yoganand	3266
KHETHARI AGRITECH PRIVATE LIMITED	277946
314 - Academic Scholarships	381500
315-Entry Scholarships	928000
National Workshop (RNA DECODE-2026) Biotech	30000
Sree Jai Krishna Enterprises, Gnt	9722
Sree Krishna Cement Concrete Works	100000
Aamoda Publications Pvt.Ltd.,	139200
S.R.Seating Pvt Ltd, Blr	114025
407 - Seed Money for Faculty	8250
Dharani Agencies	2280
G.Hanumantha Rao, Workers I/c	100
A.Rajani Kumari, Librarian	4000
MASTANVALI METAL STORE, GUNTUR.	5575
Websamrat Technologies, Gnt	25000
407 - Seed Money for Faculty	7150
B.Anjaneyulu, Marketing Staff	28000
Total	24,56,946

Particulars	Amount
Fee Collection from students -62	36,55,273

Vignan Priyadarshini Girls Hostel 23-04-2026

Time	Present	Absent	Total	Wastage in kgs
Breakfast	2224	404	2628	4
Lunch	2321	337	2658	15
Snacks	2230	328	2558	5
Dinner	2205	353	2558	12
Total	9180	1462	10642	36

Branch-wise Attendance Entry Status Report for 24-04-2026

Branch Name	Total No of Periods	No. of Periods with Attendance Posted In Time	No. of Periods with Late Attendance Posted
BIOTECH	134	29	105
CHEM	24	6	18
CIVIL	36	12	24
CSE	420	116	304
ECE	250	104	146
EEE	45	23	22
IT	42	17	25
MECH	43	10	33
AG	14	4	10
BI	119	25	94
FT	31	6	25
BM	62	9	53
AIANDML	150	46	104
CSECS	22	2	20
CSBS	24	9	15
RA	41	17	24
TT	15	4	11
DS	36	9	27
CSEIOT	9	0	9
ECEVLSI	9	3	6
S & H	279	77	202
Total	1526	451	1075



Birthday Wishes

Students, Staff, and Management wish you a

Happy Birthday to

Mr.K.Pradeep Chand

Assistant Professor, mech

Mr.Prasad Panda

Director - IR, chairman

Mr.Shaik Mohammad Iqbal

Computer lab technician, acse

Mr.Jhogu Srinath

Attender, registrar's office

Power Consumption on Campus (23-04-2026)

(A, H, U&N –Block, Boys hostel, Guest house, etc.) 26300 units

Teaching is the greatest act of optimism