

Business Practitioner Session

Event – 1

Date: 08-11-2024

Activity Name: Business Practitioner

Faculty Coordinator: Dr. Trina Das

Contact No. 836 846 7780

Guest Name: Mr. Koppada Kiran

Guest Designation: Managing Director

Company Name: Grahtek

Topic: Marketing and Branding through Storytelling and Compelling Narratives for Social Ventures

Duration: 1 HOUR 30 MINUTES

Venue: Lecture Hall 614, 6th Floor, FMS, CMS, BS - JU

No. of Participated: 10

Summary: (Write-up required minimum 4 to 5 lines)

Marketing and branding through storytelling and compelling narratives is a powerful approach for social ventures to connect with their audiences on an emotional level, build trust, and inspire action. By sharing authentic stories about the mission, impact, and values of the venture, organizations can engage supporters, donors, and customers in a way that resonates deeply with their personal beliefs and aspirations. These narratives help to humanize the brand, communicate the social or environmental challenges being addressed, and highlight the positive change being created. Effective storytelling not only strengthens brand identity but also fosters a sense of community and loyalty, turning supporters into passionate advocates for the cause.



Business Practitioner Session

**Marketing and Branding through
Storytelling and Compelling
Narratives for Social Ventures**



Mr. Koppada Kiran

Managing Director
Grahtek



November 8th, 2024



01:15 PM - 02:45 PM



Lecture Hall - 614



Cohort Profile:

MBA Batch 2024-26, 1st Semester

Section:

FBM

Faculty Coordinators:



Dr. Trina Das

Assistant Professor



