

REPORT ON ACTIVITY

Fomento Lecture Series

Title of the event	Building a Brand Pancham Nishad
Date and time	19/03/2024
Mode	Offline
Location	FF-07, Goa Business School, Goa University
Department/School/Directorate	Management Studies, Goa Business School
Participants	80
No. Of Faculty attended	10
No. Of Students attended	70
Name of the Resource Person	Shri. Shashi Vyas
Objective and Description of the Activity	To look into the ideas and strategies involved in creating a successful brand identity for Pancham Nishad, with an emphasis on brand positioning, storytelling, and audience engagement. This lecture will provide attendees with insights into the process of developing a compelling brand narrative that resonates with consumers, emphasizing the importance of authenticity, cultural relevance, and innovative marketing techniques in building a strong brand presence in today's competitive landscape.
Benefits and Key Outcome of the Event	It provided attendees great insights into successful brand development methods. Participants have learned how to create a strong brand identity that reflects Pancham Nishad's values and culture, as well as how storytelling can be used to engage target audiences. The key results include practical knowledge of brand positioning, marketing tactics, and the importance of authenticity in branding. Attendees will have a better grasp of how to use cultural heritage and community participation to create a successful brand, empowering them to apply these ideas to their own branding efforts.

Dr. Suraj Velip,
Programme Director (MBA)

Dean
Goa Business School,
Goa University

Dean, Goa Business School
Goa University



2024 FOMENTO LECTURE SERIES

SPEAKER

TOPIC
BUILDING A BRAND PANCHAM NISHAD

ROOM NO. FF-07, GBS **19TH MARCH 2024** **11.30AM**

SHRI. SHASHI VYAS

Shri. Shashi Vyas, born into a family deeply rooted in Indian classical music, initially pursued a career in commerce but eventually became a driving force in promoting Indian arts and culture worldwide. Co-founding Pancham Nishad Creatives, he orchestrated over 400 cultural events globally, featuring legendary artists such as Billeen Joshi, Zakir Hussain, and Hariprasad Chaurasia. Initiatives like "Pathfinders," a coffee table book covering various aspects of Indian art and culture, and the documentary "Bharat Bhagya Vidhata" reflect his dedication to preserving and promoting heritage.

Launching a music label under Pancham Nishad, Vyas introduced innovative concert series like "Pratah Svar" and "Aarohi" to provide a platform for emerging talent while collaborating with established maestros. He also revolutionized the concert scene with morning series like "Spiritual Morning" and "Udaywar @ Prithvi," held at prestigious venues without amplification, attracting a diverse audience.

Vyas facilitated workshops with icons like Pandit Shyikumar Sharma and Dr. Vijaya Mehta, enriching the cultural landscape by imparting knowledge and insights to aspiring artists. His influence extended beyond live events to television, where he hosted talk shows, and cinema, where he appeared in films.

Through these multifaceted endeavors, Shashi Vyas emerges as a pivotal figure, seamlessly blending commerce with an unwavering commitment to preserving and promoting the rich tapestry of Indian arts and culture on a global stage. His vision and passion continue to inspire and shape the cultural landscape of India and beyond.

