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AHMEDABAD MANAGEMENT ASSOCIATION®
SEWA-AMA Centre for CBOs

BRANDING & ADVERTISING STRATEGIES FOR NGOs AND CSR ORGANIZATIONS

A brand is more than just a name or logo; it represents the very essence of a company. It encompasses its identity, reputation, and values, serving as a powerful tool for conveying promises to consumers. Successful branding involves creating a unique image and perception in the market, allowing entities to stand out from competitors.

A strong brand helps to differentiate an NGO from others, making it easier for stakeholders to identify and support the organization. A well-managed brand communicates the NGO's mission, values, and impact, which helps to build trust with stakeholders and attract new supporters.

In the NGO and CSR sector, effective branding exercise plays a crucial role in advancing your cause, showcasing the essence of your foundation, and forging emotional connections with your desired audience. It not only facilitates new donations but also raises awareness for your mission.

This program shall provide the participants with the basics of branding & advertising, along with case-lets on various advertising & branding initiatives taken by various prominent NGO's in the domain of social cause.

CONTENTS

- Audio visual format of presentation
- Demonstration of innovative advertising tools
- Interesting examples & caselets on the subject
- Stimulating & Interactive structure of discussion

FOR WHOM

All levels of staff (Executives, Officers and Managers) from NGOs, CSR Department, Developmental organizations; and also corporates.

FACULTY

Mr. Sanjay Chakraborty with more than 3 decades of seasoned expertise in this domain leads Ess-K-See Consultancy as its founder & Chief Marketing Communication Advisor. ESS-K-SEE Consultancy is a respected intellectual advisory & consultancy firm focused on the Strategic Marketing Communication area. Along with corporate experience, Sanjay has a rich experience in academic sphere.

Programme Date:
August 22, 2026

Duration:
3 Hours

Time:
10.00 AM to 1.00 PM

Format:



Programme Fee:
INR 500/- (Incl. GST)
(Lunch included)

Last Date to Register:
August 21, 2026

Register

For bulk nominations and enquiries, please reach us at:

Mr. Dishank Panchal
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Mobile: 63525 56857
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For enquiries and nominations, please reach us at:
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