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Build a career in **science based reputation management**,
in an advisory that is a leading the way.
Ashwani Singla @ Vedica Scholars Programme for Women

Gurugram, November 15, 2017: Ashwani Singla, Founding Managing Partner of Astrum, addressing the scholars of Vedica Programme for Women said, *"Increasing number of CEOs more than often tell me that knowing 'how to say' is the table stake, the premium is in knowing 'What to DO and SAY'. They seek programmes that impact business outcomes. Ideas driven by insights is the future of persuasion; this is why, I believe science based reputation management is the new definition of public relations and its future. A judicious mix of science and creativity is therefore the logical next step in the path of evolution of public relations to reputation management."*



About Vedica

Vedica Scholars Programme for Women is a unique alternative to the traditional MBA programme, which will create a cadre of successful women professionals for the 21st century.

Vedica's mission is to prepare women with potential to achieve fulfilling careers. Vedica is an 18-month full-time, residential, professional certificate in management practice and leadership with a re-imagined pluridisciplinary curriculum that has been carefully crafted to the expectations of employers today.

The programme is a combination of classroom learning, hands-on work experience, and mentoring and coaching by some of the most inspiring academics and professionals of our times. It weaves together the objectivity of management principles with complementary perspectives from the liberal arts, an emphasis on personal growth through leadership training, and the impact of thinking and communicating effectively. This innovative and pioneering approach to management education promises to launch every Vedica Scholar into a career of distinction.

More information is available on www.vedicascholars.com

About Astrum

Astrum is India's first science-based specialist Reputation Management advisory.

Astrum in Latin means the brightest star in its constellation. The purpose of every Astrum professional is to help each of our clients become 'that star'.

Astrum works as a strategic partner to the C-Suite, helping them resolve complex challenges they face in building and guarding their companies' reputation. Applying the same science, Astrum helps senior political leaders connect with voters to be elected to a public office, keep the mandate and get re-elected. Astrum is leading the way by weaving creativity into the Science of Reputation to understand and shape public opinion.

Our specializations include Reputation Management, Crisis & Issues Communication, Corporate Affairs, Corporate Governance, Voter Targeting, Candidate Positioning, Campaign Messaging and Voter Sentiment Tracking. Astrum is an insight-driven **Digital First** advisory, with its emphasis on harnessing the power of the mobile phone and the Internet to engage stakeholders and shape opinions.

Astrum serves clients in the NCR and Mumbai through its own presence, and spans 60 cities and towns in India through its dedicated affiliate network.

More information is available on astrum.in.