



# INSTITUTE OF MANAGEMENT STUDIES

DEVI AHILYA VISHWAVIDYALAY,  
INDORE



H.R.TALK :

PERCEPTION MANAGEMENT AND  
INFLUENCE OPERATIONS

FRIDAY, 03.11.2023 AT 11:00 A.M

VENUE : IMS Auditorium, IMS DAVV, Indore



LT.GEN. JASWINDER SINGH  
SANDHU, PVSM, UYSM,  
AVSM, VSM(RETD)

# Institute Of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

Name of the event	HR Talk
Topic	Perception Management & Influence Operations
Date of the event	03 November 2023
Time	11 AM – 1 PM
Venue	IMS Auditorium
Speaker	LT.GEN JASWINDER SINGH SANDHU
About the speaker	Lieutenant General Jaswinder Singh Sandhu, PVSM, UYSM, AVSM, VSM was the Military Secretary of the Indian Army and assumed office on 15 December 2017. He was the 46th Commander, XV Corps of the Indian Army and was in office from 1 November 2016 to 14 December 2017.
Event In-charge	Shine David sir Priya Rathore ma'am
Objective	To shape, control, or manipulate the perceptions and beliefs of individuals, groups, or societies to achieve specific strategic or political goals. This may involve disinformation, propaganda, psychological warfare, and other tactics to influence public opinion, undermine adversaries, or advance a particular agenda.

<p>Key topics discussed</p>	<p><b>Perception Management &amp; Influence Operations</b></p> <p>Explanation of the importance of understanding of Perception Management &amp; Influence Operations can be an informative and engaging way to explore these topics and promote a better understanding of their implications.</p> <ol style="list-style-type: none"> <li>1. <b>Perception Management</b> Defining Perception Management and the Influence Operation.</li> <li>2. <b>Influenced by?</b> Highlighting the factors that are affecting the Influencing reason such as Person, Books, Audio/Visuals etc.</li> </ol>
	<ol style="list-style-type: none"> <li>3. <b>Battle of Narrative</b> Explaining the Global Narrative questions such as who is evil and who is hero. conflict resolution and signs of poor self- esteem such as feelings of inadequacy, lack of confidence, self-doubt, social withdrawal, etc.</li> <li>4. <b>Job interview</b> Adequate preparation is essential. This involves researching the company, understanding the job role, and being ready to discuss your qualifications and experiences as they relate to the position.</li> <li>5. <b>Perception Management in Business</b> How a company is perceived by its various stakeholders, including customers, employees, investors, regulators, and the general public.</li> <li>6. <b>Influence Election</b> While legitimate forms of influence involve engaging in democratic processes, campaigning, and advocating for one's preferred candidates or causes, there are also illegal or unethical methods that can undermine the integrity of elections. Here are some ways in which elections can be influenced, both legally and illicitly</li> </ol>

	<p><b>Conclusion:</b></p> <p>In brief, Sandhu sir’s presentation on “Perception Management &amp; Influence Operations” provided valuable insights into the strategic use of information, narratives, and psychological tactics to shape perceptions and influence behaviors. Participants gained a deeper understanding of the challenges and opportunities in this evolving field, and the importance of ethical considerations in wielding these tools. This seminar highlighted the need for responsible and informed approaches to perception management and influence operations in an increasingly interconnected and information-driven world.</p>
<p>Interaction with students</p>	<p>The entire session was based on engaging question-and-answers, allowing attendees to seek clarification on self-awareness and its importance in personal as well as professional life.</p>
<p>Thank You Speech</p>	<p>The event concluded with a thank-you speech by Priya Rathore (an IMS faculty), expressing gratitude to LT.GEN JASWINDER SINGH SANDHU for sharing his experiences and valuable insights with the students.</p>
<p>Enclosure: Photographs</p>	

