

**Indian Institute of Management Shillong**

host

# **35<sup>th</sup> NAoP Convention**

**Reframing Psychology Beyond Neoliberal Individualism**

**Theme**

**Psychology as the Ground for Future Human Action**

**29<sup>th</sup> Apr -  
01<sup>st</sup> May**

**2026**

# About the Convention

The 35th Annual Convention of the National Academy of Psychology (NAoP 2026) invites scholars, researchers, practitioners, and policymakers to engage in critical conversations on Reframing Psychology Beyond Neoliberal Individualism. This year's theme emphasizes care, compassion, and community as essential foundations for a humane and sustainable future.

## Conference Objectives

- To foreground indigenous and plural perspectives in psychology.
- To integrate compassion and collective well-being into theory, research, and practice.
- To bridge academic inquiry with real-world applications in management, policy, and governance.
- To foster interdisciplinary collaborations across psychology, social sciences, and organizational studies.

## Conference Highlights

- Keynote Lectures by Eminent Scholars
- Invited Symposia & Panel Discussions
- Paper Presentations & Workshops
- Best Paper & Lifetime Achievement Awards
- Networking Sessions & Cultural Evenings

**Updated Details are Available: [HERE](#)**

# Why Sponsor NAO P 2026?

## Visibility

Your brand will be showcased before leading psychologists, researchers, policymakers, educators, and corporate professionals from India and abroad.

## Networking

Engage directly with academics and practitioners shaping the discourse on mental health, well-being, and sustainable management.

## Impact

Support a national-level platform advancing indigenous knowledge, research collaboration, and socially responsible psychological science.

## Legacy

Your sponsorship contributes to a larger vision — shaping a compassionate and inclusive future for psychology in India.

## Sponsorship Opportunities

Category	Contribution (₹)	Benefits / Visibility
Platinum Partner	₹30,00,000	Recognition as “Principal Sponsor”; logo on all materials, main backdrop, certificates; 3 complimentary registrations; exhibition stall; acknowledgment in inaugural & valedictory sessions.  Logo on bags, folders, lanyards, and notepads. Printed & digital visibility in the official souvenir.
Gold Partner	₹15,00,000	Logo on conference website, brochures, and banners; 2 complimentary registrations; stall space; mention in inaugural session. Logo on bags, folders, lanyards, and notepads. Printed & digital visibility in the official souvenir.
Silver Partner	₹5,00,000	Logo on website and brochure; 1 complimentary registration; acknowledgment in program schedule.  Logo on bags, folders, lanyards, and notepads. Printed & digital visibility in the official souvenir.

# Key Benefits of Sponsorship for NAO P 2026

## 1. Prime Logo Placement & Institutional Visibility

Your organization's logo will receive high visibility across all event collaterals and communication channels, including:

- Official event backdrops, banners, and stage panels.
- Conference program booklets, delegate kits, and name badges.
- Souvenir publications and digital agendas circulated among delegates.

This ensures enduring exposure to an elite academic and professional audience from across India and abroad.

## 2. Digital Branding & Website Integration

Your brand identity will be integrated into the official NAO P 2026 website and the IIM Shillong digital ecosystem, including:

- Prominent logo display with a clickable hyperlink to your official website.
- Featured mentions across IIM Shillong's and NAO P's official social media handles (LinkedIn, Instagram, Facebook).
- Continuous visibility through pre-event teasers, live coverage, and post-event acknowledgements.

## 3. Exclusive Exhibition Booth / Brand Showcase

- Enjoy a prime exhibition booth at the main conference venue (IIM Shillong Umsawli Campus).
- Display your organization's initiatives, products, or social responsibility programs.
- Network directly with scholars, practitioners, and delegates through interactive displays and materials.

## 4. Social Media & Press Promotion

Your sponsorship will be actively promoted before, during, and after the event through:

- Targeted social media campaigns on IIM Shillong and NAO P channels.
- Press releases, media partnerships, and newsletters highlighting sponsor associations.
- Dedicated recognition posts and visual features spotlighting your brand identity.

## **5. Video, Photography & Souvenir Branding Your logo and brand name will be featured in:**

- Official event videos and photography archives, shared across institutional digital platforms.
- The conference souvenir and abstract compendium distributed to all participants.
- Post-conference digital publications and video highlights ensuring long-term visibility.

## **6. Networking & Legacy Association**

- Exclusive access to networking sessions, cultural evenings, and interactive forums with national and international delegates.
- Opportunity to build academic–corporate partnerships with universities, NGOs, and policy institutions.
- Association with a nationally recognized platform shaping the future of psychology, compassion, and community in India.

## **7. Contribution to Social and Intellectual Impact**

By supporting NAO P 2026, sponsors align with a broader mission:

*“Reframing Psychology Beyond Neoliberal Individualism - Towards Care, Compassion, and Community.”*

Your partnership strengthens the movement toward plural, inclusive, and sustainable human development - reaffirming the ethical foundations of psychological and organizational well-being.

### Audience Profile

- Academic Scholars & Researchers: from psychology, management, education, and social sciences.
- Industry Professionals & HR Leaders: exploring behavioral science and organizational well-being.
- Students & Early Career Academics: representing major Indian and global institutions.
- Policy Experts & Practitioners: working in public health, education, and social policy sectors.

Expected participation: 500–700 delegates across India and abroad.

# About the Host Institution

## Indian Institute of Management Shillong

IIM Shillong is committed to developing responsible leaders with a global outlook grounded in Indian values. The institute emphasizes sustainability, ethical leadership, and community development as core aspects of management education.

# Contact for Sponsorship & Collaboration

## Convention Convener:

### Rohit Dwivedi

Professor, Organizational Behaviour & Human Resources  
Indian Institute of Management Shillong

## Convention Secretariat:

National Academy of Psychology (NAoP) 2026  
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