



IIC Activity Report

Quarter No	IIC 7.0 – Quarter II		
Thrust Area	Validation and Concept Development		
Mandatory/Elective	Mandatory		
Social Media Link (Linked in/Facebook/Instagram/Twitter)	https://www.linkedin.com/feed/update/urn:li:activity:7302667501195120641		
Video Link (Minimum Five Minutes Video)	https://drive.google.com/drive/folders/1g2LSw7KyInPbyZuvNLNxbOf6QPIJ-y4e?usp=sharing		
Program Driven by	Department of Management Studies In Association with the Institute Innovation Council		
Type of Activity	IIC Activity		
Activity Name	Effective sales And Marketing Strategies for Entrepreneurs and Startups		
Program Type	Level 2- Workshop		
Program Theme	Entrepreneurship & Start up		
Mode of Conduct	Offline	Blended	Online
Time	From: 10:00 am		To: 04:00 pm
Dates	27 th Feb 2025		
Number of Student Participants	126		
Number of Faculty Participants (As Many)	2		
Number of External Participants	Nil		
Expenditure Amount, If any	Nil		
Remarks	Successfully organized the IIC calendar activity.		
Objective (100 words)	<p>The workshop's objective was to provide actionable insights and techniques that helped new businesses establish a strong market presence, attract customers, and drive revenue growth. It guided participants in identifying their target market, building a strong brand identity, and leveraging digital marketing to facilitate data-driven decisions through collaboration.</p> <p>Acquiring knowledge and skills in sales and marketing significantly enhanced the entrepreneurs' ability to build and grow successful businesses. The key benefits included analyzing industry trends, customer behavior, and competitive landscapes. Participants developed a deep understanding of customer needs and gained insights into SEO, social</p>		

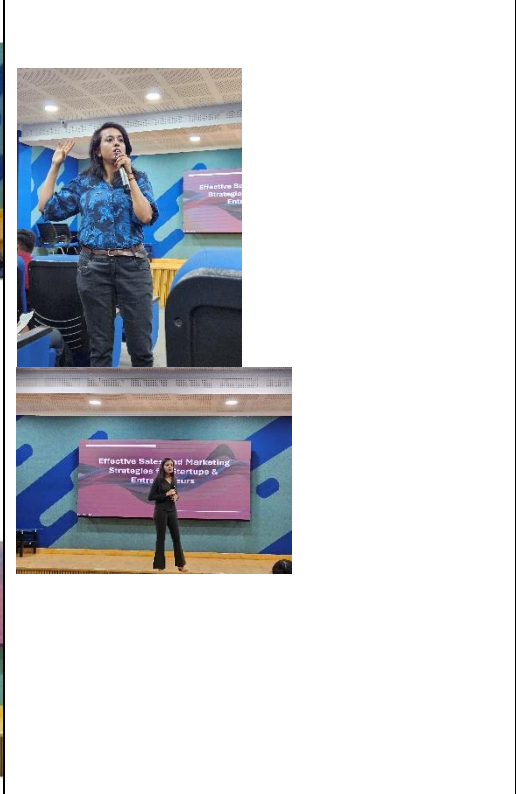
media marketing, content marketing, and email marketing strategies. They also understood budgeting, return on investment (ROI), and cost-effective marketing tactics.

The workshop enabled the students to develop the ability to craft and execute well-planned marketing and sales strategies, create a strong brand identity that resonated with their target audience, and gain proficiency in tracking marketing performance and making data-driven adjustments. They improved their communication and sales pitching skills to close deals effectively and became familiar with business models, CRM software, automation tools, and analytics platforms. Additionally, they learned about innovative, low-cost methods to drive rapid business expansion and explored different sales channels.

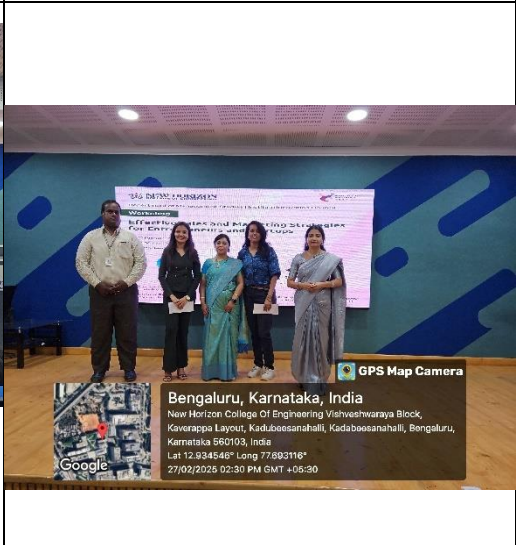
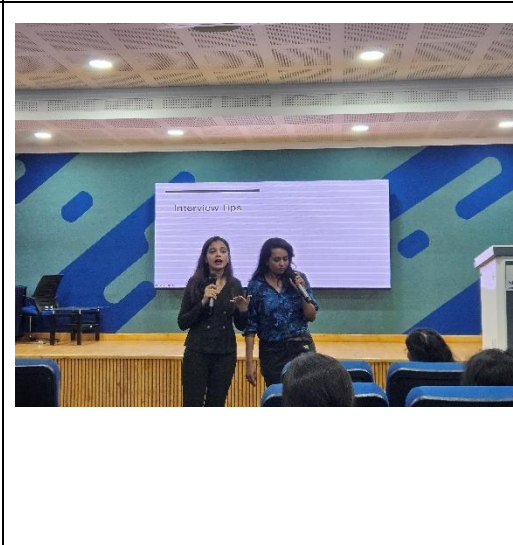
Benefit in terms of learning/skill/knowledge obtained.


The workshop provided several key benefits in terms of learning, skills, and knowledge.

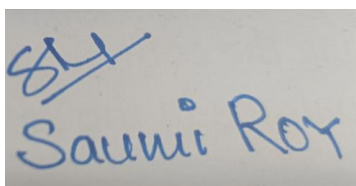
Photograph 1&2



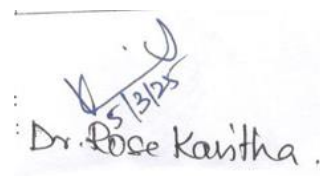
Poster sample & Collage Photo



		
Feedback sample	<p>Attached</p>	
Registration/ Attendance	<p>Attached</p>	
Sample Certificate (If Any)	<p>Nil</p>	
Resource person profile information	<p>Ms. Jaishree S , Assistant Manager ; EXL Services Ms. Pooja Chavan , Sales & Development Representative ;Sapiens</p>	



**Signature of IIC Coordinator
Dept. of Management Studies**



Signature of HOD