

**VIGNAN'S**INSTITUTE OF INFORMATION TECHNOLOGY  
(AUTONOMOUS)[Approved by AICTE-New Delhi & Affiliated to JNTU-GV, Vizianagaram]  
Beside VSEZ, Duvvada, Vadiapudi Post, Gajuwaka, Visakhapatnam - 530 049.INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Approved)

Semester 1

**Thrust area: Organize an Intra Institutional Idea Competition**

Quarter 1

<b>Theme</b>	Entrepreneurship and Startup
<b>Activity Name</b>	Workshop on Effective Sales and Marketing Strategies for Entrepreneurs
<b>Mode of Conduct</b>	Offline
<b>Level of Activity</b>	Level 2 *
<b>Participants</b>	<ul style="list-style-type: none"> <li>136 Students from the Institute.</li> <li>Faculty: 02</li> </ul>
<b>Online Resource</b>	<a href="https://youtu.be/uRvKCGtu8Qc">https://youtu.be/uRvKCGtu8Qc</a>
<b>Brochure</b>	 <p><b>Hearty Welcome</b>  <b>Mr. S. Venkat</b>  CEO - DayDreamsz</p> <p>Workshop on Effective Sales and Marketing Strategies for Entrepreneurs</p> <p>December 18, 2024, at 9:00 AM in VISWESWARAYA Hall, VIIT</p> <p>Organized by Entrepreneurship Development Cell</p> <p><b>Coordinator</b>  Dr A.Sampath Dakshina Murthy ,Head VCIS</p> <p><b>Co- Coordinator</b>  Mr .M Srinu l/c ED Cell  Ph: 9440991310</p> <p>The Workshop on "Effective Sales and Marketing Strategies for Entrepreneurs" was held on December 18, 2024, at VISWESWARAYA Hall, Vignan's Institute of Information Technology (VIIT). Organized by the ED Cell, VIIT, the workshop was designed to help aspiring entrepreneurs gain a comprehensive understanding of crucial sales and marketing strategies. The session commenced at 9:00 AM and was led by the esteemed guest, Mr. S. Venkat, CEO of DayDreamsz.</p> <p>The workshop focused on key aspects of entrepreneurship, with a strong emphasis on the importance of effective sales and marketing for the growth of startups. Topics covered included market analysis, branding, digital marketing, and customer relationship management. Mr. Venkat, with his extensive experience in the startup ecosystem, shared valuable insights into creating innovative sales strategies and how entrepreneurs can position their products effectively in the market.</p>
<b>Description</b>	<p>The Workshop on "Effective Sales and Marketing Strategies for Entrepreneurs" was held on December 18, 2024, at VISWESWARAYA Hall, Vignan's Institute of Information Technology (VIIT). Organized by the ED Cell, VIIT, the workshop was designed to help aspiring entrepreneurs gain a comprehensive understanding of crucial sales and marketing strategies. The session commenced at 9:00 AM and was led by the esteemed guest, Mr. S. Venkat, CEO of DayDreamsz.</p> <p>The workshop focused on key aspects of entrepreneurship, with a strong emphasis on the importance of effective sales and marketing for the growth of startups. Topics covered included market analysis, branding, digital marketing, and customer relationship management. Mr. Venkat, with his extensive experience in the startup ecosystem, shared valuable insights into creating innovative sales strategies and how entrepreneurs can position their products effectively in the market.</p>



**VIGNAN'S**

INSTITUTE OF INFORMATION TECHNOLOGY  
(AUTONOMOUS)

(Approved by AICTE-New Delhi & Affiliated to JNTU-GV, Vizianagaram)  
Beside VSEZ, Duvvada, Vadlapudi Post, Gajuwaka, Visakhapatnam - 530 049.

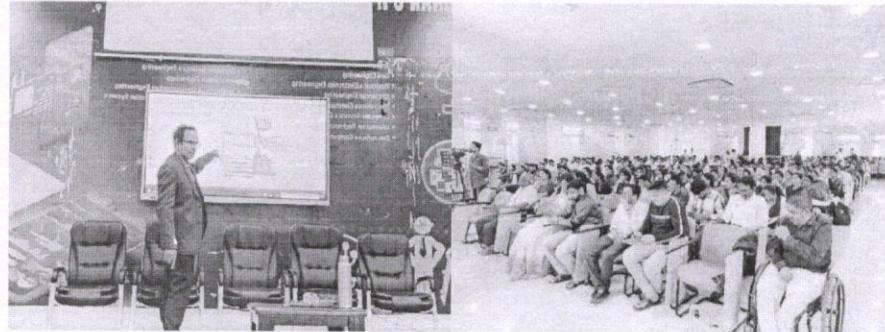


INSTITUTION'S  
INNOVATION  
COUNCIL  
University of Education Initiatives

The participants, including aspiring entrepreneurs and business enthusiasts, engaged in insightful discussions, practical exercises, and real-world case studies. They were encouraged to explore modern tools and techniques for improving customer acquisition, retention, and overall business performance.

The event was highly interactive and informative, providing the participants with the knowledge and confidence to apply these strategies in their own ventures. The session was successfully coordinated by Mr. M Srinu, leaving a lasting impact on all attendees.

#### Photos



Guest is addressing the students, Visakhapatnam

#### Feedback:

The Workshop on "Effective Sales and Marketing Strategies for Entrepreneurs" provided valuable insights into critical aspects of entrepreneurship. Mr. S. Venkat's expert guidance on market analysis, branding, and digital marketing was highly engaging. The interactive session equipped participants with practical skills to enhance their business ventures, leaving a lasting impact.

Event Coordinator

Dr. A. S. Dakshina Murthy  
Head VCIS

IIC Activity Coordinator

Dr. J. Sudhakar  
Convener VIIT-IIC

Dr. V. Madhusudhana Rao  
President, VIIT-IIC

Convenor  
Institute Innovation Council,  
Vignan's Institute of Information Technology (A),  
Visakhapatnam



President  
Institute Innovation Council,  
Vignan's Institute of Information Technology (A),  
Visakhapatnam