

SWAMI VIVEKANAND INSTITUTE OF ENGINEERING & TECHNOLOGY

Approved by AICTE, New Delhi and Affiliated to IKGPTU, Jalandhar

One Day Workshop on “Effective Sales and Marketing Strategies for Entrepreneurs/Start-ups”

Organiser’s Name: Department of Business Administration

Coordinator: Dr. Manpreet Kaur

Date: 07-02-2025

Venue: Block C, Seminar Hall, SVIET

Introduction of the Event:

Dr. Sanjeev Kumar Modi commenced the session with a detailed introduction on **Sales and Marketing Fundamentals**, by highlighting the relevance of the concept in today’s competitive scenario. Strategies for navigating a competitive marketplace and standing out were thoroughly discussed.



Session delivered by Dr. Sanjeev Kumar Modi



Session attended by the students

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Felicitation ceremony

Participants: 95 students of the Department of Business Administration were present in the event.

Inauguration Ceremony: The inaugural session was graced by Dr. Sanjeev Kumar Modi, Associate Professor, Aryabhata College, Barnala, Dr. Sanjeev Saini, Director Academics (SVIET), Dr. Neeraj Kumar, HOD, Department of Business Administration and all faculty members.

Vote of thanks: Dr. Neeraj Sachdeva, Head of the Department, Business Administration expressed his gratitude to the speaker, participants and the faculty members, for their valuable contribution to the workshop. Dr. Sachdeva concluded by encouraging everyone to implement the strategies discussed and continues learning to achieve entrepreneurial success.



Vote of thanks by HOD

Key Outcomes: The Workshop on "Effective Sales and Marketing Strategies for Entrepreneurs/Start-ups" at SVIET was an enriching experience for all participants. The insights gained from renowned speaker, especially on the strategies for entrepreneurs and startups offers numerous benefits for students, whether they aim to start their own businesses or join an entrepreneurial venture. By the end of the workshop, students were well-equipped to apply their

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learning to real-world entrepreneurial contexts, enhancing both their personal skill sets and their future career prospects.



Dr. Manpreet Kaur
Faculty In-charge



Dr. Neeraj Kumar
Head of Department