



BHARATI VIDYAPEETH (DEEMED TO BE) UNIVERSITY
DEPARTMENT OF ENGINEERING & TECHNOLOGY
Sector – 3-A, Plot No.KC-1, Kharghar, Navi Mumbai- 410210
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Tech-Spire x IIC Presents Workshop on Effective Sales and Marketing Strategies for Entrepreneurship and Startups

Report on (Workshop on Effective Sales and Marketing Strategies for Entrepreneurship and Startups) IIC Calendar/MIC/Self Driven/ Celebration Activity

Sem I/ Quarter 2

A.Y. 2024-25

- **Name of the Event:** Workshop on Effective Sales and Marketing Strategies for Entrepreneurship and Startups_
- **Date of the Event:** 31st JANUARY 2025_
- **Time of the Event:** 3PM Onwards_
- **Venue:** Seminar Hall_
- **Participants:** SY-IT and SY-AIML_
- **Name of the Speaker with profile:** The speaker for the event was Ms. Vandana Babshetti.
- **Organiser:** IIC and TECH-SPIRE
- **Faculty In-charge:** Prof . Vishwayogita Savalkar and Prof. Sana Nalband_

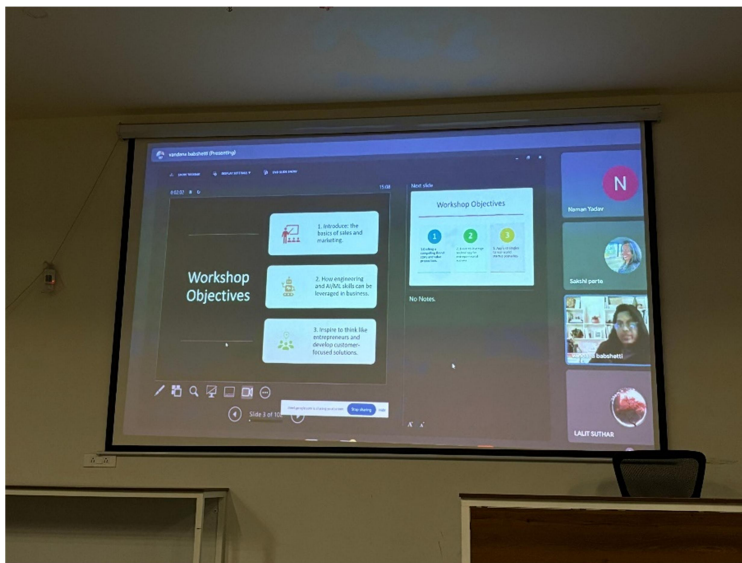
About the event:

The workshop on "Effective Sales & Marketing Strategies for Entrepreneurship & Startups," organized by IIC × TECH-SPIRE, offered valuable insights into sales, marketing, and growth strategies for startups. Experts discussed key topics like branding, digital marketing, and customer engagement, providing practical, real-world examples. The interactive session facilitated learning and knowledge sharing among attendees.



Welcoming the speaker: 3:03

The event commenced at 2:55 PM with the entry of students, setting an enthusiastic and engaging atmosphere. At 3:03 PM, Sakshi Parte extended a warm welcome to the esteemed speaker, **Ms. Vandana Babshetti**, acknowledging her expertise and valuable industry experience.



Workshop Started: 3:05

The online workshop, which began at 3:05 PM, was led by Ms. Babshetti, who shared valuable insights on market strategies, sales techniques, brand positioning, and customer engagement. Despite being virtual, the session was highly interactive, with participants actively engaging through questions, discussions, and sharing experiences. This dynamic exchange allowed attendees to gain

a deeper understanding of practical business growth strategies and real-world challenges, making the workshop both informative and engaging.

Vote of thanks : 4:05

At 4:05 PM, Sayali Goltakar delivered a heartfelt vote of thanks, expressing gratitude to the speaker, organizers, and attendees for making the event a success. The event concluded at 4:08 PM, leaving participants with valuable takeaways,





enhanced business acumen, and actionable strategies to implement in their ventures. The smooth execution and engaging discussions made the workshop an enriching and impactful experience for all attendees.

Conclusion: In conclusion, the workshop provided valuable insights on sales, marketing, and growth strategies for startups. Through expert-led discussions on branding, digital marketing, and customer engagement, attendees gained practical knowledge to apply to their own ventures. The interactive format facilitated learning and collaboration, enhancing participants' entrepreneurial skills.

