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MOE'S INNOVATION CELL
INSTITUTION'S INNOVATION COUNCIL

SARALA BIRLA UNIVERSITY, RANCHI (IC202428412)
WORKSHOP ON EFFECTIVE SALES AND MARKETING STRATEGIES FOR
ENTREPRENEURS /START-UPS

OVERVIEW

Objective:

Practical insight into MSME and entrepreneurship.

Benefit in terms of learning/Skill/Knowledge obtained:

Students learn various concept of Market and Marketing Strategies.

Academic Year:

2024-25

Program driven by:

IIC Calendar Activity



Month:

Program /Activity Name:

Workshop on Effective Sales and Marketing Strategies for Entrepreneurs /Start-ups

Program Type:

Other:

Level 1 - Expert Talk	null
Program Theme:	Other:
Entrepreneurship & Startup	NA
Date & Duration (Days):	External Participants, If any:
02/05/2025-02/05/2025-0	0
Student Participants:	Faculty Participants:
70	9
Expenditure Amount, If any:	Remark:
0	null
ATTACHMENTS	
Video:	null
Photograph1:	
Photograph2:	
Session plan, If any:	View Report
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Report on "Entrepreneurship Awareness Programme(EAP)"

Date: 5th February' 2025

Timing: 10:30am – 3:30 pm

Venue: Academic Block, Room No. A1-703

Introduction

The Faculty of Business Management at Sarala Birla University, Ranchi, in collaboration with MSME Technology Centre, Jamshedpur (Indo Danish Tool Room - IDTR) organized a comprehensive training session for MBA and BBA students on "Entrepreneurship Awareness Programme(EAP)". The session was conducted in the esteemed presence of Dean of Business Management Dr. Arabinda Bhandari, HOD Dr. Puja Mishra, Co-ordinator Dr. Mukesh Kumar Singh, and other faculty members.

Objective

The primary objective of this training session was to provide students with practical insights into MSME, entrepreneurship, and financial literacy. The session aimed to enhance students' understanding of business concepts, skill development, and financial planning, bridging the gap between theoretical knowledge and real-world application.

Speaker Information

The training session was conducted by MSME Technology Centre, Jamshedpur (Indo Danish Tool Room - IDTR). The session featured distinguished speakers, including:

- Mr. Falguni Ray (Retired Banker and Ex-LDM)
- Mr. Anjan Kundu (Head of Marketing and Administration)
- Dr. Vishnu Kanth

Participants

- Number of Participants: 70
- Attendees: Dean, HOD, Programme Coordinator, faculty members and students of Business Management.

Ar. Arabinda Bhandari
14/02/2025

Key Highlights of the Session

1. Welcoming of the Guest Speakers

The session commenced with a warm welcome by Dr. Arabinda Bhandari (Dean, Faculty of Business Management), who introduced the esteemed speakers and emphasized the importance of skill development and entrepreneurship in the current business landscape.

2. Introduction to MSME & Skill Development

Mr. Falguni Ray and Mr. Anjan Kundu provided an insightful discussion on Micro, Small & Medium Enterprises (MSME), its role in developing entrepreneurial skills, providing employment opportunities, and its contribution in the economy. Also the significance of technology in business growth was highlighted.

The session emphasized entrepreneurial thinking and how ideas can be transformed into business ventures. For this, Tea-making process was used as an analogy to explain the step-by-step entrepreneurial process.

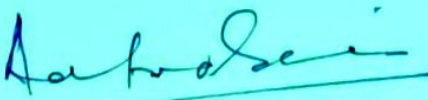
The session included an engaging discussion on financial literacy, covering key topics such as budgeting, saving, financial planning, and the importance of financial decision-making in both personal and business contexts.

Key Points:

- Understanding the basics and role of MSMEs, and entrepreneurship through simple, and real-world examples.
- Encouraging students to develop innovative business and marketing ideas.
- Budgeting and saving techniques for managing finances effectively.
- Understanding key financial terms relevant to corporate settings.

3. Interactive Discussion & Q&A

Students actively participated in discussions, asking questions related to MSME opportunities, entrepreneurship challenges, and financial planning strategies. The speakers addressed real-world business scenarios to provide clarity on the concepts discussed.


14/02/2025

Objectives of the Session

The training session proved to be an insightful and interactive experience for the students. The session significantly contributed to the students' understanding on the MSMEs and Entrepreneurship skills.

Key outcomes of the session-

- The session provided students with a realistic view of the business environment, bridging academic knowledge with industry practices.
- Students gained awareness and an in-depth knowledge about the role of MSMEs in economic development.
- Exposure to real-world business scenarios through practical examples.
- Understanding of essential entrepreneurial aspects such as idea generation, market research, and business planning
- The session motivated students to explore internship and career opportunities in MSMEs, startups, and financial sectors.

Conclusion

The training session was a highly enriching experience for students, offering valuable insights into MSME, entrepreneurship, and financial literacy. The interactive discussions and real-life examples helped students grasp the practical implications of business and financial planning.

The session successfully upgraded students' knowledge and awareness, equipping them with essential skills that will be beneficial in their academic and professional careers. The session encouraged students to think innovatively and develop an entrepreneurial mindset. The session successfully enhanced students' awareness and practical knowledge, preparing them for future business endeavours and corporate roles.


14/02/25