



Raj Kumar Goel Institute of Technology
5 K.M. Stone, Delhi-Meerut Road, Ghaziabad, U.P.



Institution Innovation Council (IIC 6.0) IC201810409

QUARTER I (Self Driven Activity)

**International Expert Talk on “women as Entrepreneur & its
impact on company leadership”**

on 18th Nov. 2023



RAJ KUMAR GOEL INSTITUTE OF TECHNOLOGY

Approved by AICTE, Ministry of HRD, GOI & Affiliated to Dr. Abdul Kalam Technical University, Lucknow
AN ISO 9001: 2015 CERTIFIED INSTITUTE

COLLEGE CODE 033

Estd. 2000

DEPARTMENT OF MANAGEMENT STUDIES

Organizes

INTERNATIONAL

TALK

RESOURCE PERSON:

MS NEHA PANCHAL

HR MANAGER | LOCATION SOLUTIONS
DUBAI (UAE)



SATURDAY

18 November, 2023



TIMING

2:30 pm-3:30 pm (IST)



Report on
“women as Entrepreneur & its impact on company leadership”on 18th Nov. 2023

Institution innovation council of Raj Kumar Goel Institute of Technology, Ghaziabad Under Entrepreneurship, Innovation and Incubation Department at Raj Kumar Goel Institute of Technology, Ghaziabad organized “**Intenational Expert Talk on “women as Entrepreneur & its impact on company leadership”**” on 18th Nov. 2023, from 02:30 PM onwards. It was well-received by more than 100 participants.

Ms.Neha Panchal, HR Manager,Location Solutions (Dubai) was the speaker of the day.

Ms.Neha discussed in detail about various competitive strategies that can give an edge to the Startup over the competitors in Business and are crucial for success of any Startup.

Participants were introduced to various marketing strategies like:

- Cost Leadership
- Differentiation and
- Market segmentation

Apart from familiarising the students with various Competitive strategies, Participants were introduced to the current corporate challenges and how to convert those challenges into opportunities.

The lecture focused on life skills and various aspects of working life. Speaker talked about importance of setting the goals for the success. It was a healing & motivating lecture for the students that talked about the much needed ethics, values & virtues.

Session was very interactive and informative for all the participants.

Date: 18th Nov. 2023

Time: 02:30 PM to 03:30 PM .

Venue: Google Meet (Online Platform).

Neha Chauhan

Neha Panchal

Lucky Gupta

Dr. Vibhuti

Neha kamal

Prakhar Garg

simran arora

Shrishti Saini

Ms Nishi Pathak

prashant sharma

Saurabh Singh

neha kumari

Ayushi Chaudha...

Saloni Tyagi

kajal tyagi

Md Vaseem

Ayush Kaushik

Dr. Shikha Mittal

Dev Verma

Sara Ahmad

RASHI TYAGI

Bulbul Dagar

vansh goel

Mayank Choudh...

Vinti Mittal

Harsh Tyagi

52 others

Shikha Mittal

Mute all

Add people

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IN MEETING

Contributors

80

Shikha Mittal (You)
Meeting host

Aakansha saini

Aakriti Vashishtha

Aanchal tyagi

Aashish Rajput

Aiesha Sharma

3:05 PM | oqu-sgqz-pyh

Shikha Mittal (You, presenting)

Stop presenting

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Stop presenting

DEPARTMENT OF MANAGEMENT STUDIES

Organizers

INTERNATIONAL TALK

VENUE: GOOGLE PLATFORM

RESOURCE PERSON: MS NEHA PANCHAL
HR MANAGER | LOCATION SOLUTIONS DUBAI (UAE)

SATURDAY 16 November 2023

TIMING 2:30 pm - 5:30 pm (IST)

Neha Panchal

prashant shar...

Dr. Vibhuti

Saurabh Singh

Ms Nishi Pathak

Rakesh kumar

Shrishti Saini

Neha Chau...

Neha kam

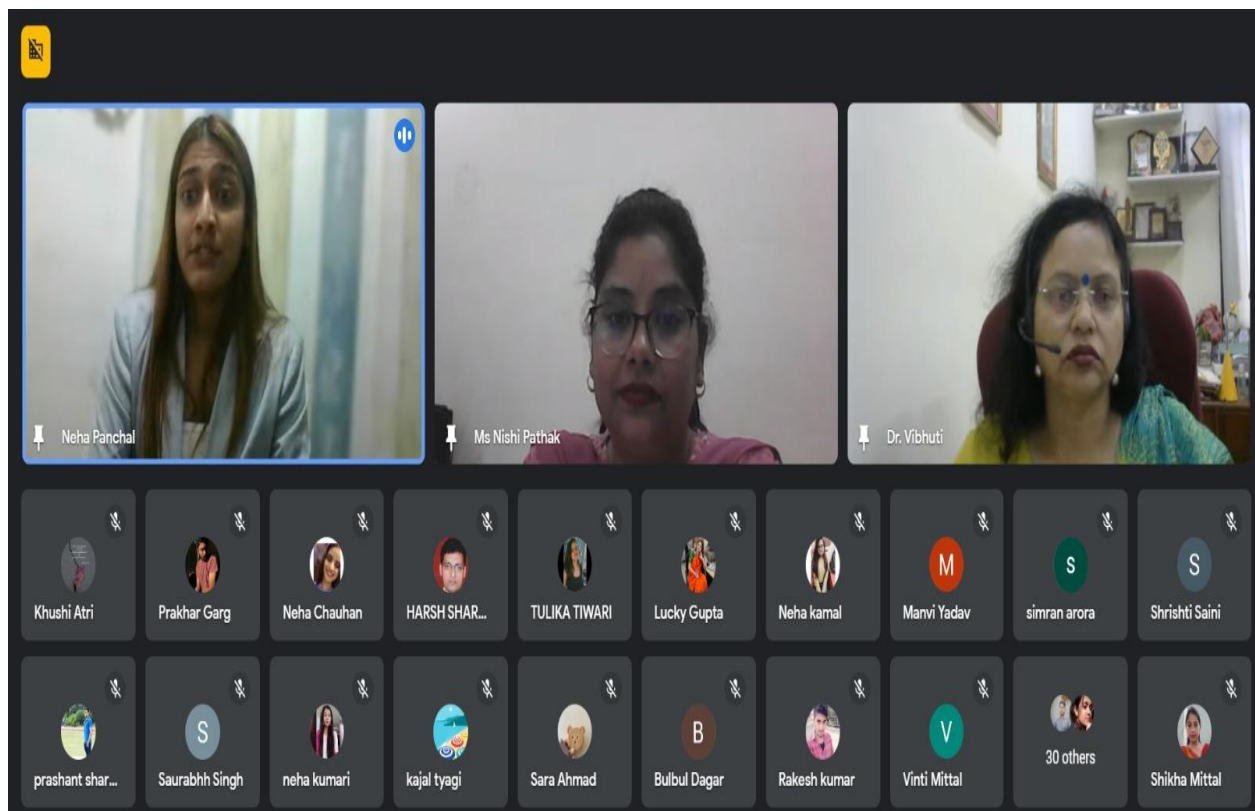
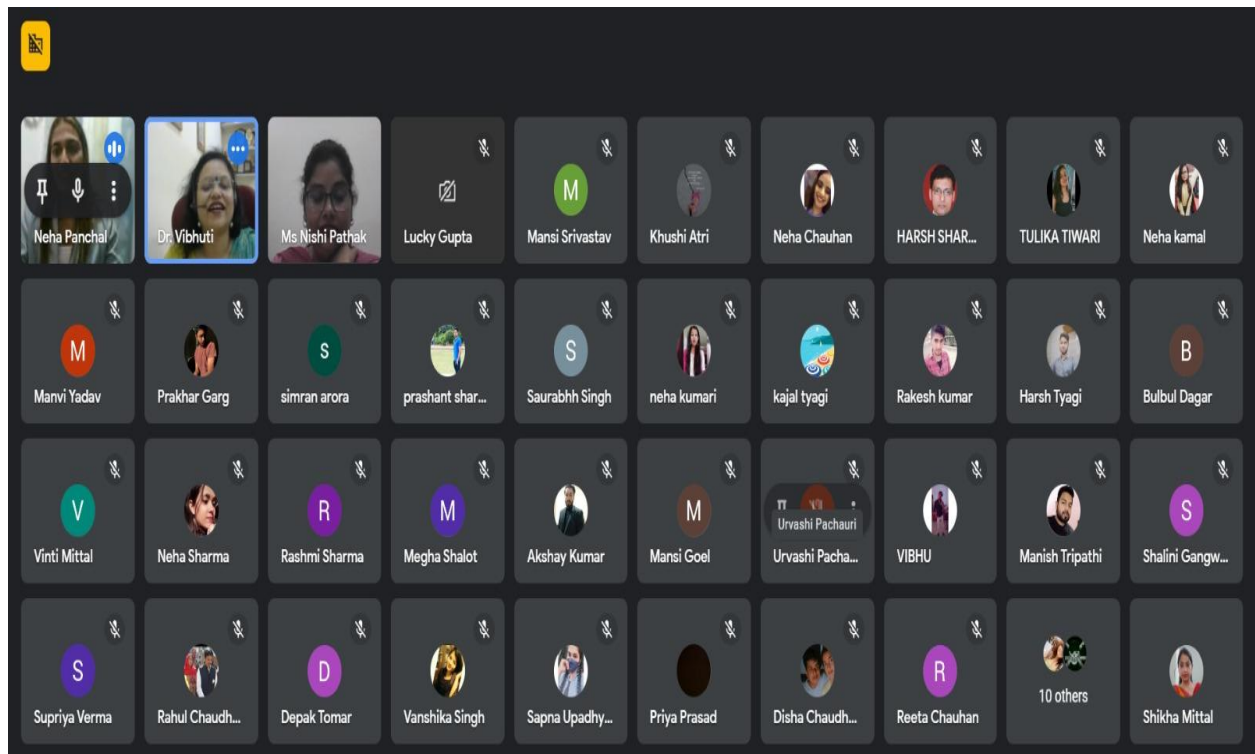
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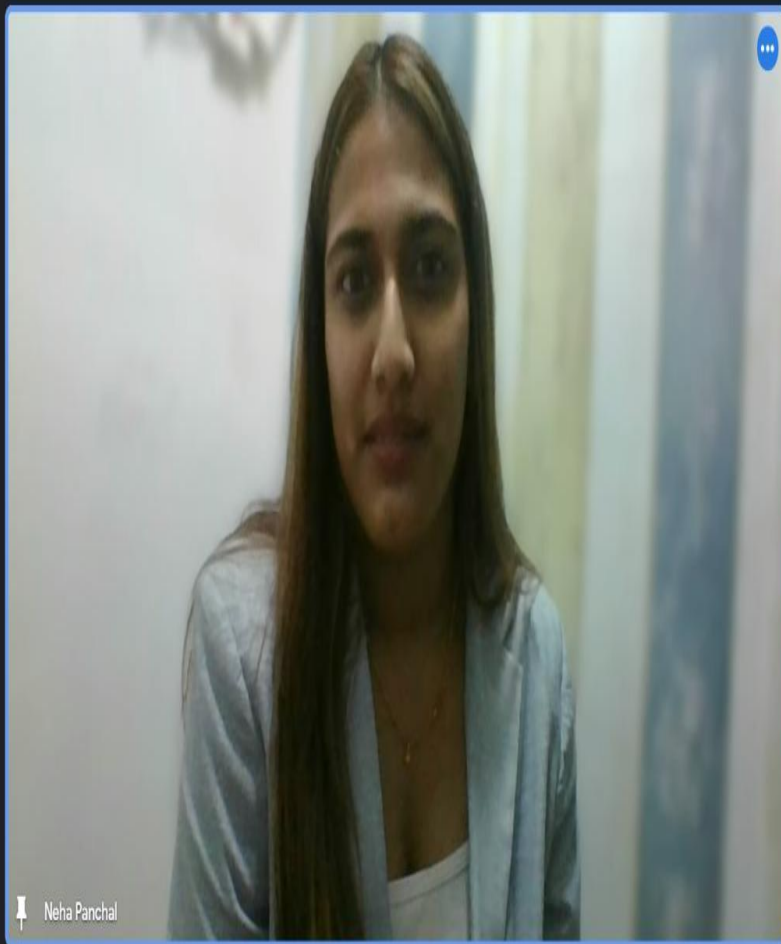
2:46 PM | oqu-sgqz-pyh

meet.google.com is sharing a window.

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Neha Panchal

 prashant sharma	 Dr. Vibhuti	 Saurabh Singh
 Praveen Srivastava	 Ms Nishi Pathak	 Shrishti Saini
 Rakesh kumar	 neha kumari	 simran arora
 Ayushi Chaudhary	 78 others	 Shikha Mittal

2:42 PM | oqu-sgqz-pyh

