



RAJ KUMAR GOEL INSTITUTE OF TECHNOLOGY,(RKGIT)
GHAZIABAD, UTTAR PRADESH

Institution Innovation Council (IIC 7.0) IC201810409

QUARTER I

Session On “My Story - Workshop on Effective Sales and Marketing Strategies for Entrepreneurs /Startups on 22th OCT 2024”



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



ENTREPRENEUR INNOVATION, & INCUBATION (EII) DEPARTMENT
is Organizing

**Workshop on Effective Sales
and Marketing Strategies for
Entrepreneurs /Startups**

Date: 22/10/2024

Time- 10:30AM to 12:30PM

Venue- ATAL Sabhagar, H-Block



Contact :

SIDDHARTH - 8076421620

Mr. Shrish Mudgal,
Regional Head-Market development
at Business Standard.

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Session on “My Story - Workshop on Effective Sales and Marketing Strategies for Entrepreneurs /Startups on 22th OCT 2024

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 a one-day session on Oct 22nd, 2024, from 10.30AM to 12:30PM titled Session on "My Story on Effective Sales and Marketing Strategies for Entrepreneurs /Startups. It was well-received by more than 250 participants. Prof. Puneet Chandra Srivastava (Dean EII-RKGIT) started the session with a warm welcome to all the attendees, introduced the mission and vision of EII Department established at RKGIT campus and gave an overview of its 'function & activities. He then introduced the guest speaker. The session was delivered by guest speaker. Mr. Shrish Mudgal, Regional Head-Market development at Business Standard..

Mr. Shrish Mudgal explained the importance of Start up. It was highlighted that for any technical invention. How can any idea converts into start-up. What are the legal & ethical steps that have to be followed for start-up. How can we complete these steps. Start-ups is somehow very important for economy of any country. Start-up process was also been discussed. The session ended with a Q&A session, giving the participants opportunity to clarify their doubts about entrepreneurship.

Director B.C. Sharma also motivated the students with his short talk after Mr. Shrish Mudgal. The session was concluded with vote of thanks by Dr. Puneet Chandra Srivastava, Dean, EII-RKGIT, and Ghaziabad. The offline event was attended by around 250 Faculty, staff and students.

Speaker: Mr. Shrish Mudgal, Regional Head-Market development at Business Standard

Date: 22nd OCT 2024.

Time: 10:30 AM Onwards.

Venue: ATAL Sabhagar, H-Block

Mode: Offline



Praveen Srivastava Raunak Oct 22, 2024, 12:28



Ghaziabad, Uttar Pradesh, India

MCXR+9VC, Raj Nagar Extension, Ghaziabad, Uttar Pradesh 201017, India

Lat 28.698276°

Long 77.442767°

22/10/24 12:17 PM GMT +05:30



GPS Map Camera



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