



CIBMRDS INSTITUTION'S INNOVATION COUNCIL (IIC) AND ED CELL

IIC CALENDAR ACTIVITIES FROM ACADEMIC YEAR 2024-25

Quarter-2-Activity-1

Workshop on Effective Sales and Marketing Strategies for Entrepreneurs Startups on 22nd February 2025

Semester 1

Thrust area: Idea/Innovation on Validation and Concept Development

Quarter 2

THEME	Innovation
ACTIVITY NAME	Workshop on Effective Sales and Marketing Strategies for Entrepreneurs Startups
MODE OF CONDUCT	Physical
TIME	One day
MANDATORY/ELECTIVE	Elective
PARTICIPANTS	Students-35 Faculty-2
ONLINE RESOURCE	Not Taken
DESCRIPTION	<p>Institution's Innovation Council and ED Cell, CIBMRD, Nagpur has organized Workshop on Effective Sales and Marketing Strategies for Entrepreneurs Startups on 22nd February 2025. The workshop aimed to provide participants to empower budding entrepreneurs and startups with practical sales and marketing strategies to boost visibility, customer engagement, and revenue growth.</p> <p>Session started with introduction of IIC Activity by Dr. Krupal Parekh, IIC Convener, Innovation Ambassador and Session speaker, CIBMRD. Further, the session includes interactive case lets of few selected companies and startup and how they leveraged influencer marketing to scale its brand in India. Attendees also explored tools like lead generation, conversion tactics, and building long-term customer relationships. The workshop promotes hands-on learning and networking opportunities to help startups compete effectively in a dynamic market.</p> <p>Finally, through this session, Participants learned key concepts such as market segmentation, customer targeting, brand positioning, digital marketing, and sales funnel optimization. The session concluded with an engaging Question and Answer segment.</p>

Dr. Krupal Parekh, Convener- Institution's Innovation Council (IIC), CIBMRD, Nagpur (M.S.)



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INSTITUTION'S INNOVATION COUNCIL
Ministry of HRD Initiatives

CIBMRDs Institution's Innovation Council (IIC)
Welcomes you all
 for IIC 7.0 –QUARTER-1 IIC Calendar activity for academic year 2024-25

Date:- 22/02/2025

Topic:- Workshop on Effective Sales and Marketing Strategies for Entrepreneurs Startups

Speaker:- Dr. Krunal Parekh, IIC Convener, Innovation Ambassador, CIBMRD, Nagpur

Venue:- Auditorium, CIBMRD, Nagpur

organized by
IIC Cell and ED Cell , CIBMRD, Nagpur. (M.S.)

