



BHARATI VIDYAPEETH (DEEMED TO BE) UNIVERSITY
DEPARTMENT OF ENGINEERING & TECHNOLOGY
Sector – 3-A, Plot No.KC-1, Kharghar, Navi Mumbai- 410210
REACCREDITED WITH 'A++' BY NAAC



Report on
Workshop on Effective Sales and Marketing Strategies for Entrepreneurship and Startups
IIC Activity
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: 11 AM Onwards

Venue: Seminar Hall_

No. of student participants: SY-IT and SY-AIML_

Name of the Speaker with profile: The speaker for the event is Ms. Vandana Babshetti, who is a Senior Software Engineer at Autodesk with 12+ years of experience._

- Name of Event Organizers: Prof. Vishwa Yogita S. and Prof. Sana Nalband

Remarks about the event:_

The workshop on "Effective Sales & Marketing Strategies for Entrepreneurship & Startups", organized by IIC × TECH-SPIRE on 31st January 2025, was a well-executed and insightful session. The event commenced at 10:55 PM with the entry of students, setting an enthusiastic and engaging atmosphere. At 11:03 PM, Sakshi Parte extended a warm welcome to the esteemed speaker, Ms. Vandana Babshetti, acknowledging her expertise and valuable industry experience.

The session officially began at 11:05 PM, where Ms. Babshetti shared her knowledge on market strategies, sales techniques, brand positioning, and customer engagement, providing attendees with practical insights applicable to their entrepreneurial journeys. The session was highly interactive, allowing participants to gain a deeper understanding of business growth strategies and real-world challenges.

At 12:05 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 12:08 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.

Objective of the event: _

The workshop aimed to provide insights into effective sales and marketing strategies specifically tailored for entrepreneurs and startups. It was designed to help individuals understand how to market their products or services efficiently to achieve business success.

• Outcome of the event: _

- Gaining knowledge about key sales and marketing strategies for startups.
- Understanding real-world applications of marketing techniques in entrepreneurship.
- Learning from the experience of an industry expert with 12+ years in the field.
- Networking opportunities with mentors and professionals in the innovation and business space. Enhancing participants' ability to scale their businesses effectively.

Benefits in terms of learning/skill/knowledge development:

The workshop provided participants with valuable industry insights, helping them understand practical sales and marketing strategies essential for business growth. It enhanced their entrepreneurial and decision-making skills, enabling them to develop effective marketing plans and make informed business choices. Attendees gained the opportunity to network with industry experts, mentors, and like-minded entrepreneurs, fostering connections that could support their business ventures. The session also helped participants improve their business communication, negotiation, and persuasion skills, crucial for attracting investors and customers. Additionally, exposure to real-world marketing challenges and solutions equipped them with the knowledge to overcome obstacles in their entrepreneurial journey. Overall, the workshop empowered participants with the tools and strategies needed to build, market, and sustain a successful startup.

Event Poster:



Event Photos:

