



SHREE L. R. TIWARI COLLEGE OF ENGINEERING

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Report on “Effective sales and strategies for entrepreneur/start-ups.”

Particulars	Description
Activity:	Seminar by R&D cell
Activity level:	Institution's Innovation Council of SLRTCE
Title:	Effective sales and strategies for entrepreneur/start-ups.
Organized by:	R&D Cell
Venue:	Seminar Hall SLRTCE
Date:	3 rd February 2025
Time:	12:45 PM
Objective of event:	<ul style="list-style-type: none">• To highlight the importance of effective sales and marketing strategies for entrepreneurs and startups.• To provide participants with practical insights into the sales process and strategic marketing approaches.• To help attendees understand the critical role of sales in scaling startups and fostering business growth
Outcome of event:	<ul style="list-style-type: none">• Participants gained a deeper understanding of sales techniques and marketing strategies crucial for startup success.• Development of a stronger network among students, faculty, and industry experts to foster entrepreneurial growth.• Increased awareness of the challenges and opportunities within the startup ecosystem, empowering attendees to implement innovative sales strategies in their ventures.
Targeted Participants:	Students of Shree L.R.Tiwari College of Engineering
Total Participants:	164
List of distinguished guest present during opening ceremony:	Mr. Pankaj Tawde State Head for International Skilling RT-MSSU University
List of distinguished guest present during closing ceremony:	Dr. Pravin Jangid , Associate Professor , SLRTCE Mr.Ravindra Sonavane Assitant Professor , SLRTCE Mrs.Poonam Bawankar Assitant Professor, SLRTCE Mr.Pushkar Bharambe Assitant Professor, SLRTCE

<p>Content of the activity:</p>	<p>The seminar was conducted using the following methods: Interaction: Mr. Pankaj Tawde delivered a detailed session on effective sales and strategies for entrepreneurs and start-ups, emphasizing key sales techniques and marketing approaches. Discussion: Participants engaged in open discussions, where they could ask questions and clarify their doubts related to the strategies for scaling start-ups, effective marketing, and the challenges entrepreneurs face in the sales process.</p>
<p>Methodology used:</p>	<p>Power Point Presentation: Mr. Pankaj Tawde delivered a lecture on the importance of effective sales strategies and marketing techniques for entrepreneurs and start-ups, focusing on how these elements can drive growth and success in the start-up ecosystem</p>

PHOTOS:



Mrs.Aarti Naik
Convener

Dr. Madhuri Gedam
Dean R&D