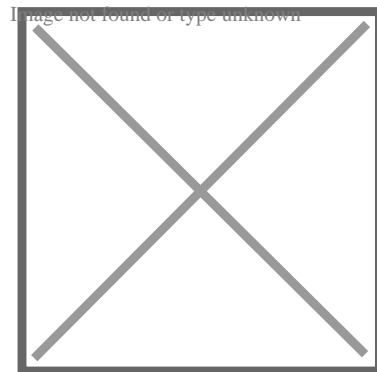


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MOE'S INNOVATION CELL
INSTITUTION'S INNOVATION COUNCIL

SDP COLLEGE FOR WOMEN, LUDHIANA, LUDHIANA
(IC202430842)

WORKSHOP ON EFFECTIVE SALES AND MARKETING STRATEGIES FOR
ENTREPRENEURS /START-UPS

OVERVIEW

Objective:

Improved Entrepreneurial Mindset – The workshop encouraged innovative thinking and motivated student

Benefit in terms of learning/Skill/Knowledge obtained:

• Enhanced Communication and Persuasion Skills - Students developed confidence and improved their ability to present and sell ideas effectively. • Bet

Academic Year:

2025-26

Program driven by:



IIC Calendar Activity

Month:

January

Program /Activity Name:

Workshop on Effective Sales and Marketing Strategies for Entrepreneurs /Start-ups

Program Type:	Other:
Level 1 - Expert Talk	NA
Program Theme:	Other:
Entrepreneurship & Startup	NA
Date & Duration (Days):	External Participants, If any:
02/23/2026-02/23/2026-0	null
Student Participants:	Faculty Participants:
51	15
Expenditure Amount, If any:	Remark:
null	The workshop highlighted the importance of Effective sales and marketing strategies
ATTACHMENTS	
Video:	https://youtu.be/5EvtmixqLMY?feature=shared
Photograph1:	
Photograph2:	
Session plan, If any:	View Report
This report is electronically generated against report submitted on Institution's Innovation Council Portal.	