

## DEPARTMENT OF MANAGEMENT

<b>Facebook/Twitter/Integra/LinkedIn URL</b>	<a href="https://www.facebook.com/photo.php?fbid=946729804247052&amp;set=pb.100067301242974.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=946729804247052&amp;set=pb.100067301242974.-2207520000&amp;type=3</a>		
<b>Event Title</b>	EFFECTIVE SALES AND MARKETING STRATEGIES FOR ENTREPRENEURS / STARTUPS		
<b>Resource Person</b>	Dr. IRUDHAYARAJ M, Head HR, ZF Hero Chassis Ltd, Chennai		
<b>Academic year</b>	2024 - 2025	Quarter	II
<b>Program Type</b> (Workshop / Motivation speech / Field Visit / Competition / Others)	Workshop		
<b>Program Theme</b> (IPR / R&D and Innovation / Start-up / Entrepreneurship / Design Thinking / Incubation & Pre - Incubation / others)	Entrepreneurship / Start - up		
<b>Start date &amp; End Date</b> (DD/MM/YYYY)	28-02-2025	28-02-2025	
<b>Duration of the activity (in Mins) &amp; Start Time &amp; End Time</b>	Duration: 6:00hours	Start Time: 09:30 AM	End Time: 03:30 PM
<b>Participants</b>	Students: 38	Faculty: 5	External: 1
<b>Mode of session</b> (online / offline)	Offline		
	-		
<b>Event Organizer / Coordinator</b> Faculty Name / Department / Designation	Mr. V. Barathnivash, Assistant Professor, Department of Management,		
<b>Target Participants</b>	I year MBA students.		
<b>Outcome</b>	Understand key sales and marketing principles essential for startup success. Develop customer-centric marketing strategies to drive engagement and sales.		
<b>Benefits in terms of learning/skill/Knowledge obtained ( 150 letters only)</b>	The workshop extended beyond mere inspiration, as attendees left equipped with practical strategies and actionable advice to apply to their own ventures. From overcoming challenges to seizing opportunities, participants gained the tools and confidence needed to navigate the complexities of entrepreneurship.		



**AVIT**  
AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY



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(Deemed to be University under section 3 of the UGC Act 1956)



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(Ministry of HRO Initiative)

**Expenditure Amount, If any**

6000


## Approval Form

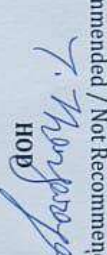
**AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY**  
**VINAYAKA MISSIONS RESEARCH FOUNDATION**  
**APPROVAL FORM FOR GUEST LECTURE / SEMINAR / INDUSTRIAL VISIT**

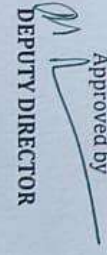
SEMESTER: EVEN  
 DEPT: MBA

ACADEMIC YEAR: 2024 - 2025  
 DATE: 28/02/2025

S.No	Date	Topic/ Company	Whether the topic/visit relevant to current semester course if yes Subject code/Name	Name of the Resource person/compa ny with address & phone number	Faculty Coordinator(s)	Budget	Outcome	Justifica tions by HOD
1	28/02/2025	Effective Sales and Marketing Strategies for Entrepreneurs / Startups	YES Business Plan Lab(471212 P2)	Dr. (RUDHAYARAJ M, Head HR, ZF Hero Chassis Ltd, Chennai	Mr. Barathnivas V, Assistant Professor, Department of Management	6000	Understand key sales and marketing principles essential for startup success. Develop customer-centric marketing strategies to drive engagement and sales.	Useful for students to get knowledge about marketing for entrepreneur

Signature  
  
**COORDINATOR**  
 (K. BHARATHI / VNSH)

Recommended / Not Recommended by  
  
**HOD**

Approved by  
  
**DEPUTY DIRECTOR**





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AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY

Vinayaka Mission's Chennai Campus

DIAMOND

QS I-GAUGE

INDIAN COLLEGE RATINGS

# Department of Management (DoM)

*Warmly welcome you all to a Workshop on*

## Effective Sales and Marketing Strategies for Entrepreneurs / Startups

Resource Person

**Dr. IRUDHAYARAJ .M**

Head HR

ZF Hero Chassis Ltd, Chennai



28<sup>th</sup> February, 2025



09:30 AM



TBL 105



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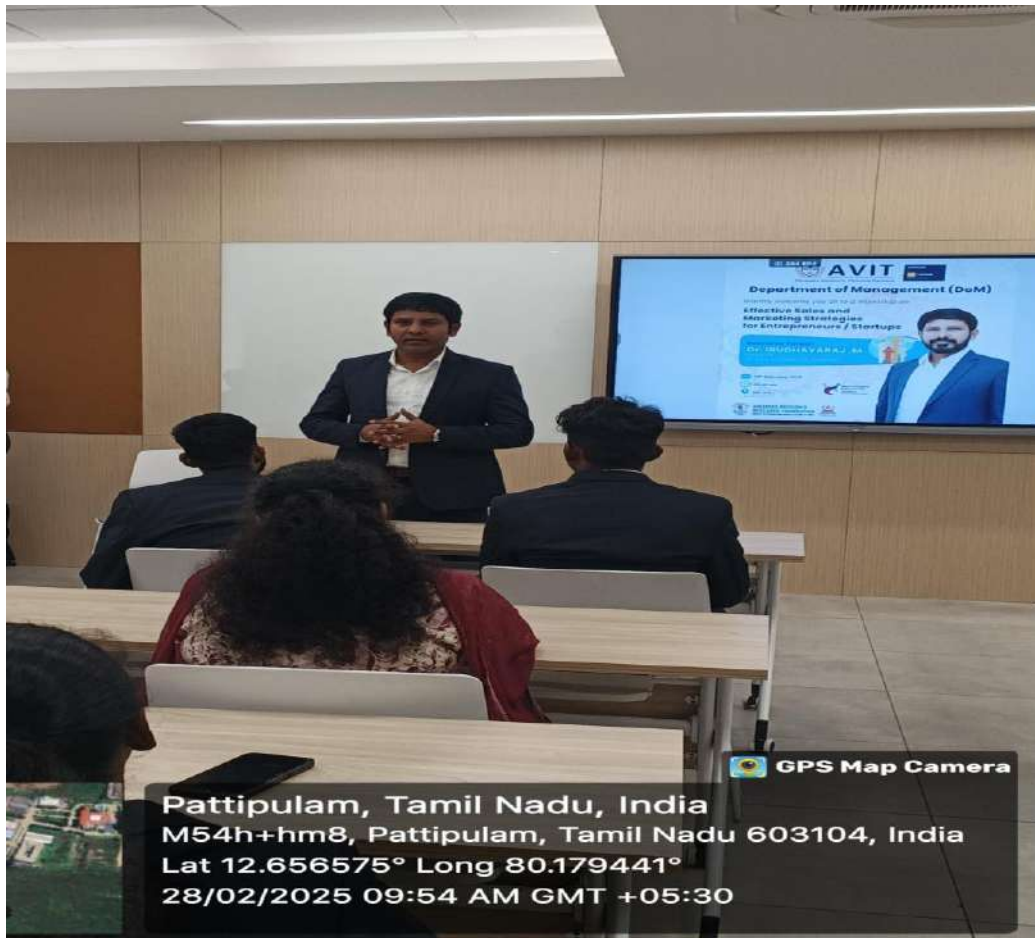
Accredited with  
'A' Grade by NAAC



### Key Topics Discussed:

The “Effective Sales and Marketing Strategies for Entrepreneurs / Startups ” was a transformative experience for all participants. Through engaging talks and interactive sessions, successful entrepreneurs shared their personal journeys, offering invaluable insights into the highs and lows of building a business from the ground up. Attendees were inspired by the stories of resilience, innovation, and perseverance, gaining a deeper understanding of the entrepreneurial landscape. Moreover, the workshop served as a platform for networking and collaboration, fostering meaningful connections among aspiring and established entrepreneurs alike.

The outcome of the workshop extended beyond mere inspiration, as attendees left equipped with practical strategies and actionable advice to apply to their own ventures. From overcoming challenges to seizing opportunities, participants gained the tools and confidence needed to navigate the complexities of entrepreneurship. Armed with newfound knowledge and a supportive network, they are poised to embark on their entrepreneurial journeys with clarity, determination, and a renewed sense of purpose.









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COUNCIL**  
(Ministry of HRD Initiative)

Participant List

SI. NO	Name of the Students
1.	AARTHI
2.	AKSHYA SELVAM R
3.	DEVARAPALLI NEHA
4.	EZHILARASI S
5.	GAYATHRI S
6.	GOKULAKRISHNAN G
7.	GOPINATH E
8.	GOWTHAMAN M
9.	KANCHANA M
10.	KARTHICK R
11.	KARTHIKEYAN J
12.	KARTHIKEYAN R
13.	KARTHIKEYAN S
14.	KOMMINENI KRISHNA BHARGAV
15.	MANIKANDAN D
16.	MURUGAVEL R
17.	NIVAN RAJ R
18.	PANKAJ KUMAR
19.	POOJAJOSEPHINE A
20.	PREMA G
21.	PRIYADHARSHINI K
22.	PROMOTHJI G
23.	ROSHINI P
24.	SINDHUMANI A
25.	THRISHA S
26.	MD SHAHBAZ ALAM
27.	MD AKIF
28.	R RAJESH
29.	V SUJITH
30.	V MURUGAN
31.	M SAKTHIDASAN
32.	L GUNASEKARAN
33.	S HARISH
34.	S G RATHIN
35.	RAUSHAN KUMAR
36.	BABLU KUMAR SAHELIYA
37.	SHASHI RANJAN KUMAR
38.	SAKET KUMAR