



Ref. No.: BPPIMT/SLT-LK/NOTICE/ADMIN/ IIC/350/2025

Dated: 06.02.2025

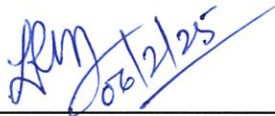
NOTICE

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

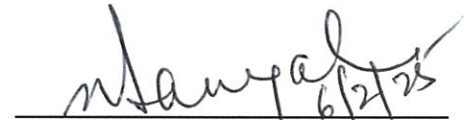
All students of BBA, BBA(BA) and BCA are hereby informed that a **Workshop on Effective Sales and Marketing Strategies for Entrepreneurs/Start-ups** will be organized by **Institution's Innovation Council (IIC)** of our Institute on 07.02.2025 from 2:00 pm onwards at our college premises. Students will get opportunities to learn the critical aspects of Sales and Marketing such as market analysis, branding, digital marketing and customer relationship management. The workshop is intended to educate the students about how they can utilize effective sales and marketing strategies for their ventures.

In accordance with the initiative of Ministry of Education, Govt. of India and Institution's Innovation Council (IIC) program launched by the Ministry of Education (MoE) through MoE's Innovation Cell (MIC) in collaboration with AICTE, IIC strives to strengthen the Innovation and Entrepreneurship Ecosystem in the Institute. In this regard, students are advised to submit their names through online registration for participation using the mentioned link latest by 07.02.2025 (within 1:00 pm).

Online Registration Link: <https://forms.gle/D3hRdjo1rFLdCiGL8>


06/2/25

Dr. Leena Roy Mallick
IIC President, BPPIMT, Salt Lake
Lake


6/2/25

Dr. Nandita Sanyal (Actg.)
Principal, BPPIMT, Salt

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