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MOE'S INNOVATION CELL
INSTITUTION'S INNOVATION COUNCIL
SILIGURI INSTITUTE OF TECHNOLOGY, DARJEELING
(IC202217355)
WORKSHOP ON EFFECTIVE SALES AND MARKETING STRATEGIES FOR
ENTREPRENEURS /START-UPS

OVERVIEW

Objective:

To equip entrepreneurs and start-ups with practical knowledge

Benefit in terms of learning/Skill/Knowledge obtained:

Participants will gain practical insights into customer acquisition, branding, and market positioning.

Academic Year:

2024-25

Program driven by:

IIC Calendar Activity

Month:

January

Program /Activity Name:

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

Program Type:

Level 2 - Workshop

Other:

null

Program Theme:

Entrepreneurship & Startup

Other:

NA

Date & Duration (Days):

08/21/2025-08/21/2025-0

External Participants, If any:

null

Student Participants:

48

Faculty Participants:

15

Expenditure Amount, If any:

null

Remark:

null

ATTACHMENTS**Video:**

null

Photograph1:**Photograph2:****Session plan, If any:**[View Report](#)

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