



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NACC Re-Accredited 'A+' & Affiliated to Dr. Manmohan Singh Bengaluru City University)

Soladevanahalli, Bengaluru-560107

DEPARTMENT OF IIC

Report Submission: 15/06/2026

Semester: EVEN

Academic Year: 2025–26

Venue: 201 Class Room

Date: 14/05/2026

Time: 09:30 AM to 12:30 PM

Duration: 03:00 hrs

TYPE OF EVENT: Workshop

EVENT NAME: Workshop on effective sales and marketing strategies for startups.

Target Audience:

**B.com 2nd sem
Students**

Number of Participants: 70

Objectives:

- ✓ To understand effective sales and marketing strategies for startups
- ✓ To enhance entrepreneurial and communication skills among participants
- ✓ To create awareness about digital marketing and branding techniques
- ✓ To learn customer engagement and sales promotion methods
- ✓ To help startups improve market reach and business growth

Program Introduction:

The Department of Commerce organized a Workshop on “Effective Sales and Marketing Strategies for Startups” on 14th May 2026 from 09:30 AM to 11:00 AM. The workshop aimed to create awareness among students about startup development, sales techniques, marketing strategies, and entrepreneurial skills essential for business success. The session was highly interactive and informative, providing students with practical knowledge about branding, advertising, customer attraction, and promotional activities. The guest speaker shared valuable insights and real-life experiences related to startups and business growth. The workshop motivated students to think creatively, develop innovative ideas, and explore entrepreneurship as a future career opportunity.

Theme of the event:

Smart marketing helps startups reach the right customers at the right time. Effective sales strategies convert prospects into loyal customers. Together, they build brand awareness and increase market reach. A strong sales and marketing approach drives business growth and profitability. Success comes from understanding customer needs and delivering value consistently..

Resource person Details:

Mr. Aman Ojha is working as an **Audit Associate** at Galgher LLP, Bengaluru. He is involved in audit and assurance assignments, financial reporting, compliance reviews, and risk assessment activities. Through his professional experience, he has gained practical knowledge of accounting, auditing procedures, corporate compliance, and financial management.

Detailed Report:

The program commenced at 09:30 AM with a warm welcome speech delivered by Joice Kelambave. She formally welcomed the Head of the Department, Dr. Lakshmi V, the guest speaker Mr. Amaan Ojha, respected faculty members, and all the students present for the session. Her speech created a positive and energetic atmosphere for the workshop

The Institution's Innovation Council (IIC) program was conducted with the objective of creating awareness among students about innovation, entrepreneurship, startups, and intellectual property rights. The program aimed to provide students with knowledge regarding the importance and functions of the Institution Innovation Council and the various opportunities available for young innovators and aspiring entrepreneurs.

During the session, students were informed that the Institution Innovation Council acts as a platform to encourage creativity, innovative thinking, and entrepreneurial skills among students. The council regularly conducts various activities, workshops, seminars, startup events, idea competitions, and innovation-related programs to help students develop practical knowledge and confidence in business and innovation fields.

The program also highlighted that students can actively participate in innovation activities not only during their graduation but even after completing their studies. It explained how students can use their innovative ideas to create startups, business models, and new projects that may contribute to society and economic development. The speakers emphasized that many opportunities are available for students who possess creativity, leadership qualities, and problem-solving skills.

Students were encouraged to share and upload their innovative ideas through the Institution Innovation Council platform. The session explained that such initiatives can help students gain recognition, guidance, mentorship, funding opportunities, and exposure to the startup ecosystem. The program motivated students to believe that they can become successful entrepreneurs through their own innovative ideas and hard work.

In addition, the session created awareness about the legal and practical significance of protecting intellectual property in the modern world. Students were introduced to concepts such as patents, copyrights, trademarks, and intellectual property rights (IPR). The importance of protecting original ideas, inventions, and creative works from misuse or duplication was clearly explained. The session also highlighted how intellectual property protection supports innovation and

encourages entrepreneurs to develop unique products and services.

Overall, the Institution Innovation Council program was highly informative and motivational. It inspired students to think innovatively, participate actively in startup and innovation activities, and explore entrepreneurial opportunities for their future growth and career development.

the ideas and strategy ,

Geo tag photos:



Amaan Ojha made the session interactive and enjoyable by asking funny questions to the students.



Guest Speaker Amaan Ojha began the workshop with an introduction to startups



The speaker assigned a group activity where students discussed startup ideas and titles.



Students presented their startup ideas, titles, and investment plans.



Session is Ended by Group Photo

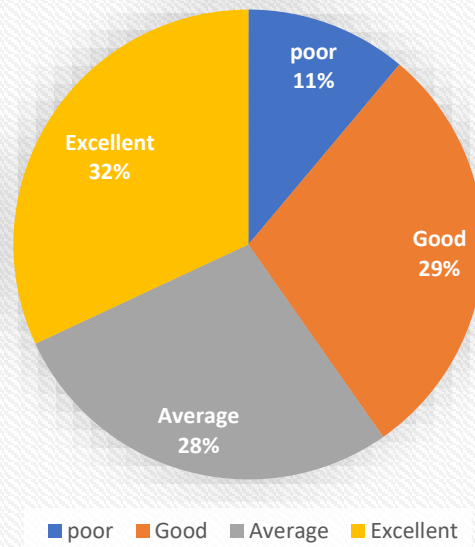
Outcomes:

- Better knowledge of sales and marketing
- Improved branding and customer handling skills
- Enhanced startup growth opportunities creations.

Conclusion &Summary:

The workshop on Effective Sales and Marketing Strategies for Startups provided participants with practical insights into customer acquisition, branding, digital marketing, and sales techniques. The session enhanced their understanding of market-driven approaches and equipped them with strategies to support the growth and sustainability of startup ventures.

Effective sales & marketing



Result: Out of 70 students 23 said Excellent, 21 Students Said good, 18 Students Said Average, 8 Students said poor, overall result is good



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Ref: AIGS/IIC/WS/Cir/2025-26/269

Date:09/04/2026

CIRCULAR

All the 2nd sem students are informed that the Acharya Institute of Graduate Studies is Organizing a Workshop on 14/05/2026.

- **Organizing Department:** IIC
- **Event:** Workshop
- **Date:** 14/05/2026
- **Time:** 09:30AM to 11:00AM
- **Topic:** Workshop on effective sales and marketing strategies for startups
- **Theme:** Smart Marketing , Strong Sales
- **Coordinators:** Ms. Ashwini T G, Assistant professor, Department of Commerce UG, AIGS
- **Venue:** 201 Class Room , Aigs Block 1

IIC Coordinator

CC:

IQAC

Office

