



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE


Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIP University
Recognized under Sec 2(f) of UGC ACT 1956

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085




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Workshop On Entrepreneur Development




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INSTITUTION'S INNOVATION COUNCIL


Workshop ON ENTREPRENEUR DEVELOPMENT

Date : 27th August 2020
Day: Thursday
Time: 4:00 PM




INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)
TECNIA INSTITUTE OF ADVANCED STUDIES
EDC:TECNIA INCUBATOR
The Crucible of Careers





Dr. Ajay Aggarwal
Digital Marketing Consultant and Trainer
Director, Account India
Founder & Director, Indian Institute of Management and Technology
Digital Marketing Management as a Career Choice



Prof. KDS Bedi
Vice President, Chitkara University
Strategic Alliance Skill Development Initiatives
Sales Training and Career Development

Topic

Digital Marketing Management as
a Career Choice

Unfolding the secrets of
Killer sales techniques

Date: 27 August'2020

**Organised by Institution Innovation Council,
Tecnia Institute of Advanced Studies**

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TECNIA INSTITUTE OF ADVANCED STUDIES
NEW DELHI - 110085

REPORT

EVENT : Workshop
TOPIC : Entrepreneur Development
DATE : 27August'2020
TIME : 4:00 pm to 6:00 pm
Venue : Zoom online
Convener : Dr. Rashmi Gujrati
Co- Convener : Inderpreet Singh
Resource Person : Dr.Ajay Aggarwal, Prof. KDS Bedi

Objectives

1. To enrich the participants with the entrepreneurial skills
2. To make the participants understand about the relevance of digital marketing
3. To provide participants highlight about the selling techniques
4. To make the participants understand about the scientific methods adopted by the young blood to enhance revenue.


About Workshop

This Workshop was intended to train participants with basic & study of the entrepreneurial framework to produce quality results from the new entrepreneurs. The key focal point of the workshop was to identify the tools and techniques used by entrepreneurs to uplift sales and revenue.

The participants have learnt about the type of selling techniques and brief about marketing by the entrepreneurs in detail. In workshop complete online guidance given by resource person. Workshop has enabled them to analyze & interpret the digital marketing opportunities and sales scientific techniques.

Resource Person

The resource person of the workshop was Dr. Ajay Aggarwal and Dr. KDS Bedi


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Speaker 1: Dr. Ajay Aggarwal

Dr. Ajay Aggarwal is the marketing consultant & trainer.

Topic: "Digital Marketing as a Career choice".


Dr. Ajay Aggarwal addresses about the following concerns regarding entrepreneur:

- Dr. Ajay Aggarwal addressed a brief introduction about marketing.
- He informed about the various types of entrepreneurship opportunities that are present with less capital investments.
- A key point the speaker addressed to motivate young entrepreneur is that small enterprises can earn upto \$10 million annually. He also mentioned about the various websites for the young startups which will help the young blood to grasp the skills.
- Dr. Ajay also recommended various websites like reseller club, click bank etc, which can help us to start our own venture. A website which will help the young entrepreneur i.e domainking.com website in which they can make their own domain portfolio. In domainking.com an entrepreneur can also conduct transactions of buying and selling of the product.
- Dr. Ajay also addressed the issue that Indian people are doing digital business in a small scale which results in low economy rate.

To conclude Dr. Ajay informed about the opportunities to run the business from digital marketing platform. Hence, it will be a good opportunity for the young entrepreneurs to conduct their businesses with the help of digital platform and uplift the economy of India with their innovative ideas.



Students Attending Workshop


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Speaker 2: Prof. KDS Bedi

Prof. KDS Bedi is a founder & vice president of Chitkara University.

Topic: "Unfolding the Secrets of Killer Sales Techniques".

Prof. KDS Bedi addresses about the following concerns:

- Dr. Bedi addressed the brief introduction about selling which will help the entrepreneurs to sell their products and generate revenue for their enterprise.
- Selling is a unique proposition. There are some perquisites to desire in this profession. Selling requires dedication and perseverance to convince the prospects and transform them into customer.
- Dr. Bedi also informed that selling process have become scientific over the year. The process is called scientific because it is the process which initiated with prospecting the buyers, taking al information about them and converting the leads.
- He also elaborated the process to create funnel that the salesperson will try to reach people through sales.
- Speaker also encouraged the young blood to utilize all the scientific ways with full concentration, hard work and dedication.
- It leads to the selling of the products and profits to the mark.

To conclude Dr. Bedi informed about the selling strategies to uplift your business with the help of adoption of scientific methods which will increase the revenue of the business and settle for the long term.

We are very grateful to you sir for giving your precious time and motivating us with your marketing and selling concept.

Learning outcome

1. Participants have learnt about entrepreneurial skills.
2. Participants have learnt about the process of converting prospects into customer.
3. Participants have analyzed about the digital marketing opportunities.
4. Participants have interpreted how to use innovative techniques by enhancing the entrepreneur knowledge.


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List of Beneficiaries

S. NO.	NAME	ENROLLMENT NUMBER	COURSE
1	YASHVI GARG	35421301719	BBA
2	SARTHAK	05617001718	BBA
3	UMANG GUPTA	13617001719	BBA
4	KANDARP	02517001718	BBA
5	KUSHAGRA DHINGRA	15117001719	BBA
6	PRITI CHAUDHARY	03417001719	BBA
7	MANISH ARORA	35621301718	BBA
8	AYUSHI GOEL	12421301719	BBA
9	AYUSH GUPTA	12617001719	BBA
10	VIDHI THUKRAL	08321301719	BBA
11	PRATHAM SOMANI	13317001719	BBA
12	AARUSHI SAXENA	12117001719	BBA
13	MEHUL BHALLA	14417001719	BBA
14	SHOBHIT AGGARWAL	14717001719	BBA
15	PAWAN SAINI	11017001719	BBA
16	PRATHAM CHAUHAN	03021301718	BBA

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