

## Report on Guest Lecture on "Marketing Strategies for Start-ups"

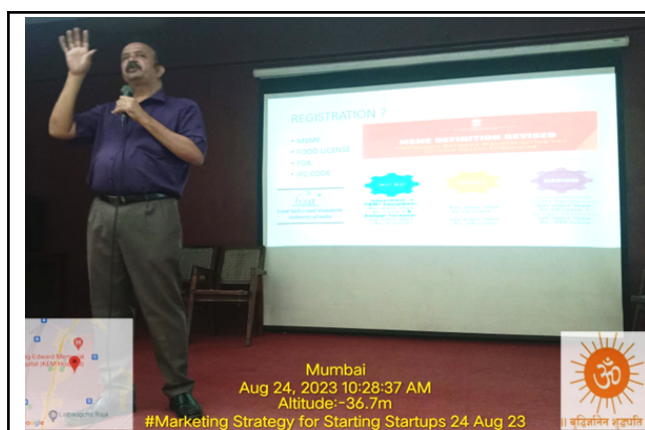
GUEST LECTURE ON MARKETING STRATEGIES FOR STARTING THE START-UP- COMMERCE  
DEPARTMENT 24 AUG 2023, SPEAKER- MR. SUDESH DESAI

The UGC, in its circular dt. 18-Aug-2023, had suggested to observe "The World Entrepreneurs Day" till end-Aug '23. The NEP-2020 also fosters the holistic development of students and cultivates a workforce that is well-equipped to meet the demands of the global industry.

Therefore, to mark "The World Entrepreneurs Day", the Department of Commerce, organized a Guest Lecture on "**Marketing Strategies for Start-ups**" for the students and faculty of the college on **Thursday, August 24, 2023** at 9.30 am in the Mini Theatre of the college. Vice Principal, Commerce, Prof. Dr. Hemant Sharma welcomed the resource person. The convener of the program Prof. Dr. Priya Parkar gave the concept note of the program. Head Asso. Prof. Ghogare felicitated Mr. Desai. **Mr. Sudesh Prabodh Desai**, Director - Aarana Solution Pvt. Ltd., associated with the Ministry of MSME, resource person discussed number of marketing techniques, government support for starting a start up and available opportunities.

The session was interactive. Many students eagerly waited even after the lecture was over to satisfy their queries. Mr. Matin from SYBCOM proposed the vote of thanks.

 <p>24 Aug 2023 09:55:35 Parel Mumbai Konkan Division Maharashtra</p> <p>g Strategies for startup" merking celebration of World entrepreneurs Day</p>	 <p>24 Aug 2023 10:00:45 Parel Mumbai Konkan Division Maharashtra</p> <p>g Strategies for startup" merking celebration of World entrepreneurs Day</p>
<b>Prof. Dr. Parkar, program in-charge delivering concept note of the program</b>	<b>Head, Comm. Dept. Asso. Professor Ghogare felicitating the speaker</b>



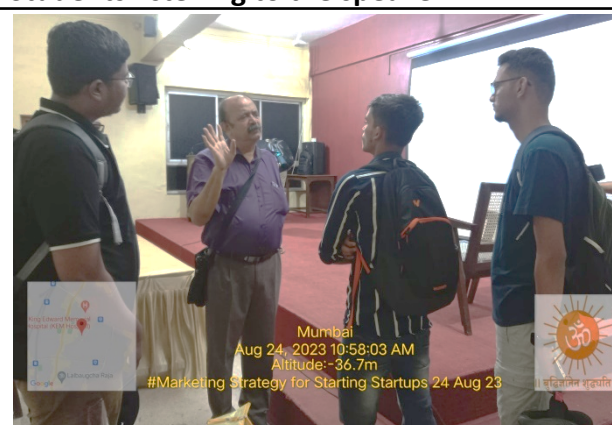
**Mr. Sudesh Desai delivering the lecture**



**Students listening to the speaker**



**Interactive Session**



**Students discussing queries with the speaker**