



**B.V. Patel Institute of Management,  
Uka Tarsadia University**



**Date: 14-03-2023**

**Expert Session on Effective Presentations and Activity Driven Route to Market**

**Objectives of the Expert Session**

- Importance of empathy in dealing with sales and marketing team
- To device activity driven marketing strategies
- To discuss on the various innovative marketing skills required for entrepreneurs
- To build young and budding entrepreneur for networking with markets
- Theoretical and practical implications of effective presentation skills and minimizing resistance to change from marketing intermediaries

Date	14-03-2023
Time	09:30 am to 12:00
Venue	Room no 6 - BVPIM Campus
Number of Students	65 students
Speakers	Mr. Manish Busa and Mr. Rahul Gavte, Team of Progress Alliance
Coordinator	Mr. Parvez Malek and Dr. Vijay Gondaliya
Category	SIIP & Entrepreneurship Cell

**BVPIM in collaboration with PROGRESS ALLIANCES CLUB SURAT FOR DEVELOPEMENT OF ENTREPRENEURAL SKILLS IN STUDENTS OF SYBBA.**

The Resource Person **Shri Rahul Sir and Manish Busa Sir of PA GROUP SURAT** had enlightened students with their vast experience in soft skill coaching to business entrepreneurs.

They have shared their practical learning's on being passionate and also network with market and sales intermediaries

Own to articulate a new statement of purpose for business entrepreneurs by SYBBA students.

Role play for students were done on various topics of his expertise of drafting new product launch campaigns and fulfilling it to career alignments for business entrepreneurs’

Key Note Speakers were welcomed and introduced by our faculty Mr Parvez Malek.

**Outcome:** The Learning’s to the students from the above game changer forum are as under

1. The importance of SCM as a tool for integral part of business success.
2. The need to build and introspect for innovative marketing strategies
3. The need to focus on building innovative solutions for business
4. Students were able to draft marketing plans and strategies towards new business developmental focus.
5. Able to build up conceptual clarity in sales and marketing

The session was very innovative and students enjoyed the practical tips discussed.

All students had a great learning and cleared all their doubts by asking innovative questions to the keynote speakers.

