



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



Date: 15th February, 2024

Marketing Conclave at Silvassa

Objectives: To meet, greet and address students, faculties and entrepreneurs from various industries at SSR IMR, Silvassa.

Outcomes of Session: After the session, the participant would learn experiences from various entrepreneurs.

Date:	15 th February 2024
Time:	9.30 AM to 2.30 PM
Venue:	SSR Institute of Management and Research, Silvassa
Speaker	Dr. Trishna Shah
Category:	Staff Development

On 15th February, 2024, SSR IMR Alumni Association under the aegis of IQAC and MoE's IIC & CIIL, SPPU, Pune organizes 3rd National Marketing Conclave. Into which they invited various speakers from industry and their alumni association. Dr. Trishna Shah of BVPIM, as the alumni of SSR IMR, was invited as a speaker to address students of MBA. The topic she chooses was evolution of marketing and marketing 5.0. The day started with high tea and informal talking with the faculties, director and other industry speakers at IMR. Then the series of session started.



Dr. Trishna Shah addresses the students about evolution of marketing and motivated them to be a good and ethical marketer. She also discussed about major challenges for marketers today, technologies that marketer could use and how and why the conceptual knowledge is important for today's marketer.

After the session, the students displayed various advertisement prepared by them. Dr. Trishna Shah witnessed the award-winning advertisement prepared by students. The conclave ended with plantation and a good discussion with industrialist and other alumnus present. Overall, it was a fruitful day.

