

EFFECTIVE SALES AND MARKETING STRATEGIES FOR STARTUPS/ENTREPRENEURS 10th FEBRUARY 2025 (MONDAY)



On 10th February 2025, GIBS hosted an exclusive IIC (Institution's Innovation Council) workshop titled " *Effective Sales and Marketing Strategies for Startups/Entrepreneurs* ", aimed at inspiring and motivating the first-semester BBA students. The workshop was designed to provide students with a closer look at the sales and marketing journey of successful entrepreneurs and startup founders. The highlight of the session was a keynote address by Mr. Adarsh Rai, Founder & CEO, HR Brain HUB Consulting, who shared his invaluable insights and personal experiences of marketing and scaling a successful startup.

The session commenced with a brief introduction by Ms. Geeta Khari, who welcomed the students and introduced Mr. Adarsh Rai. Sir was given a warm green welcome by Dr. Jatin Lamba. The moderator highlighted the importance of understanding the real-world application of sales and marketing concepts, emphasizing that learning from successful entrepreneurs is a vital aspect of their academic journey.

Mr. Rai took the stage with an engaging entrepreneurial journey, highlighting his initial struggles, the key decisions he made, and the pivotal moments that shaped his career. He emphasized that the path to building a successful startup is rarely smooth and that overcoming setbacks is an integral part of growth. The speaker discussed several obstacles he encountered, during sales and marketing of his start-up services such as approaching target audience, securing connection, managing a growing team, and navigating market competition. He shared practical advice on how to overcome these hurdles, emphasizing the importance of resilience and staying focused on the long-term vision. Mr. Rai emphasized the role of mentorship and advised the students to actively seek guidance from experienced professionals and entrepreneurs. Several students approached him after the session, eager to discuss potential business ideas and opportunities for collaboration. One of the most engaging parts of the event was the interactive Q&A session. Students were encouraged to ask questions about various aspects of entrepreneurship, ranging from idea generation to marketing and scaling of a business. Mr. Rai answered each question thoughtfully, providing practical advice and real-world examples.

FLYER OF THE EVENT



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IIC-GIBS
INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL
(IIC-GIBS)

IQAC
INTERNATIONAL QUALITY ASSURANCE CELL
GITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI

EFFECTIVE SALES AND MARKETING STRATEGIES

FOR STARTUPS / ENTREPRENEURS

DATE
10th FEBRUARY 2025

TIME
10:30 AM onwards

VENUE
Room 603

CLASS & SEMESTER
BBA E2A

Mr. Adarsh Rai
Founder & CEO, HR Brain HUB Consulting

#gibs_gitarattan

www.gitarattan.edu.in

gibs@gitarattan.edu.in

TYPE OF EVENT	IIC event
VENUE	R00M 603
TIME & DURATION	10:30 AM onwards
CONDUCTED BY	IIC
ORGANISED FOR	BBA E2A
NAME OF THE COORDINATOR	Ms Geeta Khari
ATTENDANCE	62



RESOURCEPERSON	Mr. Adarsh Rai, Founder & CEO, HR Brain HUB Consulting
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none">1. To equip BBA students with essential sales and marketing skills.2. To explore current trends and innovative techniques in sales and marketing for startups.3. To understand the challenges faced by startups in sales and marketing.4. To create opportunities for students to connect with entrepreneurs, industry experts, and peers, fostering a collaborative entrepreneurial community.5. To enhance students' understanding of essential entrepreneurial skills, such as critical thinking, problem-solving, and resilience, thereby fostering an entrepreneurial mindset.
LEARNING OUTCOME	<ol style="list-style-type: none">1. The students felt inspired by the stories of successful entrepreneurs and felt empowered to pursue their own ideas.2. Gained practical insights into the sales and marketing strategies for start-ups, equipping them with the knowledge needed to navigate their own business journeys.3. Helped students establish valuable connections with industry experts and like-minded peers, fostering a supportive entrepreneurial



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	ecosystem.
SHORTFALL DURING EVENT	None
LINK OF ONLINE VIDEO	https://youtu.be/jmFxl_XPCZg

**PREPARED & SUBMITTED BY: MS GEETA KHARI, ASSISTANT PROFESSOR
(CMS)**