MHRD'S INNOVATION CELL (GOVERNMENT OF INDIA)

INSTITUTION'S INNOVATION COUNCIL (Ministry of HRD Initiative)

Report on "Workshop: Effective Sales and Marketing Strategies for Start-up"

Title of the Session: "Building Market-Driven Start-ups through Effective Sales, Customer-Centric Marketing, and Sustainable Business Models"

Organized By: Institution's Innovation Council (IIC), Swami Vivekananda University, Kolkata

Mode of Delivery: Off-line
No. of Participants: 55
Duration: 3 Hours
Date: 16th February 2026
Venue/Location: MSB Hall 1A, Swami Vivekananda University, Kolkata

Objectives:

The primary objective of the workshop was to develop participants' understanding of effective sales and marketing strategies required for startup success. The program aimed to familiarize students with market research techniques, customer identification, value proposition design, branding, sales planning, pricing strategies, and customer relationship management. Another important objective was to help innovation teams prepare comprehensive Business Model Canvases (BMCs) that clearly define customer segments, revenue streams, marketing channels, cost structures, and value propositions. The workshop also intended to strengthen entrepreneurial decision-making, improve commercialization skills, and encourage participants to build sustainable business models capable of attracting customers, investors, and industry partners.

Theme:

"Building Market-Driven Start-ups through Effective Sales, Customer-Centric Marketing, and Sustainable Business Models."

The workshop focused on empowering innovators to bridge the gap between product development and market success by adopting structured marketing strategies and customer-oriented business planning.

Outcome:

The workshop successfully enhanced participants' understanding of startup marketing, customer engagement, and business strategy development. Students gained practical knowledge of developing market-oriented business models and learned how effective sales and marketing contribute to startup sustainability and growth.

The key outcomes of the workshop include:

- **More than 10 Business Model Canvases (BMCs) were successfully completed** by participating innovation teams.
- Student teams developed structured sales and marketing strategies for their startup ideas.

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- Participants improved their understanding of customer segmentation, branding, pricing, and revenue generation.
- Teams strengthened their ability to evaluate market opportunities and design customer-focused business solutions.
- The workshop encouraged entrepreneurial thinking and enhanced participants' confidence in commercializing innovative products and services.
- The completed Business Model Canvases served as foundational documents for future startup mentoring, incubation, and innovation development under the Institution's Innovation Council.

Session Highlights:

The workshop commenced with an introduction to the importance of marketing and sales in the startup ecosystem, highlighting how successful commercialization depends on understanding customer needs and delivering compelling value propositions. Participants were introduced to the fundamentals of market analysis, customer segmentation, target audience identification, branding, product positioning, and competitive differentiation.

The resource sessions covered key concepts such as digital marketing strategies, sales funnel development, customer acquisition techniques, pricing models, revenue generation, and effective communication with prospective customers. Participants also learned how to identify market opportunities, evaluate customer pain points, and design marketing campaigns tailored to specific customer segments.

A major component of the workshop was the hands-on development of the **Business Model Canvas (BMC)**. Participants worked collaboratively in teams to map key business elements, including value propositions, customer relationships, key partners, key activities, revenue streams, channels, and cost structures. Faculty mentors guided each team in refining their business models and aligning them with market requirements.

Interactive discussions, startup case studies, and group presentations enabled participants to receive constructive feedback and improve the commercial viability of their innovative ideas.

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Glimpse of the event:



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General Participants Feedback:

Participants appreciated the practical and interactive nature of the workshop, particularly the hands-on Business Model Canvas exercise and discussions on real-world startup case studies. Students found the sessions highly relevant for transforming innovative ideas into viable business opportunities and expressed greater confidence in developing marketing strategies for future entrepreneurial ventures. The guidance provided by mentors during the BMC preparation was especially valuable in helping teams understand customer needs, value creation, and sustainable revenue models. Overall, participants rated the workshop as highly informative, engaging, and beneficial for strengthening their entrepreneurial and business planning skills.

Recommendations:

Based on the outcomes and participant feedback, it is recommended that similar workshops be conducted regularly with advanced modules on digital marketing, branding, sales analytics, customer validation, and startup growth strategies. Future programs should incorporate live market surveys, investor interactions, customer discovery exercises, and startup mentoring sessions to provide practical exposure to real business environments. Organizing Business Model Canvas competitions, startup pitch events, and mentorship programs with industry experts would further strengthen participants' entrepreneurial capabilities. Continuous mentoring should also be provided to innovation teams to refine their marketing strategies, validate customer assumptions, improve business models, and prepare their startups for incubation, investment opportunities, and commercialization.

Signature of the Convenor with University Seal

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Convener:
Dr. Ranjan Kumar,
Convener, IIC Cell
Associate Professor & Head, Dept. of Mechanical Engineering,
Swami Vivekananda University, Kolkata-700121.

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Workshop: Effective Sales and Marketing Strategies for Start-up

Date: 16th February 2026

Sl. No.	Name	Department	Reg. No. / Faculty ID	Signature
1	Arif Khan	ME	002-101-2025-19	Arif Khan
2	Subhen Tanti	ME	002-101-2025-002	Subhen Tanti
3	Md. Sahid sahaji	ME	002-101-2025-004	Md. Sahid Sahaji
4	Pabitra Bhunia	ME	002-101-2025-009	Pabitra Bhunia
5	Santu DAS	M.E.		Santu DAS
6	MD. IRSHAD ANSARI	B.TECH-ME	002-101-2025-011	
7	Avishek Sarkar	ME	Faculty	
8	SK Jahangir Alam	ME	4	
9	SANAYAN HALDER	ME	000-101-2025-037	Sanayan Halder
10	Koushik Halder	ME	000-101-2025-[illegible]	Koushik Halder
11	Bikash Maity	DME	000-101-2025-011	Bikash Maity
12	SAYANTAN KAMILA	DME	000-101-2025-041	Sayantan Kamila
13	Totan Ghosh	4	000-101-2025-057	Totan Ghosh.
14	Atanu Majl	DME		A. Majl
15	Sachin kumar	DME	000-101-2025033	Sachin kr
16	Debarghya Chakraborty	DME	000-101-2025-001	Debarghya Chakraborty
17	Sambanu Roy	D.ME		Sambanu Roy
18	Satyajit Pal	D.ME		satyajit pal
19	Krishna Kanta Jana	D.ME		Krishna kanta Jana
20	Akash Das	D.ME		
21	Debaprasad Das	D.ME	000-101-2025-014	
22	Tushar Bangal	D.ME	000-100[illegible]2025-[illegible]	Tushar Bangal
23	Bambam Kumar	D.M.E	000-101-2025-009	Bambam kumar
24	Susanta Biswas	D.M.E	000-101-2025-055	Susanta Biswas
25	Arijit Gayen	ME	000-101-2025-0[illegible]	Arijit Gayen
26	SANAjit Jana	D.M.E	000-101-2025-120	Sumajit Jana
27	Ayan Maity	D.M.E	000-101-2024-032	Ayan Maity
28	SANJOY BHUNIA	D.M.E	000-101-2025-[illegible]	Sanjoy Bhunia
29	SUDIPTA JANA	D.M.E	000-101-2025-135	Sudipta Jana
30	Chandan Bag	D.M.E	000-101-2025055	C. Bag
31	SUBHAJIT PRAMANIK	DM.E	000-101-2025-101	Spramanik
32	Avijit MANNA	D.M.E	000-101-2024-002	Avijit Manna
33	Amit Dangar	DME	000-101-2024-061	Amit Dangar
34	Satyajit Pramanik	D.M.E	000-101-2025-124	Satyajit Pramanik
35	SOUMEN MONDAL	D.M.E	000-101-2024-008	Soumen Mondal
36	Pradip Kr. Karan	D.M.E	000-101-2024-112	P. Karan
37	Subhadip Chakhait	D.M.E	000-101-2024-009	S. Chakhait

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Sl. No.	Name	Department	Reg. No. / Faculty ID	Signature
38	Asit Baran Adak	D.M.E	000-101-2024-04	Asit Baran Adak
39	Dipak Sarkar	ME	Faculty	D. Sarkar
40	Pradip Kr Das	ME	Faculty	
41	[illegible]			[illegible]
42	Dr. Dalay Chakraborty			
43	Kajal Kayal			
44	Sourav Biswas	ME	"	
45	Joydip Roy	ME	"	
46	Md Abdul Latif	ME	Faculty	
47	SANDIP PRADHAN	ME		Sandip Pradhan
48	Susanta Roy	ME		Susanta Roy
49	Sohodeb Maity	ME		Sohodeb Maity
50	Shahrukh Shaikh	ME		Shahrukh Shaikh
51	Md Abdus Salam	ME	002-101-2025-10	Abdul
52	Rohan Ray	me		Rohan Ray
53	Avnish Gupta	ME	002-101-2025-010	Gupta
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