

S.N.M COLLEGE MALIANKARA

(Affiliated to Mahatma Gandhi University, Kottayam)

1. **Title of the program:** Webinar on *“Marketing for entrepreneurs”*
2. **Name of the Coordinator:** Ms. Nitha A U
3. **Organizing Club:** Entrepreneurship Development Club (E D Club)
4. **Date:** 30th May 2023
5. **Number of participants:** 42
6. **Venue:** Online (Google Meet)
7. **Collaborative agency:** Directorate of Industries and Commerce (Financial support)
8. **Resource Person :** Mr. Nidhin Johny, Assistant Professor, Albertian Institute of Management.
9. **Objective of the `Program:** To create entrepreneurial skills among students.

10. Detailed description of the event:

The Entrepreneurship Development Club of S.N.M College, Maliankara has organized a webinar on “Marketing for entrepreneurs” on 30th May 2023 at 10.00 AM, through the Google meet platform. The lecture in this webinar was given by **Mr. Nidhin Johny, Assistant Professor, Albertian Institute of Management**. Mr. Nikhil M B, Assistant Professor and Head, Department of Economics chaired the session and Ms. Nitha A U, ED Club co-ordinator delivered welcome address. Mr. Nidhin Johny has delivered a lecture on the topic” Marketing for entrepreneurs”. He explained about the importance of marketing in business. He specifically focused on different types of marketing technique can be used by entrepreneurs to increase the demand for their product and run their business without any loss.

At the end of the webinar Ms. Sreedevi, ED Club student member, delivered the vote of thanks. She express sincere thanks to the resource person, Principal, HoDs, Faculty members, participants and other officials for their active support for making the programme to be successful.

11. Outcome of the event/Evaluation by Program Coordinator: The resource person explained about the significance of marketing in entrepreneurship, the different techniques of marketing, marketing strategies used by various entrepreneurs, different real-world examples of marketing of a product etc. Students were asked their doubts at the end of the webinar. Participants were evaluated the webinar was very interesting and fruitful.

12. Brochure

ENTREPRENEURSHIP DEVELOPMENT CLUB
(Under the patronage of Directorate of Industries and Commerce)
DEPARTMENT OF ECONOMICS S.N.M COLLEGE MALIANKARA

Organises a webinar on

MARKETING

for entrepreneurs

30-05-2023
at 2.00 pm

Online Mode
Platform : Google meet

Mr. Nidhin Johny
Assistant Professor
Albertian Institute of Management

CALL FOR MORE INFO
Nitha A U: 8606225802

ALL ARE CORDIALLY INVITED

VISIT NOW
www.snmcollege.ac.in

13. Photos

Inbox (337) - snmcqac@gmail.c... Meet - fca-xabi-buq

meet.google.com/fca-xabi-buq?authuser=0&pli=1

Nidhin Johny is presenting

Rationality

Illustration showing three people looking confused with question marks above their heads.

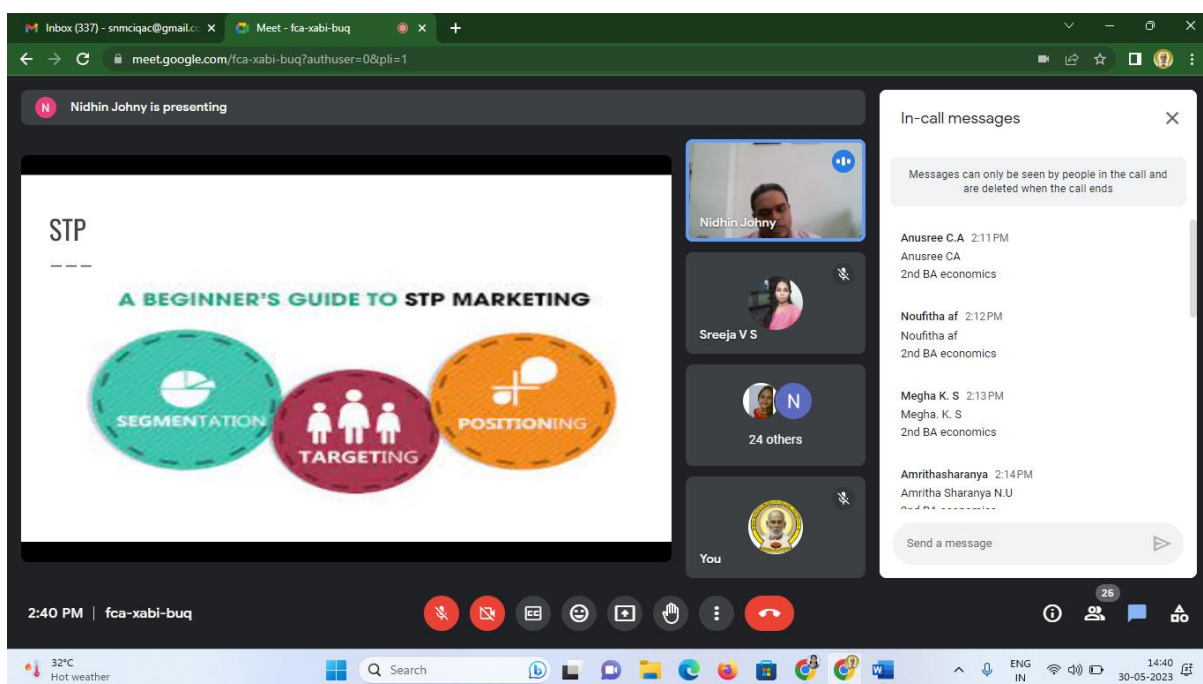
Participants: Nidhin Johny, Malavika Malu, Anaswara ES, Pranav TM, SRUTHY LAKSHMI..., Niranjana Mohan, Sreeja V S, 21 others, You

2:26 PM | fca-xabi-buq

32°C Partly sunny

Search

14:26 30-05-2023



14. List of participants

| Sl.No | Name | Gender | Class | Signature |
|-------|-------------------------|--------|-----------------|-----------|
| 1 | RANJITHA | FEMALE | II BA ECONOMICS | ONLINE |
| 2 | NANDANA K L | FEMALE | II BA ECONOMICS | ONLINE |
| 3 | AMRITHA SHARANYA N U | FEMALE | II BA ECONOMICS | ONLINE |
| 4 | ABHIRAMI P | FEMALE | II MA ECONOMICS | ONLINE |
| 5 | ABHISHEK PV | MALE | II MA ECONOMICS | ONLINE |
| 6 | ANJANA RAJENDRAN | FEMALE | II MA ECONOMICS | ONLINE |
| 7 | ANUPAMA CS | FEMALE | II MA ECONOMICS | ONLINE |
| 8 | ASHIDHA BA | FEMALE | II MA ECONOMICS | ONLINE |
| 9 | ATHIRA KS | FEMALE | II MA ECONOMICS | ONLINE |
| 10 | ATHULYA DAMU | FEMALE | II MA ECONOMICS | ONLINE |
| 11 | DEVIKA C S | FEMALE | II MA ECONOMICS | ONLINE |
| 12 | HARSHA A S | FEMALE | II MA ECONOMICS | ONLINE |
| 13 | MEGHA MURALI | FEMALE | II MA ECONOMICS | ONLINE |
| 14 | NIMISHA TS | FEMALE | II MA ECONOMICS | ONLINE |
| 15 | SANDEEP RAJ VD | MALE | II MA ECONOMICS | ONLINE |
| 16 | SANDRA RADHAKRISHNAN | FEMALE | II MA ECONOMICS | ONLINE |
| 17 | SHALU JOHNSON | FEMALE | II MA ECONOMICS | ONLINE |
| 18 | SNEHA K B | FEMALE | II MA ECONOMICS | ONLINE |
| 19 | SREEDEVI P | FEMALE | II MA ECONOMICS | ONLINE |
| 20 | SREELAKSHMI M S | FEMALE | II MA ECONOMICS | ONLINE |
| 21 | TREESA NIKHITHA | FEMALE | II MA ECONOMICS | ONLINE |
| 22 | VIDYAMOL K S | FEMALE | II MA ECONOMICS | ONLINE |

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|----|---------------|--------|-----------------|--------|
| 23 | ASWIN O A | MALE | I BA MALAYALAM | ONLINE |
| 24 | REMYA P G | FEMALE | I MA ECONOMICS | ONLINE |
| 25 | AKHIL K S | MALE | I BA ECONOMICS | ONLINE |
| 26 | NEHAL N M | MALE | I BA ECONOMICS | ONLINE |
| 27 | KEERTHANA K M | FEMALE | II B.Com TAX | ONLINE |
| 28 | ANEESA NASRIN | FEMALE | II B.Com TAX | ONLINE |
| 29 | NAMITHA P S | FEMALE | II B.Com TAX | ONLINE |
| 30 | DEVIKA P D | FEMALE | II BA ECONOMICS | ONLINE |
| 31 | HRIDYA UNNI | FEMALE | II BA ECONOMICS | ONLINE |
| 32 | NIVITHA V S | FEMALE | II BA ECONOMICS | ONLINE |
| 33 | ASWATHY E P | FEMALE | II BA ECONOMICS | ONLINE |
| 34 | ARCHANA T U | FEMALE | II BA ECONOMICS | ONLINE |
| 35 | ANANYA SIVAN | FEMALE | II BA ECONOMICS | ONLINE |
| 36 | ADITHYA V J | FEMALE | II BA ECONOMICS | ONLINE |
| 37 | ANAMIKA | FEMALE | II BA ECONOMICS | ONLINE |
| 38 | NANDANA K L | FEMALE | II BA ECONOMICS | ONLINE |
| 39 | GEETHUMOL | FEMALE | II BA ECONOMICS | ONLINE |
| 40 | MEGHA K S | FEMALE | II BA ECONOMICS | ONLINE |
| 41 | VIPIN K D | MALE | ECONOMICS | ONLINE |
| 42 | SREEJA V S | FEMALE | ECONOMICS | ONLINE |



ED CLUB
SNM College Maliankara