

Rai University Ahmedabad

Organized

**Guest Lecture “RU TALKS” - Innovative Idea for Business
Development**

On

3rd August, 2023



The poster features a blue background with a white microphone icon and the text "RU TALKS" in large white letters. At the top, it lists logos for Rai University, G20, SSIP, Institution's Innovation Council, and ISTE. A central circular portrait shows Marguerite Soeteman Reijnen. Two circular callouts provide the date and venue. The bottom left corner lists the organizers, and the bottom right corner includes social media icons and the university's website.

Date
3rd Aug, 2023
@ 10:00 AM

Venue
Seminar Hall,
Rai University

Marguerite Soeteman Reijnen
Chairman of Executive Board of Aon Holdings.
Member of G-100 Global Chair.
Member of Global Alumni board of Harvard Business School

Organized by :
Rai University, Ahmedabad

 www.raiuniversity.edu

Guest Lecture Conducted by
Institution's Innovation Council (IIC),
Student Startup Innovation Policy (SSIP)

Rai University, Ahmedabad

Date: 03/08/2023

Mode of Lecture: Offline

Title of Lecture: “RU TALKS” - Innovative Idea for Business Development

No. of Students Participated: 118

No. of faculties Participated: 15+ Hods

No. of external Participated (if any): Nil

Objective:

- ❖ To enlighten the students about identifying new markets and opportunities for the company's products.
- ❖ To help students to develop networking skills, connect with industry professionals, and create communicative relationships that can lead to internships, job offers, or mentorship opportunities.

Benefits of attending the Guest Lecture:

- ❖ Students get an idea about the Business Development and Ethical steps of a startup.
- ❖ Various Customer Development, and Marketing strategies will help entrepreneurs to grow their businesses.

About the RU TALKS:

- ❖ This expert session enlightens students for knowledge about Business ideas & knowledge of various Legal and Ethical steps in a startup.

Highlights of the RU TALKS:

Rai University organized a Guest Lecture on ‘RU Talks’ on 3rd August 2023 at 10:00 am. The speaker of the event was an eminent personality Ms. Marguerite Soeteman Reijnen, Chairman of Executive Board of Aon Holdings, Member of G-100 Global Chair, Member of the Global Alumni Board of Harvard Business School.

The event was start with Lamp lighting and Sarasvati Vandana The speaker Marguerite Soeteman Reijnen shared her knowledge and experience in Business Development which

help entrepreneurs to start their businesses and help them in various stages. She also gives a brief idea regarding Customer Development and Marketing Strategy which help entrepreneurs to accelerate their business.

The event was further enlightened by the interactive questions answer session in the last which gave true colors to the event and gave a chance to young students to speak about their doubts regarding innovations in businesses and the difference between various education systems. At the end of the session on behalf of Rai University Dr. Anil Tomar, Provost, Rai University, Ahmedabad offered a memento to Ms. Marguerite Soeteman Reijnen as a token of thanks. The event was concluded by Dr. Sailesh Iyer, Dean, Rai School of Engineering with an appreciative vote of thanks.

