



SEMINAR

on

Understanding consumer behavior in startup

SPONSORED BY

SSIP, Gujarat

ORGANIZED BY

M. N. College, Visnagar

On 2nd August 2023, 1:30pm onwards

Venue: Assembly hall, M. N. College Visnagar



SPEAKER

DR. HITESH PATEL

Consultant Psychologist

Behavioral Trainer

Founder & Director of Ehsaas Clinic

Registration Link:

https://docs.google.com/forms/d/e/1FAIpQLSf0CUORzd4FzxyeDaYnqlaA3nOySNe_96v-vPCXuK1kN4phDw/viewform?usp=sf_link

About Our College

M. N. College was founded in 1946 with help of a generous donation of Late Sheth Shri Maneklal Nanchand was like an oasis in the desert, a temple of 'Saraswati' for so many high school educated youths of North Gujarat. It was the only government college of its kind in the whole region between Ahmedabad and Ajmer. It is still a matter of great pride that the college has as its first Principal Shree V.K.Gokak, a 'Gyanpith' Award winner, a well-known Poet and Professor of English, who nurtured and nourished the college in its childhood. M.N. College became soon famous as a great centre of culture and learning under the stewardship of Shree Gokak, who fondly called it "The Princess of Desert".

About PRATHAM

The Government of Gujarat with SSIP aims to create an integrated, state-wide, university-based innovation ecosystem to support innovations and ideas of young students of Gujarat State and provide a conducive environment for optimum harnessing of their creative zeal. M. N. College is honored for being selected as a grantee institute for a period of 2 years by SSIP, Gujarat.

To promote start up and innovation cultural among students through SSIP, the institute has taken initiative to provide necessary facility at "Pratham"- Student Startup and Innovation cell of SSIP at M. N. College, Visnagar. Pratham is supported by Gujarat Knowledge Society (GKS), Government of Gujarat, Gandhinagar. SSIP provide financial assistance to students for development of prototype, proof of concept, nurture their innovative idea through mentorship support. To avail such benefit students are informed to submit project proposal to ssipmnc@gmail.com.

CHIEF PATRON

DR. R. D. MODH
PRINCIPAL

ORGANIZING COMMITTEE

DR. RUBY PATEL
SSIP COORDINATOR

ORGANIZING COMMITTEE MEMBERS

DR. KALPANA MACHCHHAR

DR. GEETABA CHAVDA

DR. SEJAL JOSHI

DR. POONAM WADHVANI

DR. ANITA PATEL

MR. TANUJ PATEL

MR. KIRAN PATEL

MR. MAYUR MORALIYA

DR. RANNA CHAUDHARY

MS. KRUPA DARJI

About Seminar: In the fast-paced world of startups, understanding consumer behavior is crucial for success. This seminar delves into the fascinating realm of consumer psychology and explores how startups can leverage this knowledge to build a strong customer base and achieve sustainable growth. Understanding consumer behavior is a continuous journey for startups. By recognizing the underlying psychological drivers and utilizing data-driven insights, startups can forge deeper connections with their target audience, thrive in competitive markets, and carve a path to sustainable growth and success.

➤ **E-certificate will be issued to those registered participants who will attend entire seminar.** Participants can download e-certificate from website of M. N. College after 3 working days of seminar.

➤ For any query contact: Dr. Ruby Patel - 9978829059, Dr. Anita Patel- 9098097263, PRATHAM-SSIP Cell, M. N. College, Visnagar or Write us on ssipmnc@gmail.com