

Report on Workshop

Title of the Event: Workshop on “Effective Sales and Marketing Strategies for Start-Ups”

Date & Time: 28 January 2026, 11:00 a.m.

Venue: Seminar Hall, Library Building, Government Polytechnic, Kheda

Resource Person: Dr. Ketan Tamboli, Retired Associate Professor, GCET, V. V. Nagar

Brief Description of the Event

A workshop on “Effective Sales and Marketing Strategies for

Start-Ups” was successfully conducted at Government Polytechnic, Kheda to enhance students’ understanding of entrepreneurship and market-oriented business strategies. The session focused on essential sales and marketing concepts required for launching and sustaining start-up ventures.

Dr. Ketan Tamboli delivered an informative and interactive lecture covering topics such as market research, customer targeting, branding, digital marketing tools, and common challenges faced by start-ups. Real-life examples were shared to help students relate theory with practical applications. The session concluded with an interactive question-and-answer discussion.

Participation Details

- Students Attended: **40** (4th Semester, All Branches)
- Faculty Members Attended: **08**

Outcome

The workshop helped students gain practical insights into sales and marketing strategies and motivated them to think innovatively about start-up opportunities and entrepreneurship.



