

## ACTIVITY REPORT A.Y. 2024-2025

(to be submitted to IQAC)

### Part A) Information about Organizing Team:

<b>Name of the Activity: : “Workshop on Effective Sales and Marketing Strategies for Entrepreneurs / Start-ups” Session by Mr. Sajjan Gupta</b>			
<b>Activity Date</b>	<b>Department</b>	<b>Committee</b>	<b>Coordinator's Name</b>
11 <sup>th</sup> November 2024	MMS	IIC & Brand Sharks (Marketing Club)	Asst. Prof. Ruchi Sharma
<b>Duration</b>	<b>Venue</b>	<b>Participants (Nos)</b>	<b>Nature:</b>
2 hour	Room. No. 10, 4 <sup>th</sup> Floor, SRBS	Students: 107 Teachers: 07 Non-teaching: NIL	Indoor
<b>Faculty Support:</b>	1. Dr. Harish Kumar Purohit		2. Asst. Prof. Vaikhari Patil
	3. Asst.Prof. Darshana Murkibhavi		4. Asst. Prof. Ameer Nagar
	5. Asst. Prof. Pradeep Mali		5. Asst.Prof. Amit Bansod
<b>Student Support:</b>	A. Mr.Akshad Mishra		B. Mr. Sparsh Gupta
	C. Mr. Swaraj Surve		D. Mr. Tanweer Sheikh
	E. -		F. -

### Part B) Brief Information about the Activity:

<b>Topic of the Activity</b>	<b>“Workshop on Effective Sales and Marketing Strategies for Entrepreneurs / Start-ups” Session by Mr. Sajjan Gupta</b>
<b>Objective(s)</b>	<ol style="list-style-type: none"> <li>To build students' confidence in approaching, engaging, and negotiating with clients—skills crucial for entrepreneurs and sales professionals.</li> <li>To encourage entrepreneurial-minded students to view sales as essential to business success.</li> <li>To provide students with practical sales and marketing strategies to bridge theory with real-world application.</li> </ol>
<b>Methodology</b>	<ol style="list-style-type: none"> <li>The session began with essential sales and marketing strategies, emphasizing sales as crucial in building sustainable businesses.</li> <li>Using examples from brands like Apple, Nike, and Cadbury, Mr. Gupta shared practical insights on connecting with customers, building brand loyalty.</li> <li>Exploring career paths in sales as an exciting and lucrative domain.</li> <li>This was followed by a Question-and-Answer session where in the specific queries and doubts of the students were resolved.</li> </ol>
<b>Learning Outcome(s)</b>	<ol style="list-style-type: none"> <li>Understanding the role of sales in turning ideas into sustainable businesses.</li> <li>Learning how to create personal connections with customers through insights from top global brands.</li> </ol>




**For Sheila Raheja School of Business Management & Research**

  
Director

3. Debunking sales myths and exploring career paths that foster resilience and strategic thinking.
4. Enhancing adaptability and resilience, key qualities for future leaders and entrepreneurs.

**Part C) Proofs & Documents Attached (Tick mark the proofs attached):**


1. Directions by Authority	6. Activity Report	11. Account Settlement
2. Proposal Note	7. Brief Profile of the Guest(s)	12. News Material
3. Approval Letter/ Note	8. Attendance Record	13. Feedback Report
4. Notice & Schedule	9. Certificate, if any	14. Any Other
5. Organising Committee	10. Geotag Photographs	

**Part D) Uploading on Social Media of the Institute:**

[Date of Submission (DoS) &amp; Date of Published (DoP)]

<u>Website</u> Signature & Date		<u>You Tube</u> Signature & Date		<u>Instagram</u> Signature & Date		<u>LinkedIn</u> Signature & Date	
(DoS)	(DoP)	(DoS)	(DoP)	(DoS)	(DoP)	(DoS)	(DoP)
10/11/24	10/11/24	-	-	14/11/24	14/11/24	-	-

**Part E) Final Submission to IQAC:**

Name & Signature of Event Coordinator	Name & Signature of Director	<u>IQAC</u> Documentation	Name & Signature of IQAC Coordinator
Ruchi Sharma R.A. Sharma		Total No of Pages: <del>100</del> <del>100</del> <del>100</del> 18 R.B.S. 13/3/25 Krunal	R.B. Sa 13/3/2025



Round Stamp of the Institute:

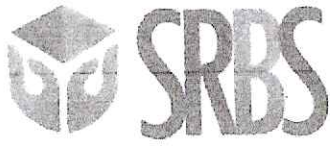


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Director

Director's Stamp and Signature





**Inter-Office Memorandum**

**Ref No: SRBS/DO/2024-25/034**

**To : Mr. Ganesh Deshpande**

**November 6, 2024**

**From : Mrs. Ruchi Sharma**

**Through: Director**

**Subject: Booking of 4th Floor Seminar Room for IIC Event on 11<sup>th</sup> November 2024.**

Marketing Club and Institution's Innovation Council (IIC) of SRBS proposes to organize an event "Effective Sales and Marketing Strategies for Entrepreneurs / Start-up".

Requesting you to book Seminar Room (4th Floor) from 11:30 am to 01:30 pm on 11<sup>th</sup> November 2024 (Monday), including students/faculty member's 80-90 people will participate in the said event.

*R. A. Sharma*

**Mrs. Ruchi Sharma  
Marketing Club Member  
IIC Member**

*Amit Ashok Bansod*

**Mr. Amit Ashok Bansod  
Marketing Club Member  
IIC Convenor**

*Dr. Harish Kumar S. Purohit*

**Dr. Harish Kumar S. Purohit  
Director**



**For Sheila Raheja School of Business  
Management & Research**

*Director*  
**Director**

*Ref*



## Inter-Office Memorandum

Ref No: SRBS/DO/2024-25/033

To : Hon. Gen. Secretary Sir

November 6, 2024

From : Mrs. Ruchi Sharma (IIC Member)

Through : Director

**Subject: Approval expenses for organizing IIC Event on 11.11.2024.**

The Marketing Club team along with IIC team of SRBS proposes to organize a session on 'Effective Sales and Marketing Strategies for Entrepreneurs / Start-up'. The event is scheduled for 11<sup>th</sup> November 2024 from 12:00 noon to 1.00 pm in the Seminar Hall on the 4th Floor.

For the said event, following will be the expenses;

Sr. No.	Particulars	Amount (Rs.)
1	Honorarium to Speaker	2000/-
2	Planner Diary	250/-
TOTAL		2250/-

Notes:

\* Request the Payment be made in Cash

### About the Speaker

**Mr. Sajan Gupta**

- He is presently Vice President & Associate Zonal Head - Business Development, Direct Sales, Future Generali India Insurance Co Ltd.
- He has also worked as DGM & Business Head at Mahindra Holidays & Resorts India Limited.
- He has also worked as AVP & Zone Head (Direct Sales)-West at Tata AIA Life Insurance
- He has a total of 24 years' experience in Sales, Planning and Business Development in various sectors like Pharmaceuticals, Chemicals, Hospitality, Insurance and Banking.

*R. A. Sharma*

Mrs. Ruchi Sharma  
Marketing Club Member  
IIC Member

*Amit Ashok Bansod*

Mr. Amit Ashok Bansod  
Marketing Club Member  
IIC Convener

*Dr. Harish Kumar S. Purohit*

Dr. Harish Kumar S. Purohit  
Director

*Ref*



For Sheila Raheja School of Business  
Management & Research

*Director*  
Director



# WORKSHOP ON EFFECTIVE



For Raheja School of Business  
Management & Research

  
Director

## SALES & MARKETING STRATEGIES

For Entrepreneurs & Start-ups



Mr. Sajjan Ggupta  
VICE PRESIDENT FUTURE GENERALI

EXPERT IN SALES AND BUSINESS  
DEVELOPMENT WITH 24+ YRS OF  
EXPERIENCE IN VARIED INDUSTRIES.



Date: 11th November 2024 | Time: 12pm to 1pm

Venue: 4th Floor, Seminar Hall, Raheja Education Complex





Bombay Suburban Art & Craft Education Society's

**SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH** Raheja Education Complex, Kher Nagar, Opp. Chhatrapati Shivaji Ground, Bandra (E), Mumbai – 400 051 (Approved by AICTE, DTE, Affiliated to University of Mumbai, ISO 9001:2015 Certified and NAAC Accredited)


Date – 14<sup>th</sup> October 2024

The council meeting of Institution's Innovation Council (IIC), of **Sheila Raheja School of Business Management & Research** was called by IIC President **Mrs. Darshana Murkibhavi** on **10<sup>th</sup> October 2024** to discuss upon the formulation and function of IIC for academic year 2024-2025 & to assign roles and responsibility among newly joined council members as per the guidelines of Ministry of Education's Innovation cell.

As per the decision of competent authority, following members will be the part of IIC;

Sr. No.	Name of member	Member type	Key Role/ Position assigned in IIC
1	Mrs. Darshana Murkibhavi	Teaching	President
2	Mr. Amit Bansod	Teaching	Converner
3	Mr. Shashank Pai	Teaching	Innovation activity coordinator
4	Mr. Shashank Pai	Teaching	Start-up activity coordinator
5	Mrs Darshana Murkibhavi	Teaching	Internship coordinator
6	Dr. Ameer Nagar	Teaching	IPR activity coordinator
7	Mrs. Ruchi Sharma	Teaching	Social Media coordinator
8	Mrs. Roshal Vinu	Teaching	NIRF coordinator
9	Mrs. Roshal Vinu	Teaching	ARIIA coordinator
10	Dr. Prasad Supekar	Teaching	Member

The council members discussed about the activities (IIC calendar, Celebration and Self-Driven) and features of IIC portal. The council members also discussed about collaborations within and outside the institution to accelerate the activities of IIC. The council also deliberated on quarterly action plan in synchronisation with activities and initiatives of other departments, centres and facilities in the Institute working towards promoting IPR, Innovation, Entrepreneurship and Start up. The council unanimously decided to carry out all the IIC activities in regular basis throughout the year and meet regularly in beginning of every quarter to review the progress made in previous quarter and also to plan for upcoming quarter.

  
**Dr. Harish Kumar S. Purohit**  
Director



**For Sheila Raheja School of Business Management & Research**

  
Director



**Event Report**Date: 13<sup>th</sup> Nov 2024**Brand Sharks (Marketing Club) & IIC – SRBS Organised:****“Workshop on Effective Sales and Marketing Strategies for Entrepreneurs / Start-ups”****Session by Mr. Sajjan Gupta****Date:** 11<sup>th</sup> Nov 2024**Date of the session:** 11th November 2024**Time:** 12pm – 1.15pm**Venue:** Seminar Hall, 4<sup>th</sup> Flr, Raheja Education Complex**Students:** 107 students**Faculty Members:** 07**Mode of Conduct:** Offline**Objectives:**

- To build students' confidence in approaching, engaging, and negotiating with clients—skills crucial for entrepreneurs and sales professionals.
- To encourage entrepreneurial-minded students to view sales as essential to business success.
- To provide students with practical sales and marketing strategies to bridge theory with real-world application.

On 11th November 2024, Sheila Raheja School of Business Management and Research (SRBS) hosted an impactful session on "Sales and Marketing Strategies for Entrepreneurs / Start-ups" led by Mr. Sajjan Gupta, Vice President at Future Generali India Life Insurance Company, who brings over 24 years of industry experience. Organized by the IIC of SRBS and Brand Sharks (Marketing Club), the session provided students and aspiring entrepreneurs with essential sales and marketing strategies, emphasizing sales as crucial in building sustainable businesses. Using examples from brands like Apple, Nike, and Cadbury, Mr. Gupta shared practical insights on connecting with customers, building brand loyalty, and exploring career paths in sales, leaving students inspired and better prepared for their entrepreneurial journeys.

**Learning Outcomes for Management Students:**

- Understanding the role of sales in turning ideas into sustainable businesses.
- Learning how to create personal connections with customers through insights from top global brands.
- Debunking sales myths and exploring career paths that foster resilience and strategic thinking.
- Enhancing adaptability and resilience, key qualities for future leaders and entrepreneurs.

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Director



## Overview

Results-oriented professional with 24+ years of experience in Business Development across diverse industries such as Insurance, Timeshare, Banking, FMCG, and Chemicals. Seeking a challenging role in Business Development and Sales, focusing on strategy formulation and planning.

**Sajan Gupta**



+91- 7045887003



sajjan1056@gmail.com



<https://www.linkedin.com/in/raviyadav>

## Core Competencies

Strategic Planning & Leadership

Revenue & EBIDTA Growth

Profit and Loss Management

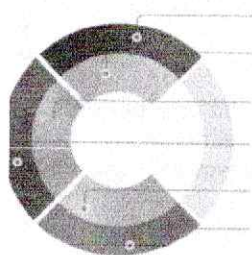
Market Analysis

Cross Functional Coordination

Budgeting & Cost Control

Team Building, Training & Leadership

## Soft Skills



Analytical  
Collaborator  
Communicator  
Innovator  
Planner  
Thinker

## IT SKILLS

Please mention software skills

## Profile Summary

- Possessing **over 24 years** of experience in Business Development across various industries, including Insurance, Timeshare, Banking, FMCG, and Chemicals, with a strong focus on sales strategies and profitability
- Notably, recently completed executive diploma from XLRI Jamshedpur
- Currently serving as Vice President and Associate Zone Head at Future Generali Life Insurance, managing the sales team and achieving key business objectives through effective channel management, relationship management, and sales management
- Skilled in driving revenue generation, market share, and customer satisfaction through strong leadership abilities, strategic mindset, and excellent relationship management skills, fostering strong business relations through reward and recognition initiatives and benchmarking of after-sales service
- Achieved significant accomplishments in the current role, such as reducing attrition rates, improving business quality, and increasing productivity through effective retention strategies and innovative marketing activities
- Proficient in team leadership, strategy formulation, planning and execution, and P&L management, contributing to overall business growth and success
- Growth Facilitator** with impressive success in developing business, driving sales and amplifying business margin through **long-term planning**
- Excellence in **devising emerging markets & overall channel optimization strategy** to generate new business leading to network expansion
- Sensitive to the dynamics of multi-cultural environment** with exposure to managing regions like **North and West India**
- Impressive success in managing annual turnover of **INR 10 crores**
- Skilled in formulating strategies to achieve market expansion & growth, by aligning to market requirements; **understanding market potential and opportunities**
- Key People Leader**, who has successfully led and motivated large teams in a cross-cultural environment towards growth & success in the organization; created a clear & compelling view of future through coaching and execution

## Highlights

- Got multiple awards for outstanding performance
- Attended multiple domestic and international conventions



**For Sheila Raheja School of Business Management & Research**

## Work Experience

Feb'18 - Present

**Vice President and Associate Zone Head - West**  
Future Generali Life Insurance

**Director**

### Key Result Areas:

- Effectively managing the sales team and achieving key business objectives through channel management, relationship management, and sales management
- Successfully reducing attrition rates from 200% to 120% through the implementation of effective retention strategies, resulting in improved employee satisfaction and performance



## Previous Experience

Kotak Mahindra Bank: Nov'05 - Mar'07  
ICICI Bank: Aug'04 - Oct'05  
Pidilite Industries Limited: Aug'99 - Sept'04  
Ranbaxy Fine Chemicals Ltd.: Apr'97 - Jul'99

## Education

EDAM from XLRI, Jamshedpur (2021-2022)  
PGDBM from IPM, Lucknow in 1997, 1st Class  
Diploma in Advance Training in Systems Management from NIIT Lucknow  
B.Sc from Rohilkhand University, Bareilly in 1994, 1st Class

## Personal Details

Date of Birth: July 30, 1973

Languages: English, Hindi

Address: 703, Vitha Govind CHS, Sector 0, Airoli, Navi Mumbai 400 708

Turning around the zone in terms of key business parameters, leading to improved business quality and long pay contribution, while aligning various functions for speed execution with a low operating cost model

### Highlights :

- Strategized and implemented campaign management activities, due to which L2M has increased to 42% and L2C increased to 20%(YoY).
- Strategized and implemented new marketing activities with lower costs and better results leading to increased revenue generation and market share
- Increasing telemarketing efficiency through micro-managing daily attitude and providing training support, resulting in improved business quality from 74% to 81%
- Demonstrating strong leadership abilities and a strategic mindset, driving revenue generation, profitability, market share, and customer satisfaction through effective team management and performance coaching

Feb'17 - Jan'18

**Deputy General Manager & Business Head**  
Mahindra Holidays & Resorts Limited

### Key Result Areas:

- Improved efficiency across all departments, including Marketing, Telemarketing, Sales Operations, HR, and L&D, through strategic planning and execution
- Strategized marketing plans for lead generation, identified target group locations, and established corporate tie-ups, resulting in increased business opportunities and revenue generation
- Enhanced data efficiency and improved conversion ratios from various sources, led to improved business quality and customer satisfaction
- Reviewed and optimized recruitment processes, conducted competition analysis, and focused on employee retention, resulted in reduced attrition rates from 300% to 120%

### Achievements :

- Generated benchmark business of 5 crores in January 2016, showcasing exceptional performance in driving sales and profitability
- Increased business quality from 74% to 81%, demonstrated a strong focus on continuous improvement and customer satisfaction

April'07 - Jan'17

**AVP & Zone Head**

Tata AIA Life Insurance Co. Ltd., Mumbai

### Highlights:

#### Direct & Digital (Dec'14 - Jan'17)

- Increased productivity by 300% through effective team management and performance coaching, resulting in improved business performance and revenue generation
- Achieved benchmark business of 5 crores in January 2016, showcasing exceptional performance in driving sales and profitability
- Maintained high retention rates and improved business quality to 95%, demonstrated strong focus on continuous improvement and customer satisfaction
- Led group company activities and ensuring 65% team members received recognition and promotions, fostering a positive work environment and employee satisfaction

#### Banca, Partnership Distribution (Mar'07 - Nov'14)

- Achieved 3 crores of team productivity through strategic planning and execution of a low cost broking business model, resulting in increased revenue generation and market share
- Aligned various departments for speedy execution and optimum resource utilization leading to improved efficiency and business performance
- Launched 2 new products across the zone, resulted in 5 crores of business volume within a month and a half, showcasing exceptional performance in driving sales and profitability
- Organized reward and recognition programs for performing branches and employee activation, fostered a positive work environment and employee satisfaction
- Implemented strategies for cross-sales, resulting in a 25% conversion rate and reduced policy issuance TAT, leading to improved customer satisfaction and business performance



For Sheela Raheja School of Business Management & Research

Director





## ACADEMIC YEAR: 2024 – 2025

### Workshop on Effective Sales & Marketing Strategies for Entrepreneurs

Date: 11<sup>th</sup> November 2024

Time: 12 noon to 1 pm

Resource Person Name: Mr. Sajan Gupta

Venue: Seminar Hall, 4<sup>th</sup> Floor

Sr.	Roll No.	Class	Name of the Student	Signature
1	106	B	Shaikh Minbal	
2	63	A	Ritika Mordankar	
3	71	B	Sakshi Mishra	
4	89	B	Yash Pednekar	
5	03	A	Uddhav Andhale	
6	13	A	Uday Chavan	
7	32	A	Rushikesh Gurnu	
8	113	B	Manali Sonawane	
9	122	B	Sakshi Utekar	
10	101	B	Amyan Dasmalkar	
11	067	B	Nasreen Malik	
12	104	B.	Faheem ali	
13	12	A	Ankita Chavan	
14	05	A	Ashwathi Anilkumar	
15	72	B	Sneha Mishra	
16	117	B	Sakshi Surve	
17	110	B	Smitoli Shinde	
18	75	B	Jyoti Niwmal	
19	87	B	Aniket Pawar	
20	93	B	Nikita Ravate	
21	91	B	Shraddha Raorane	
22	07	A	Pratiksha Awate	
23	28	A	Tisa Ghosh	
24	61	A	Devashree kadam	
25	31	A	Tussi Gupta	
26	39	A	Maithilee Jangam	



For Sheila Raheja School of Business  
Management & Research

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**SRBS**

Bombay Suburban Art &amp; Craft Education Society's

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Raheja Education Complex, Kher Nagar, Opp. Chhatrapati Shivaji Maharaj Ground, Bandra (E), Mumbai - 400 051

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	Roll No	Class	Name	Signature
27	17	A	Prince Dandekar	
28	54	A	YOGESH Khedekar	
29	36	A	PRATHAMESH JADHAV	
30	47	B	Preeti Panwar	
31	21	A	Srushti Dhanmeher	
32	68	B	Viraj Maitkar	
33	61	A	Sahil Lokhande	
34	116	B	Meghana Supugade	
35	124	B	Shruti Vishwakarma	
36	126	B	Kajal Yadav	
37	74	B	Sanika Narkar	
38	94	B	Novina S. Rowale	
39	55	A	Kashish R. Khichi	
40	58	A	Amruta S. Kudale	
41	125	B	Aditi M. Vyavahare	
42	26	A	Sofin W. Ishchhi	
43	42	A	Kalpita J. Kadam	
44	40	A	Himani Joshi	
45	37	A	Jinal Jain	
46	90	B	Atharva Prabhu	
47	56	A	Kshiti J. Kali	
48	46	A	Anvaya Kamble	
49	51	A	Mohd FANAD KHAN	
50	14	A	Prince Chauhan	
51	04	A	Mohd Hasnain Ansari	
52	25	A	Lalakesh V. Gawade	
53	111	B	Ashish Singh	
54	2	A	Bhakti Amruskar	
55	50	A	Unrati Karvir	
56	23	A	Vaishnavi Gaitwad	
57	53	A	Samrudhhi Kharde	
58	70	B	Sakshi Mhatu	
59	19	A	Dasa Vaishnavi	

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	Roll NO	Class	Name	Signature
60	241029	A	Niyati Mehra Gohel	
61	241078	B	Vaishnavi Umesh Pandab	Vparab.
62	2024045	A	Anushka Pandurang Kambe	
63	241085	B	Vidnya Ghanashyam Patil	
64	241084	B	Shruti Ghanashyam Patil	
65	241010	A	Chaitrali Rajendra Chafekar	
66	2024035	A	Pranjal Prasad Jadhav	
67	2024018	A	Liza Pratap Das	Liza..
68	2024052	A	Tushar Kharat	
69	2024080	B	Shubham Patel	
70	2024015	A	Pranav Dalvi	
71	2024083	B	Shreedhar Patil	
72	241009	A	Rohit Bolke	
73	241115	B	Pratham Supal	
74	241082	B	Omkar Patil	
75	241123	B	Vibang Vannali	
76	2024103	B	Harsh Sawant	
77	241066	B	Ninaal malankar	
78	241081	B	Hilisha Patil	
79	241069	B	Rohan P. Mejawe	
80	241076	B	Om H. Panchal	
81	2024048	A	Rahul Kamboya	
82	2024033	A	Ranjith R. Halbawar	
83	2024027	A	Mahit Ghanashyam	
84	2024092	B	Rohan Rathod	
85	2024071	A	Vivek Chaturkar	
86	2024043	A	Sai Kadam	
87	1729	-	Anubil Duv	
88	202444	A	Deepanshu Nitin Kale	
89	202465	B	Pragati Mahindrakar	
90	2024105	B	Faizaz Shaikh	
91	2024107	B	Kaishna Sharma	
92	2024034	A	Mustafa Hamdani	

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	Roll No	Class	Name	Signature
93	2024096	B	Rizvi Aayat Ali	Ayadli
94	202499	B	Chaitanya Tanaji Sargar	Chaitanya
95	" 119	B	RISHI	R
96	241086	B	Aishwarya Pawar	Aishwarya..
97	241109	B	Prathmesh Ravindra Shinde	Prathesh
98	2024098	B	Rohit Sarfane	IR Sarfane
99	114	B	Sarthak Soni	Sarthak
100	121	B	Apeksha Tuobhekar	Kau.
101	108	B	Rameshchaiman Sheikh	Ramesh
102	79	B	Dilip Parmar	Dilip
103	59	A	Anish Lad	Anish
104	16	A	Kassal Damania	Kassal
105	60	A	Dipti Lokheunde	Dipti
106	112	B	Sheela Singh	Sheela
107	127	B	Rohit Yadav	Rohit

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For Sheila Raheja School of Business Management &amp; Research

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**ACADEMIC YEAR: 2024 – 2025**


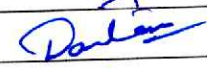


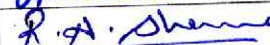
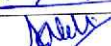

***Workshop on effective sales and marketing strategies for  
Entrepreneurs/ Startups***

**Date: 11<sup>th</sup> November 2024**

**Resource Person Name: Mr. Sajan Gupta**

**Time: 12pm to 1:00pm**

**Venue: Seminar Hall**

Sr. No.	Name of the Faculty	Signature
1	Dr. Harish Kumar Pasolik	
2	MRS. DARSHANA MURKIBHAVI	
3	Dr. Amec Nagai	
4	Mr. Amit Ashok Bansod	
5	Mrs. Ruchi Sharma	
6	Mr. Pradeep R. Mali	
7	Dr. Veikhari Patil	
8		
9		
10		

**For Sheila Raheja School of Business  
Management & Research**

  
**Director**



Date: 29/11/24

To,  
The Director,  
Sheila Raheja School of Business Management & Research,  
Bandra (East), Kher nagar,  
Mumbai -400051.

Subject- Settlement of advance taken for Guest Speaker for "Sales & Marketing Strategies for Entrepreneurs & Startups" organized by IIC of SRBSC Marketing Club (Brand Sharks)

Dear Sir,

I/We have taken advance Rs. 2250 for Honourarium of Guest Speaker on 11th Nov 2022.  
Enclosed please find herewith the details of the expenditure incurred towards the same

Sr. No.	Bill No.	Bill Date	Name of Party	Particular	Amt.	Remark
1.			Mr. Sajjan Gupta	Guest speaker for IIC & Marketing Club event - "Sales & Marketing Strategies for Entrepreneurs & Startups" Honourarium	2000	
2.		9/11/24	Mr. Sajjan Gupta	Dairy + Paper Bag	250	
Total					2250	Advance

Advance taken  
Exp. Incurred as above  
Payable/Receivable

Rs. 2250  
Rs. 2250  
Rs. —

Thanking you,  
You're sincerely

Name of the Person: -

Ruchi Sharma

Mrs. Geeta Chauhan  
Administrative Officer

Dr. Harish Kumar S. Purohit  
Director

For Sheila Raheja School of Business  
Management & Research



Director



**SRBS**

Bombay Suburban Art &amp; Craft Education Society's

**SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH**

Raheja Education Complex, Kher Nagar, Opp. Chhatrapati Shivaji Maharaj Ground, Bandra (E), Mumbai – 400 051

(Approved by AICTE, DTE, Affiliated to University of Mumbai, ISO 9001:2015 Certified and NAAC Accredited)

## Student feedback on IIC Session on “Effective Sales and Marketing Strategies for Entrepreneurs / Start-up”

**Resource Person – Mr. Sajan Gupta**

**11th November 2024**

### Details of the respondents

Name of the student	Program	Name of the student	Program
Vihang Manoj Vanmali	FYMMS	ANIKET PAWAR	FY MMS
Jyoti Nirmal	FYMMS	Mohit	FYMMS
Unnati Ulhas Karvir	FYMMS	Fahim ali	FYMMS
Tushar kirti kharat	FYMMS-A	Sanika Narkar	FYMMS
Vatsal Damania	FYMMS -A	Viraj Malkar	FYMMS
Shreedhar patil	Fymms	Smitali Shinde	FYMMS
Shubham patel	FYMMS	Manali sonawane	MMS/B
Aditi vyavahare	FYMMS	Shruti Vishwakarma	FYMMS
Tulsi Gupta	FYMMS	Kajal Yadav	FYMMS
Navina Rawale	MMS	Aishwarya Pawar	FYMMS
Dasa Venkata Naga Vaishnavi	FYMMS	Sarthak Soni	FYMMS
Krishna Sharma	FYMMS	Preeti Panwar	FYMMS
Rohit Yadav	FYMMS	Pranav	FYMMS
Kashish Khichi	FYMMS	Rohan	FYMMS
Sakshi Mhatre	MMS - 1	Prathamesh Ravindra Shinde	FYMMS
Tisa Ghosh	FYMMS		

*RS*



**For Sheila Raheja School of Business Management & Research**

*[Signature]*  
**Director**





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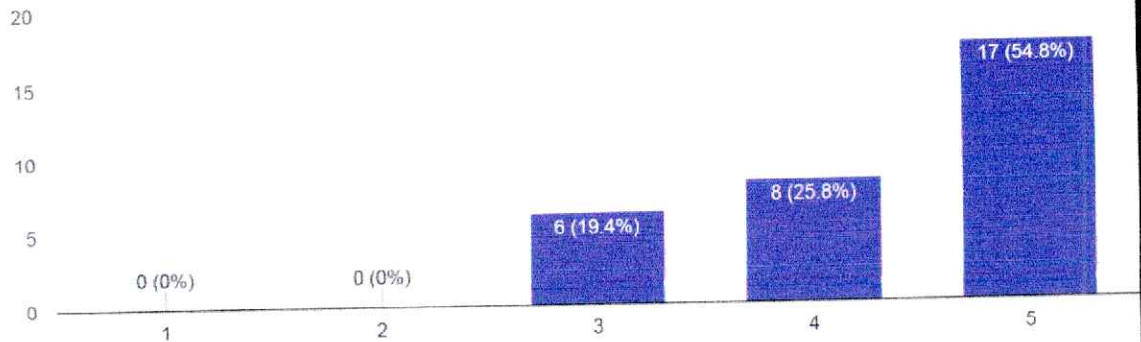
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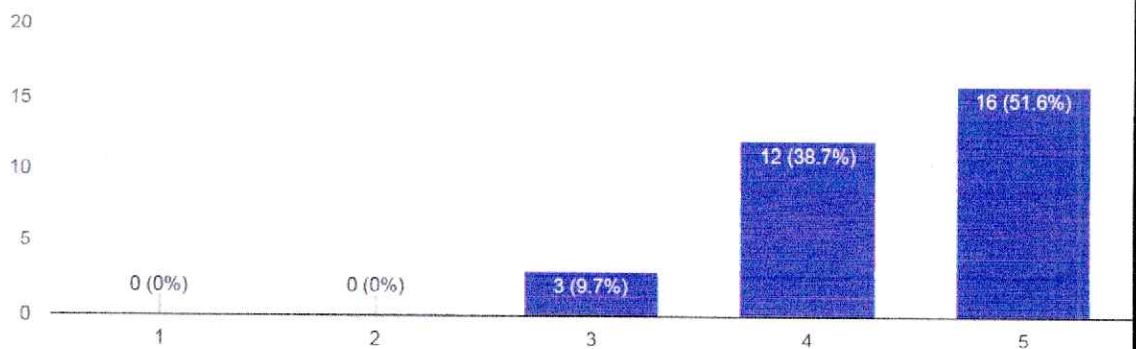
How well did the workshop cover essential topics in sales and marketing for entrepreneurs? ( 1 being poor and 5 being Excellent)

31 responses



How relevant was the content of the workshop to your current or future academic or career goals? ( 1 being poor and 5 being Excellent)

31 responses



*Rel*



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*[Signature]*  
Director



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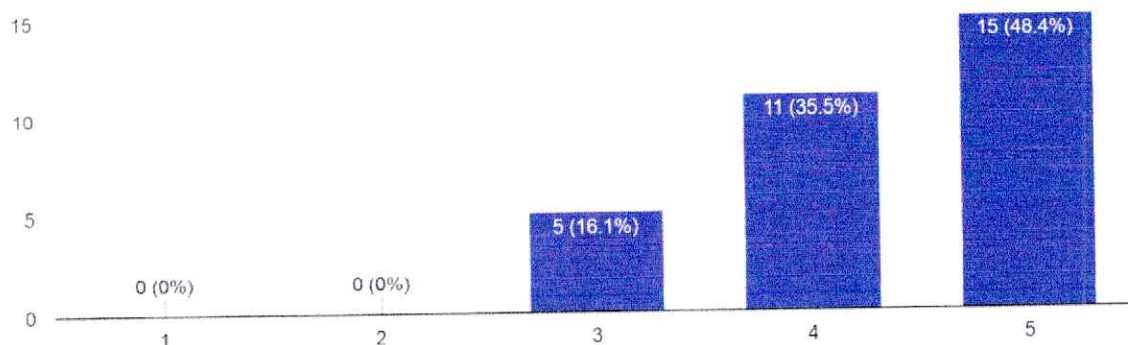
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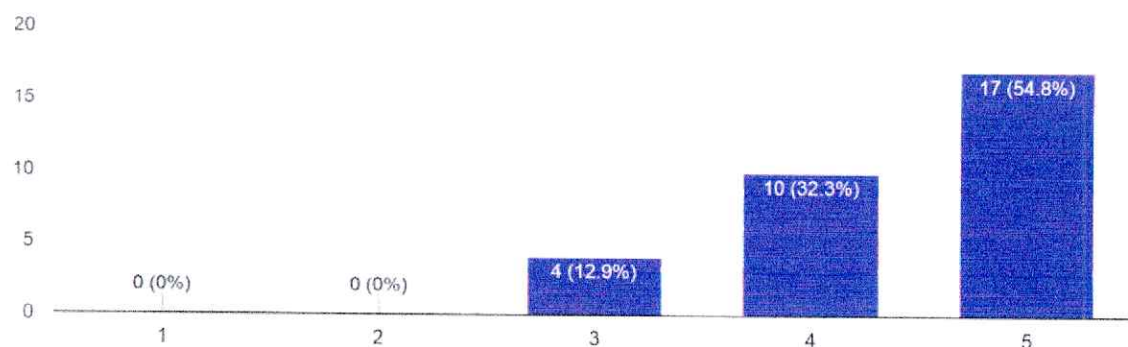
How clear and understandable were the key concepts and strategies presented? (1 being poor and 5 being Excellent)

31 responses



How would you rate the overall quality of the workshop? (1 being poor and 5 being Excellent)

31 responses



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Director



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**Any additional comments or suggestions?**

None

Informative

Thanks to Director Sir and faculties member for hosting such event.

Good

Excellent

It was good and useful

If there would have been more real life example it would have more interesting and easy to understand

Nice

No Comment

Overall it was great

Good

Its was nice

Good session

The session was good and got to know much new things

Felt grateful to attend

Overall it was a great learning experience and I look forward to future sessions.

Informative session

He did Excellence Job No feedback needed.

Nice strategies

It was a good workshop

**For Sheila Raheja School of Business  
Management & Research**  
**Director**