

Report on Interactive Session: "Market Trends and Technology in Entrepreneurship"

The Innovation and Entrepreneurship Development Centre (IEDC), in association with the Department of Electronics with Computer Science and the Department of Computer Science, organized a one-day interactive session titled "Market Trends and Technology in Entrepreneurship." The event took place on the 9th of August 2024 during the forenoon at TB Ninan Hall.

Session Details:

Date: 09th August 2024

Time: Forenoon

Title: Digital Marketing Strategies for the Modern Age

Resource Person: Mr. Mansoor Majeed, Program Analyst, TZETIT Solutions

Staff Coordinator: Dr. Jibin Jose Mathew, Department of Electronics and Computer Science

The session focused on equipping students with essential knowledge about digital marketing strategies, exploring key trends and skills crucial in the digital era.



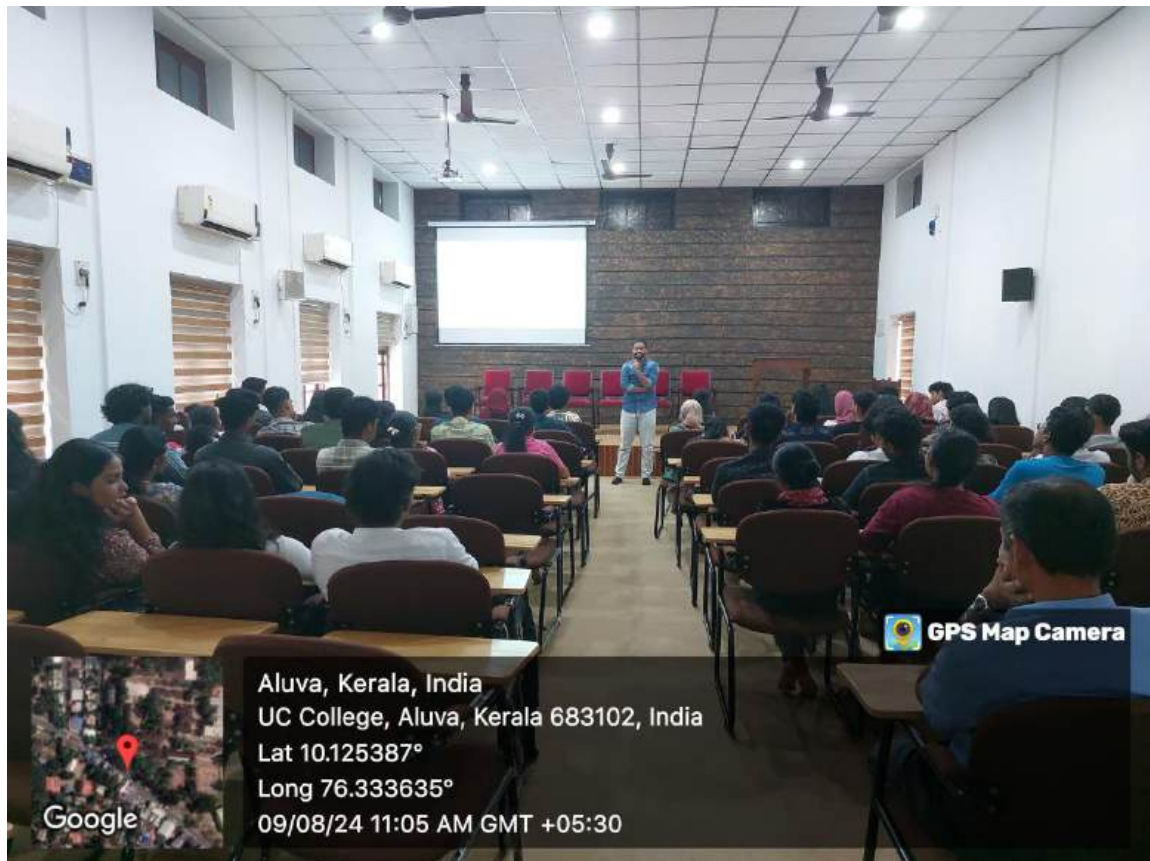
Welcome Speech: The event commenced with a welcome speech by Ms. Nivea P.V., who highlighted the significant role students can play as future entrepreneurs. She also shed light on the numerous opportunities provided by the IEDC to encourage innovation and entrepreneurship among students.

Motivational Talk:

Dr. Jibin Jose Mathew, Associate Professor, Department of Electronics and Computer Maintenance, delivered an inspiring motivational talk that highlighted the initiatives of the Kerala Start-up Mission (KSUM). He discussed the importance of nurturing an entrepreneurial culture within academic institutions and the role of such initiatives in driving innovation, wealth creation, and employment.

Resource Person's Insights and Activities:

Mr. Mansoor Majeed emphasized the importance of digital marketing and its significant impact on our daily lives. He explained how digital marketing shapes consumer behaviour, business strategies, and even personal habits in a technology-driven world. Additionally, to engage the participants interactively, Mr. Majeed divided the students into seven groups and conducted activities designed to apply digital marketing concepts practically. These activities encouraged teamwork, creativity, and strategic thinking, enhancing the learning experience for all participants.



Vote of Thanks:

The event concluded with a vote of thanks delivered by Mr. Adithyan Sreejith. In his remarks, he emphasized the growing role of students as entrepreneurs and highlighted the various opportunities available through IEDC for aspiring innovators and business minds.

Participation and Feedback:

The event saw enthusiastic participation, who found the session highly informative and beneficial. The feedback was overwhelmingly positive, with many participants requesting further workshops and seminars focused on Entrepreneurship and patent analysis.



Ms. Famitha M.A
(Student Lead - I)

Dr. Jibin Jose Mathew
Nodal officer – UCC IEDC

Dr. Mini Alice
Head of the Institution

Mr. Ramees Mohammed MM
(Student Lead - II)