

SHRI MADHWA VADIRAJA INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(A Unit of Shri Sode Vadiraja Mutt Education Trust®, Udupi)

Accredited by NAAC with 'A' grade | Affiliated to VTU, Belagavi
Approved by AICTE, New Delhi & Recognized by Govt. of Karnataka
Vishwothama Nagar, Bantakal - 574115, Udupi District, Karnataka.



Activity Report

Academic Year	2022-23
Name of the Program	Motivational Session by a Successful Startup Founder
Date	2/12/2022
Target Audience	Interested students
Resource Person	Mr. Achintya Kumar, Founder and CEO of COCOON UNIVERSE, Pune, Maharashtra
Number of Participants	85

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INSTITUTION'S INNOVATION COUNCIL
THE COCOON UNIVERSE
THE COCOON UNIVERSE

Institution's Innovation Council (IIC)
&
Entrepreneurship Development Cell, SMVITM
is organising a
Motivational Session by Successful Start-Up Founder

Topic : " Entrepreneurship Mentality & Integrated Marketing & Sales Strategy for Success "


Mr. Achintya Kumar
Founder & CEO
The COCOON UNIVERSE
Pune, Maharashtra

02, December 2022
10:00 AM
Seminar Hall, Admin Block

SMVITM - Engineering your Career and Character with Care





Entrepreneurship Development cell in association with Institution's Innovation Council of SMVITM has conducted a motivational session on a topic "Entrepreneurship Mentality and Integrated Marketing and Sales Strategy for Success" by a successful Start-Up Founder Mr. Achintya Kumar, Founder and CEO of COCOON UNIVERSE, Pune, Maharashtra on 2/12/2022 in institute premises to impart start up ideas on students of SMVITM.

Session started with the brief introduction to Mr. Achintya Kumar by Ms. Avanti. The resource person briefed about Strategy concepts and what are the pitch designing parameters as per the marketing tools. He advised the students to have idea about digital marketing and marketing statistics and also it is very essential to have good presentation skill for an entrepreneur to present his ideas. Later he focused on synchronization of ideal sales pitch with their marketing content.

Over the entire session Mr. Achintya briefed about what are the skills that an entrepreneur should possess. Finally he suggested the students to integrate their pitch into classics in marketing collaterals.

The Students participated in large numbers.

Mr. Arun Upadhyaya, the coordinator of the program and faculty members participated in the program. The program was compered by Ms. Avanti of Computer science Department.