



## Report on Webinar series (Part 2) **“An Anatomy of Start-up”**

**(Online Mode)**

**Organized By: Applied Science and Humanities Department**

**Date:** 14<sup>th</sup> August, 2021

**Venue:** ASH Dept., CKPCET, Surat

**Mode:** Online

**Patron:** Dr. Anish Gandhi, Principal, CKPCET, Surat

Dr. Pratik Shah, HOD-ASHD, CKPCET, Surat

Dr. Digvijay Kulshreshtha, Dean Research, CKPCET, Surat

**Coordinators:** Chandni A. Tiwari,

Ad-hoc Assistant Professor, ASH Department, CKPCET, Surat.

Krupali S. Parekh,

Ad-hoc Assistant Professor, ASH Department, CKPCET, Surat.

A Webinar series (Part 2) **“Marketing Strategies and Challenges”** was conducted by the **Applied Science and Humanities Department** of CKPCET in Collaboration with **“S4 Extension Center” (S4: Student start-up support system)** on 14<sup>th</sup> August, 2021.

The session was held by Mr. Bhautik Sheth , Founder of IVIPANAN Digital Marketing and Management Services (since 2014) Surat. He has more than 14 years of experience and holds MCA, MBA (Marketing), PGDBM, PGDRM, PGDID, BSc. degrees. He has been a visiting faculty at Veer Narmad South Gujarat University and Auro University in Surat and GTU (MBA) in Ahmedabad.

The webinar initiated with few common challenges for start-up's, followed by the detail explanation on how to utilize the three major factors that is Budget, Manpower and Time. The importance of balance among all resources was focused while discussing Marketing mix.

Total 141 participants from different colleges/organizations of India have participated in this program. Also faculties from the campus had attended sessions of their interest.



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The webinar series part 2 that was scheduled on 14th August 2021 at 4:00 p.m. through online mode initiated with the support of honorable trustees **Shri Birenbhai Pithawala** and **Shri Rahulbhai Pithawala**, Principal sir **Dr. Anish Gandhi** and in presence of Head of Department (ASHD) **Dr. Pratik Shah** as well as Dean Research **Dr. Digvijay Kulshreshtha** and the participants.

Further, it got fascinating as the speaker got deep into practical approach for explanation of few DIGITAL MARKETING TOOLS. Expert demonstrated an example and explained how to analysis the demographic data, How to create Images for advertisement for Social media, How to check out the performance of a particular firm via Facebook Page Insights. Most importantly How to spend on ADS was been discussed to get an ease for students to understand the importance of Marketing.

The session of this Webinar was too immersive and synergistic. Coordinators have received quality feedback from the participants as well as from speaker.

Glimpse, of this Webinar are shown below:

- 1) Flyer of the webinar
- 2) Few photograph's



**Organized By: Applied Science and Humanities Department**



**C. K. Pithawala College of Engineering and Technology**  
Applied Science and Humanities Department Oversees  
A WEBINAR SERIES ON

## Facile ideas - Demanding Implementation



**Ms. Dhara Upadhyay**  
HR Manager, International Service Partners, LLC.

**Mr. Bhautik Sheth**  
Founder of IVIPANAN

**Mr. Mehul Shah**  
Chartered Accountant

TOPICS	"An Anatomy of Start-up"	"Marketing Strategies and Challenges"	"Legal Aspects of Start-up"
	24 July, 2021	14 August, 2021	28 August, 2021
TIMING	04:00 PM to 05:30 PM	04:00 PM to 05:30 PM	04:00 PM to 05:30 PM

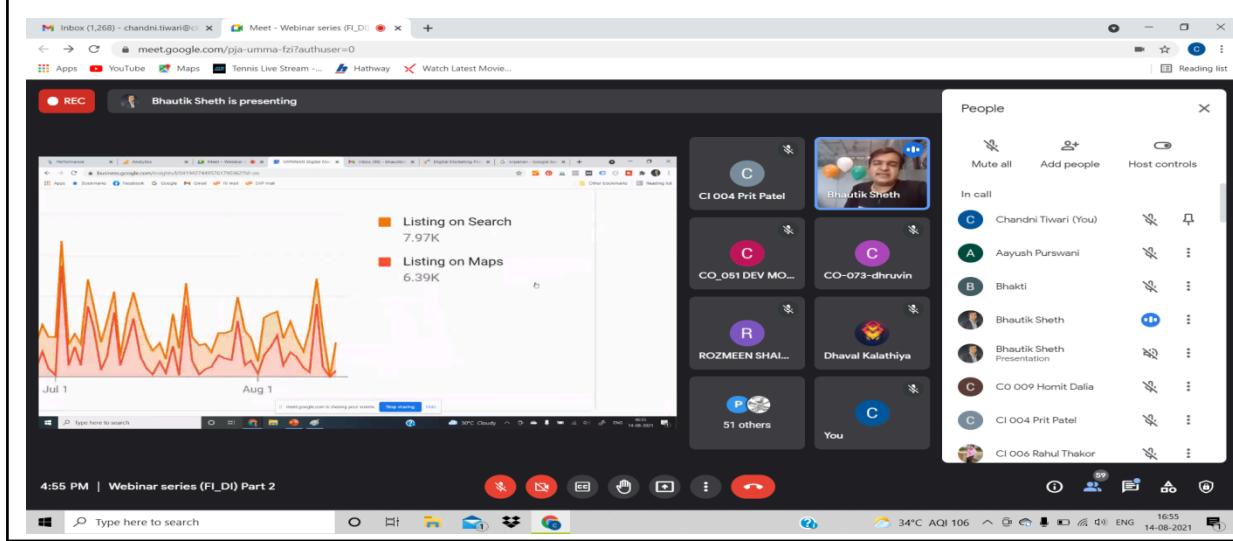
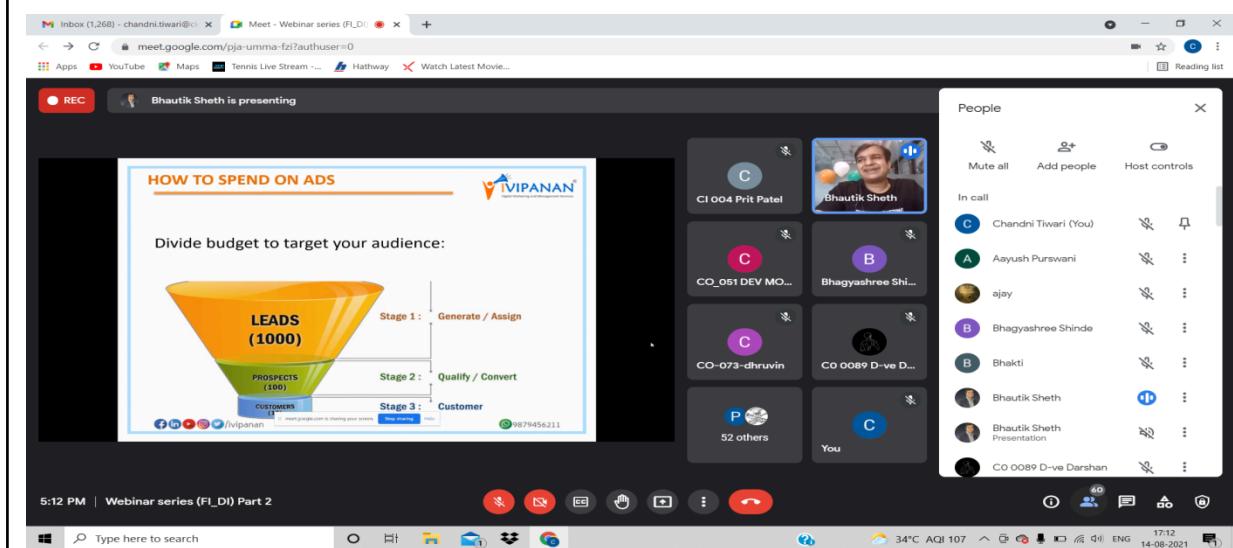
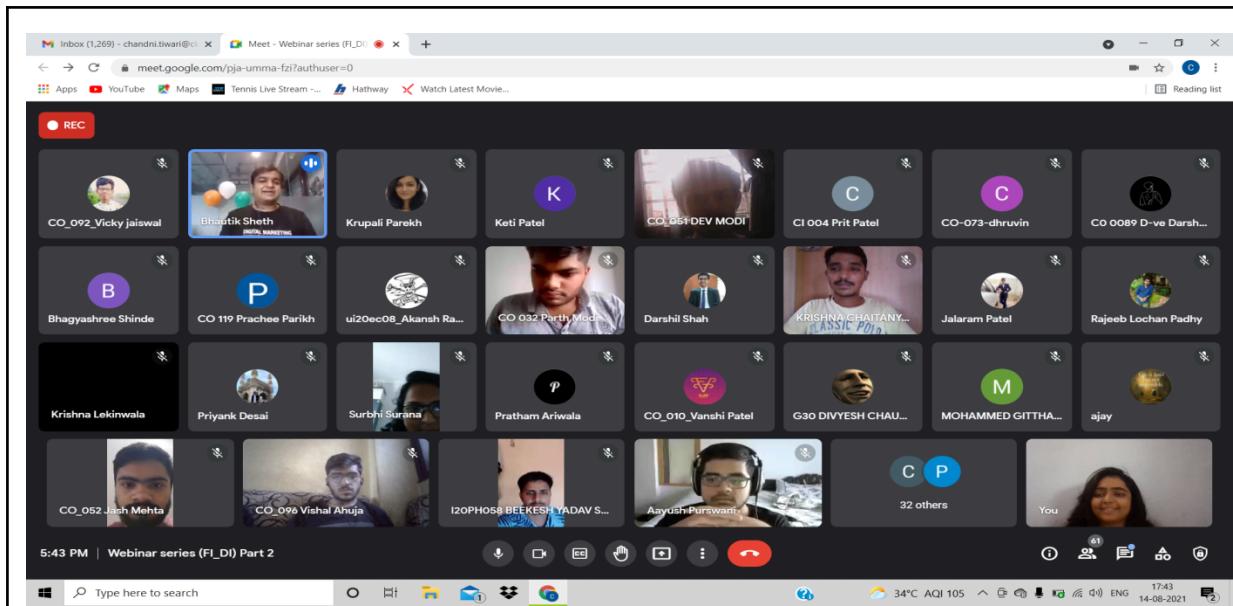
**REGISTER NOW**  
For registration  
<https://forms.gle/s1mkRd3ecLGAAZ2s5>  
or scan the QR



**CO-ORDINATORS** Ms. Chandni Tiwari Ms. Krupali Parekh

**CONTACT US**  
For any QUERY CONTACT US on: chandni.sttp2021@gmail.com

**NOTE:**  
Participants would get separate certificates for each webinars  
The webinar platform would be Google Meet.



**Coordinators: Chandni A. Tiwari**

**Krupali S. Parekh**