

Workshop on

Awareness and discovery of marketing strategies Application of skill of Young entrepreneurs

**Resource Person: Raju Bhattacharjya, Proprietor of Mahalakshmi Nursery Nonoi
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Report:

A Workshop on awareness and discovery of marketing strategies Application of skill of Young entrepreneurs was held in Nonoi College on 29th October 2019. The department of Assamese and Folklore were together organized this workshop. The workshop successfully harnessed the enthusiasm and experience of young participants and reached wide-ranging consensus. The program was inaugurated by Mr. Kalyan Nath, HoD, Geography department of Nonoi College along with an inaugural speech highlighting the importance of these topics for the new generation of students.

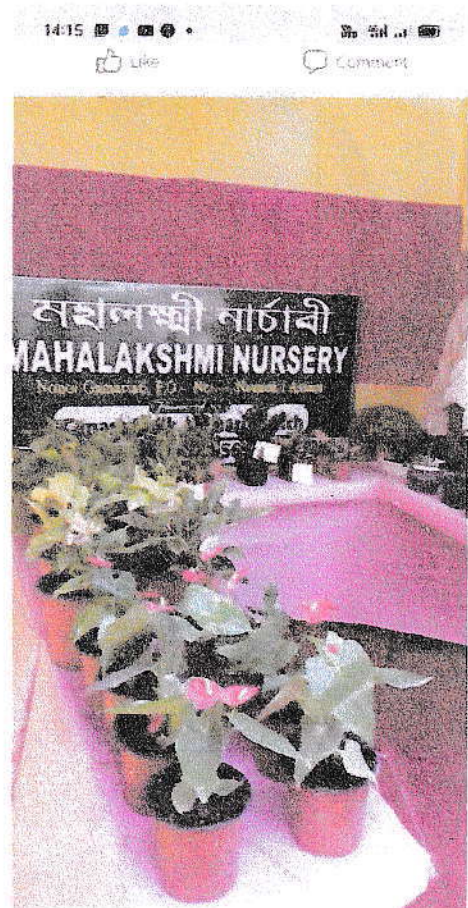
Our invited Resource Person Raju Bhattacharjya, Proprietor of Mahalakshmi Nursery Nonoi said that entrepreneurial marketing is a set of unconventional practices that can help start-ups and younger firms emerge and have an edge in competitive markets. He again mentioned in his speech that successful entrepreneurs have mastery over both hard and soft skills. Hard skills like accounting, marketing and financial planning are critical for running and managing a business and soft skills like communication, problem-solving and decision making help you scale up your business. Mastery of entrepreneur skills requires practice and a dedicated learning plan. Almost 57 students were participated in this programme.



Felicitation



Delivering speech



Chanden Jyoti Borah and Emdadullah Ahmed

Bar
 Principal, I/c
 Nonoi College
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