

Auxilium College (Autonomous), Vellore
Department of Commerce (Shift II)

Event : Workshop on “Effective Sales & Marketing Strategies for Startups”

Event Date : 18.12.2025

Organized By : Department of Commerce

Academic Year : 2025 – 2026

Report :

A Workshop on “Effective Sales & Marketing Strategies for Startups” was organized by PG & Research Department of Commerce (Shift II) as a part of AICC Activity, to create awareness about the importance of sales and marketing in building startup businesses. The resource person Mr. N.S. Vijayaganesh, Director, TIPS Academy, Vellore, commenced with an introduction to the current startup ecosystem in India, highlighting survival rates and common reasons for startup failure. A detailed real life case study of a small startup achieving significant monthly revenue through achieving significant strategies alignment of sales & marketing was shared. Students actively participated in the programme and showed keen interest by asking questions related to startup marketing, sales conversion, customer targeting and practical challenges faced by new entrepreneurs. The workshop was highly informative and impactful that added significant value to the students by enhancing their entrepreneurial mindset and employability skills.