

MAHARAJA SURAJMAL INSTITUTE OF TECHNOLOGY INSTITUTE INNOVATION COUNCIL(IIC)

Session on Achieving “Value Proposition Fit” & “Business Fit”

On the 21st of August 2024, Maharaja Surajmal Institute of Technology (MSIT), in collaboration with IIDE - The Digital School, successfully hosted an insightful session on Start-ups and Digital Marketing. Organized by the Institute Innovation Council (IIC), this event aimed to equip students with a solid understanding of the fundamentals of entrepreneurship and digital marketing.

The session commenced at 11:00 AM in Room No. 206, with students and faculty eagerly awaiting the insights of industry expert Jay Dattani, Team Lead - Business Partnerships at IIDE. With a wealth of experience in the start-up ecosystem and digital marketing strategies, Mr. Dattani provided invaluable knowledge and guidance to the participants.



The session covered essential topics such as the key elements required to launch and grow a successful start-up, the importance of creating a digital presence, and the role of innovative marketing techniques in today's fast-evolving business landscape. Through interactive discussions and real-life examples, Mr. Dattani engaged the audience, helping them understand how start-ups can leverage digital platforms to accelerate growth.



Throughout the session, Mr. Dattani emphasized the core elements required to launch a successful start-up, such as identifying market gaps, creating a value proposition, building a solid business plan, and securing funding. He also discussed the significance of resilience and adaptability in the highly competitive start-up landscape. Drawing from his own experiences and real-world examples, he showcased how budding entrepreneurs can overcome common challenges, innovate, and sustain their ventures.



The interactive nature of the session made it even more engaging. Mr. Dattani encouraged Questions and discussions, giving participants the opportunity to delve deeper into specific areas of interest. From understanding how to identify target audiences to learning the art of crafting compelling marketing messages, students left the session with actionable knowledge that could be applied to real-world scenarios.



The event concluded with a lively Q&A session, where students sought further advice on their entrepreneurial ideas. Mr. Dattani's expertise and willingness to share his insights left a lasting impression on the attendees, sparking motivation and clarity regarding their start-up aspirations. Overall, the expert session was a resounding success, contributing to IIC MSIT's mission of fostering innovation and entrepreneurial spirit among its students. It provided a platform for aspiring entrepreneurs to gain practical insights and take their first steps toward building and marketing their own start-ups in a digital-first world.



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