



**KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

Re-accredited by NAAC with A+ Grade - 4th cycle


College of Excellence – UGC

Coimbatore - 641 029, Tamil Nadu, India

DEPARTMENT OF COMMERCE

REPORT

Type of the Activity	Knowledge-Sharing
Title of the Programme	Workshop
Date	27.02.2026
Time	11.00 AM
Venue of the Programme	F16
Objectives of the Programme	To understand the core principles of sales and marketing and how they work together to drive business growth.
Details of the Resource Person	Mr. Kamalakannan PROPREITOR OF MADHU HYDRAULIC AND EQUIPMENTS
Title of the Invited Talk(s) / Technical Sessions(if applicable)	“ EFFECTIVE SALES AND MARKETING STRATEGIES FOR START-UPS”
Outcome of the Programme	The workshop will help Participants will develop a practical and implementable sales and marketing plan tailored to their start-up ideas or businesses, which can guide their future business development activities.
Number of Beneficiaries (Both Students and Faculty)	83 from BCOM & MCOM
Geo tag Photos (Max 4 Nos.)	


Dr. S. UMA, M.Com.,M.Phil.,Ph.D.,PGDCA.,
HEAD,
DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE,
COIMBATORE - 641 029.

Signature of the HoD