



SSIP



StartUp
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Institution's Innovation Council
Saurashtra University Rajkot

Effective Sales and Marketing Strategies for Start-ups

16th February 2026, Monday

Smt. R. D. Gardi Department of Business Management,
Saurashtra University

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Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

03:00PM	Registration Time
03:00PM	Welcome
03:10PM	Session taken by Dr. Kuldeep Jobanputra
04:45PM	Programme Feedback - Conclusion
05:00PM	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-ESMS

Brief about Event

Smt. R. D Gardi Department of Business Management, in collaboration with SUSEC-Saurashtra University, and IIC, Saurashtra University, organized a seminar on “Effective Sales and Marketing Strategies for Start-ups” on 16th February 2026 at 03:30 PM at R. D. Gardi Department of Business Management, Saurashtra University. The session was led by Dr. Kuldeep Jobanputra. who shared valuable insights into the effective sales and marketing strategies for start-ups.

The **Effective Sales and Marketing Strategies for Start-ups** event is a focused and practical program designed to support entrepreneurs, founders, and small business owners in building strong and sustainable businesses. It addresses the unique challenges faced by start-ups, such as limited budgets, intense competition, and the need for rapid growth. The event provides strategic guidance on how to position a new venture effectively in the market.

The session covers essential marketing fundamentals, including identifying target audiences, crafting a clear value proposition, building brand identity, and selecting the right marketing channels. Participants will explore digital marketing strategies such as social media marketing, content creation, email campaigns, and search engine optimization to maximize reach and visibility with minimal cost.

In addition to marketing, the event emphasizes effective sales strategies that convert leads into loyal customers. Topics include sales funnel development, customer relationship management, negotiation skills, lead generation techniques, and performance measurement using key metrics. Practical tools and real-world examples will help participants understand how to implement these strategies successfully.

Overall, the event aims to equip start-ups with actionable knowledge, practical frameworks, and growth-oriented strategies. By the end of the program, participants will gain the confidence and skills needed to increase customer acquisition, improve sales performance, and achieve long-term business sustainability.

Key Points

- Understanding the fundamentals of sales and marketing for start-ups
- Identifying target market and customer segmentation
- Developing a strong value proposition and brand positioning
- Building brand identity and market presence
- Cost-effective digital marketing strategies
- Customer acquisition and lead generation techniques
- Measuring performance using key marketing and sales metrics

Outcome

The Effective Sales and Marketing Strategies for Start-ups event is expected to enhance participants understanding of practical sales and marketing concepts tailored to early-stage businesses. By the end of the program, participants will be able to identify target markets, develop compelling value propositions, and position their brands effectively in competitive environments. They will gain hands-on knowledge of cost-effective digital marketing strategies, customer acquisition techniques, and lead generation methods suitable for start-ups with limited resources.

Additionally, participants will develop the ability to design and manage effective sales funnels, improve conversion rates, and build strong customer relationships for long-term retention. The event will also strengthen their skills in measuring and analyzing marketing and sales performance using key metrics. Overall, the program aims to equip start-up founders and entrepreneurs with practical tools, strategic insights, and the confidence

About the Speaker/Chief Guest



Dr. Kuldeep
Jobanputra

I/C Principal and Associate Professor
R.P. Bhalodiya College, Rajkot



SEMINAR
**EFFECTIVE SALES AND MARKETING
 STRATEGIES FOR START-UPS**

Join us for an insightful session on “Effective Sales and Marketing Strategies for Start-ups” – bridging vision with victory! 🌱🌟

🔧 Organized by:

- Smt. R. D Gardi Department of Business Management
- SU Start-up & Entrepreneurship Council, SPRIHA–IPR Chair and IIC, Saurashtra University

Speaker:
Dr. Kuldeep Jobanputra
 I/C Principal and Associate Professor
 R.P. Bhalodiya college, Rajkot



📅 Monday, 16th February 2026

🕒 03:30 PM onwards

📍 Smt. R. D Gardi Department of Business Management, Saurashtra University

REGISTER NOW bit.ly/SUSEC-ESMS

More Details

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