

IIC ONLINE SESSION

By

Dr. Preet Deep Singh

AVP, Invest India



Topic:

**Understanding Role and Application of Marketing Research
at Idea to StartUp Stage - Foundation Level**

Join Session at MHRD's Innovation Cell YouTube Channel:
<https://youtu.be/4lqYN1Xhoqg>

Date: 14-05-2020
Time: 3:00 PM- 4:00 PM

REPORT ON

ONLINE SESSION WITH

DR. PREET DEEP SINGH

Dr. K SIVASAKTHI BALAN
Chief coordinator, SLMIC

We would like to inform you that our students and faculties attended “The National Innovation and Startup Policy for Students and Faculty 2019 - A Guiding Framework for HEIs for Implementation” in association with the MHRD's Innovation Cell by Dr. Preet Deep Singh AVP, Invest India discussed on “Understanding Role and Application of Marketing Research at Idea to Start up Stage - Foundation Level ” on Thursday 14.05.2020 at 3.00pm. Students and faculties watched the session in <https://www.youtube.com/watch?v=4lqYN1Xhogg&feature=youtu.be> during the session below mentioned topic were covered by Dr. Preet Deep Singh

- What is Market Research
- Importance of Market Research Strting from Idea to Startup Phase
- Open Source Tools and Their Application

With the continuous support from the Principal Dr.Shadaksharappa , Management representative Dr.Arunkumar Rajendran, Dr.K. Sivasakthi Balan Chief coordinator SLMIC with all HOD, Ms.Sasikala IIC cell coordinator and students did the remarkable achievements



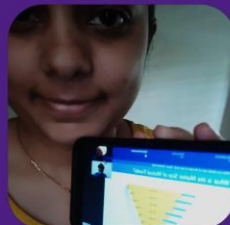
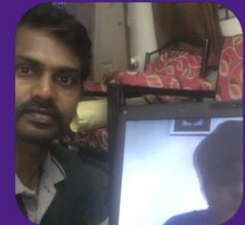
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