

 MHRD

 MHRD'S
INNOVATION CELL
(GOVERNMENT OF INDIA)

 INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of AICTE Initiative)

 AJOTE

IIC ONLINE SESSION
By

Dr. Preet Deep Singh
AVP, Invest India



Topic:
**Use of Market Data and Application of Marketing Research Tools and
Methodology – Advance Level**

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 **“Use of Market Data and Application of Marketing Research Tools and Methodology - Increasing Chances of Survivability of Innovation and Venture - Advance Level MIC Driven Activity ”** on Wednesday 20.05.2020 at 3.00pm. Students and faculties watched the session in <https://www.youtube.com/watch?v=LDdhIUWTr6c&feature=youtu.be> during the session below mentioned topic were covered by Dr. Preet Deep Singh.

- Actually, applying data and market research for survival
- B2B and B2C case studies

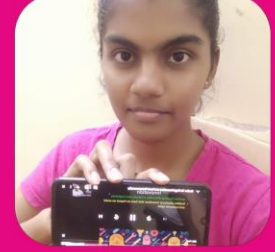
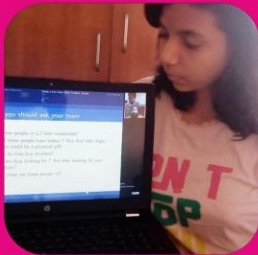
With the continuous support from the Principal Dr.Shadaksharappa , Management representative Dr.Arunkumar Rajendran, Dr.K. Sivasakthi Balan Chief coordinator SLMIC with all HOD, Ms.Sasikala IIC cell coordinator and students did the remarkable achievements



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