



WORKSHOP REPORT



Organized by:

VIJAYA COLLEGE, RV Road, BENGALURU

Event Report:

Date: 19-02-2026

Venue: Vijaya College

Organized by: Institution's Innovation Council (IIC) & Internal Quality Assurance Cell (IQAC)

No of Participants:32

Introduction

As an initiative of the Institution's Innovation Council (IIC) and Internal Quality Assurance Cell (IQAC), Vijaya College organized a Workshop on Marketing Strategies and Startups on 19th February 2026 at 11:30 AM onwards. The workshop was designed to provide students with practical insights into modern marketing techniques and the foundational aspects of building and managing startups. The session aimed to bridge academic learning with real-world entrepreneurial practices and to encourage students to explore innovative business ideas.

Objective

To create awareness about marketing strategies in the startup ecosystem. To guide students on how to develop, position, and promote startup ideas. To provide practical exposure to business development concepts. To inspire entrepreneurial thinking among students.

Proceedings

1. Inaugural Session

- The program commenced under the guidance of the Principal, Dr. M. Subramanya Bhat, and Vice Principal, Prof. Zaiba Nishath Banu.
- The coordinators, Aditya C.A and Sowmya, addressed the gathering and highlighted the importance of marketing in startup success.

2. Session on Marketing Strategies

- The session focused on understanding customer needs, market research, and competitive analysis.
- Key concepts such as branding, positioning, digital marketing, and value proposition were discussed.
- Emphasis was laid on practical strategies used by successful startups.

3. Session on Startups and Business Development

- Participants were introduced to the fundamentals of launching a startup.
- Discussion included idea validation, business models, funding opportunities, and scaling strategies.
- Real-time examples were shared to explain how innovative ideas can be converted into viable businesses.

4. Interactive Discussion

- Students actively participated by asking questions related to startup challenges and marketing approaches.
- The session encouraged open dialogue and idea sharing.

Outcomes

- Students gained clarity on the importance of marketing in startup growth.
- Enhanced understanding of business development and entrepreneurial planning.
- Encouraged innovative thinking and startup culture within the institution.
- Strengthened awareness about real-world applications of marketing strategies

Conclusion

The Workshop on Marketing Strategies and Startups was successfully conducted at Vijaya College under the IIC and IQAC initiative. The workshop provided valuable insights into marketing fundamentals and startup development. The session motivated students to think creatively, develop business ideas, and understand the importance of strategic marketing in achieving entrepreneurial success.

VIJAYA COLLEGE



R.V Road, Basavanagudi,
Bengaluru-560004 Recognised by
LIGC as CPE Accredited by NAAC
with B++ Grade Affiliated to
Bengaluru City University



An IIC and IQAC initiative

Workshop on marketing strategies and startups

Dare:19-02-2026

Time: 11:30 Onwards

coordinator: Aditya C.A

Director-course
&
Business development

Dr. M Subramanya Bhat
Principal

coordinator: Sowmya

Business development

Prof. Zaiba Nishath Banu
Vice Principal

ALL ARE WELCOME



1. Dhanush.v 4th Sem BCA 'B' sec
2. Abhay Nayak 4th Sem BCA 'B' sec
3. Shreyas. R 4th Sem BCA 'B' sec
4. Rahul. S 4th Sem BCA 'B' sec
5. Prajwal. M 4th Sem BCA 'B' sec
6. Sriharsha T. k 4th Sem BCA 'A' sec.
7. Chiranjeev. S 4th Sem BCA 'B' sec
8. Achal Bhargava 4th Sem BCA 'B' sec
9. Yogamandhul 4th Sem BIA 'B' sec
10. Deeniz. M 4th Sem BCA 'B' sec
11. Luneth. S 4th Sem BIA 'B' sec
12. Hausha vandhorn kn 4th Sem BCA 'A' sec
13. Manish. B. L 4th Sem BCA 'A' sec
14. Athanya. N 4th Sem BCA 'B' sec
15. Shreyas ————— u —————
16. Pavithra. R 4th Sem BIA 'A' sec
17. Saima Tazeer 4th Sem BCA 'B' sec
18. Shobana Banu " " "
19. Sukana Firdose " " "
20. Rabiya Athifa Sultan 4th Sem BCA 'B' sec
21. Saniya Banu 4th Sem BCA 'A' sec
22. Sanjam. AM 4th Sem BCA 'B' sec
23. Nuthana Poiya. L ————— u —————
24. Moneshwar. p 4th Sem BCA 'B' sec.
25. Vatsala. S 4th Sem BCA 'B' sec
26. Shreenidhi. V 4th Sem BCA 'B' sec
27. Kshirapada Bhadraj 4th Sem BCA 'A' sec.
28. Maseeda. Banu. A 4th Sem BIA 'B' sec.
29. SAGHA. M 4th Sem BCA 'B' sec
30. Pooja Chouhan 4th Sem BIA 'B' sec.
31. Yashawini. U 4th Sem BCA 'A' sec.
32. Nischitha. B. C 4th Sem BCA 'A' sec