1. **Event Title:** Basics of Marketing for biobased products  
2. **Category:** Webinar  
3. **Department:** Biotechnology  
4. **Date:** 19.5.2020  
5. **No. of Participants:** 67  
6. **No. of Resource Person:** 1  
7. **Report:** About importance of marketing of biobased products  
8. **Report Description:**  
   On 19.5.2020, Biospectra, association of Biotechnology department, organized a webinar titled “Basics of Marketing for biobased products”. The speaker was Dr. M.K.Shakila, Associate Professor and Dean Admin-Management, Guru Nanak College. Dr. M.G.Ragunathan, Principal, Guru Nanak College, gave the felicitation address. She highlighted about the marketing strategies involved in identification of potential customers, major task in marketing and marketing segmentation pattern. The participants were I, II and III B.Sc., students of Biotechnology Department and III B.Sc., Students of Department of Zoology, Guru Nanak College.  
9. **Invitation/Brochure:**
Guru Nanak College (Autonomous)
Re-accredited at 'A' grade by NAAC.
Guru Nanak Salai, Velachery, Chennai-42

Cordially invites you for
Webinar
On
BASICS OF MARKETING FOR BIO-BASED PRODUCTS
Organized by
Biospectra Association
Department of Biotechnology, Guru Nanak College,
Guru Nanak Salai, Velachery, Ch-42

Date: 19-05-2020
Timing: 5.15 p.m. to 6.15 p.m.

Felicitation Address
Dr. M.G. Raguvaathan
Principal
Guru Nanak College

Technical Speaker
Dr. M.K. Shakila
Associate Professor & Dean Admin. Management
Guru Nanak College

Meeting Platform: Zoom app
Meeting ID: 756 915 2630
Password: gnm MBA

Webinar Registration Link:
https://docs.google.com/forms/d/1j9eaPreBcDxRPhbV8RJyr6-QRg8-5IaDNxe6FFwW77k/d/edit