

Guru Nanak College (Autonomous)
(Re-accredited at 'A' Grade by NAAC)
Affiliated to the University of Madras
Guru Nanak Salai, Velachery, Chennai – 42.

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:**



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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**

Felicitatation Address

Dr. M.G. Ragunathan

Principal

Guru Nanak College

Technical Speaker

Dr. M.K. Shakila

Associate Professor & Dean

Admin-Management

Guru Nanak College

Date: **19-05-2020**

Timing: **5.15 p.m. to 6.15 p.m.**

Meeting Platform: **Zoom app**

Meeting ID: **756 915 2630**

Password: **gncmba**

Webinar Registration Link:

<https://docs.google.com/forms/d/1J9eaPreBcDxRPbV8RJvr6-QRg8-5InDNxc6FFwW77kI/edit>