BGU
BIRLA GLOBAL UNIVERSITY

ONE DAY MARKETING SEMINAR

ON

INDIAN STARTUP ECOSYSTEM : OPPORTUNITIES AND CHALLENGES

Organized by:

BSoM, Birla Global University, Bhubaneswar

Date:

31st August, 2019

Venue:

Seminar Hall, BGU, Bhubaneswar

BIRLA GLOBAL UNIVERSITY

IDCO Plot No. 2, Institutional Area, Gothapatna, Bhubaneswar-751029 Odisha, India

THEME OF THE NATIONAL SEMINAR

Indian startup ecosystem has just started to realize its true potential. This is the second largest startup ecosystem in the world and growing 12% annually. Most of the startups are born in the last two to three years and they are facing a daunting task of adapting to the changing dimensions of business environment. They are also managing some of the unique challenges related to technology, funding, cost control, customer acquisition, marketing etc. This one day national seminar will deliberate some of these challenges confronted by startups and will further discuss the opportunities that will brand India as the land of new age startups. This seminar is also important when 7 million college graduates and 55% of Indian youth prefer to work for a startup rather in any other established corporates.

PROGRAM DETAILS ON 31st AUGUST

Registration: 9.00 am to 9.45 am *(Activity Plaza)*
Inaugural Session: 10.00 to 11.00 am
Tea Break: 11.00 am to 11.15 am
Guest Talks *(Expert's Deliberations):* 11.15 am to 1.15 pm
Lunch: 1.15 pm to 2.15 pm
Panel Discussion: 2.30 pm to 4.30 pm
Valedictory Session: 4.30 pm
High Tea: 5.00 pm

WHO SHOULD PARTICIPATE:

Students, Research Scholars, Academicians,
Industry People and Startup Enthusiasts

NO REGISTRATION FEE:

No fee for participation,
all the participants will get a participation certificate

IMPORTANT DATES:

- **Last date of confirmation of participation:**
  20th August, 2019
- **National Seminar:**
  31st August, 2019

CONTACT PERSONS:

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