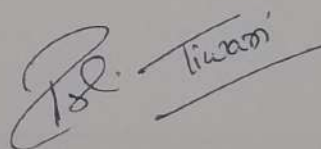


Localised Marketing Tactics for Small Business Entrepreneurs (Industry Academia Meet)

1. **Name of the Organising Department/Cell/Committee:** BBA
2. **Name of the Event Conducted:** Localised Marketing Tactics for Small Business Entrepreneurs (Industry Academia Meet)
3. **Name of the Collaborating Organisation/Cell/Department/Committee (if any):** IQAC
4. **Mode:** Offline
5. **Date of the Event:** 27-04-2024
6. **Time:** 11am - 3pm
7. **Place/ Venue/ (Platform -in Case of Online Programme):** K.C. Das Commerce College
8. **Objectives of the Event (Please describe point-wise):**
 - a) To focus on Localised Marketing Tactics for Small Business Entrepreneurs.
9. **Name of Resource person(s) with their Position and Organisation Name (if any)**
 - a) Anupam Deka (Assam Gaurav Awardee, 2023; Director of Repose Foods Pvt. Ltd., Founder of SR Deka & Company Pvt. Ltd.)
10. **Title of the Topic(s) delivered by the Resource person(s) (if applicable):**
 - a) Localised Marketing Tactics for Small Business Entrepreneurs
11. **Total No. of Participants:**
 - a. **Students:** 116
 - b. **Teachers:** All faculty members of the BBA Department
 - c. **Others (Please Specify):**
12. **Total No. of Beneficiaries (in case of extension activities):**
13. **Outcome of the Event (Please describe within 200 words):**

The students got benefited on different marketing tactics, innovations, techniques, creativity, sustainable development and the regional entrepreneurship development.



Head (Ho)
Department of BBA
K.C. Das Commerce College

6th Semester

SL. NO.	NAME	ROLL NO.	Signature
1.	Masom Samsukha Jain	30	Masom Samsukha Jain
2.	Debraj Dutta	06	Debraj Dutta
3.	Samarjit Das	42	Sam
4.	Mayank Jain	41	Mayank
5.	Piyush Khemka	62	Piyush
6.	Prityanshu Loria	26	Prityanshu
7.	Abhishuk Singh	24	Abhishuk
8.	Rajat Panick	48	Rajat
9.	Neha Goswami	01	Neha
10.	Nika Danyan Swen	23	Nika
11.	Subham Chakraborty	38	Subham
12.	Kishor Kumar	46	Kishor
13.	Saloni Surika	43	Saloni
14.	Tanisha Agarwal	25	Tanisha Agarwal
15.	Ravikoj Thakur	53	Ravikoj Thakur
16.	Himangshu Gogoi	52	Himangshu Gogoi
17.	Prabuddha Raj Newar	47	Prabuddha Raj Newar
18.	Rohan Khanal	21	Rohan
19.	Navin Kr. Thakur	16	Navin
20.	Salehem Agarwal	28	Salehem
21.	Pickey Dikaria	55	Pickey
22.	Arijit Sankar	31	Arijit Sankar
23.	Kunjat Joshi	10	Kunjat Joshi
24.	Tanisha Sugar	60	Tanisha Sugar

4th Semester

SL NO.	NAME	ROLL NO.	SIGNATURE	SL. NO.
1	Niharika Boro	23	N. BORO	35
2	Elisha Brahma	25	EB	36
3.	Deepamrita Roy	45	Deepamrita Roy	37
4.	Preeti Chakraborty	44	Preeti	38
5	Manish Sharma	51	Manish Sharma	39
6.	Dipankar Bora.	28	Dipankar Bora.	40
7.	Sumit Sarkar	53	Sumit Sarkar	41
8.	Mayush HatiBarmah	38	Mayush HatiBarmah	42
9.	Ankur Bora	33	Ankur Bora	43
10.	Orkid R. Kalita	58	Orkid	44
11.	Nishant Rakha	07	Nishant Rakha	45
12	Bhagavath .k	36	B	
13	Durmit Boro	30	Durmit Boro	
14.	Adrij Das	64	Adrij Das	
15.	Prince Kumar Prasad	09	Prince	
16.	Nilakshay Konmakan	55	N	
17.	Asekh Phukan	61	Asekh Phukan	
18.	Neelakshi Dey Biswas	40	Neelakshi	
19.	Priyanka Acharye	52	Priyanka Acharye	
20	Bashab Ch. Boro	17	B	
21	Anish Ghosh	34	Anish Ghosh	
22	Aryan Pandey	21	Pandey	
23	Subroto Das	39	SD	
24	Agush Kumar	43	A. Kumar	
25	Hridya Goyal	60	Hridya	
26	Manashi Dhar	47	M. Dhar	
27	Souvik Das	15	Souvik Das	
28	Devendra Bora	26	Devendra Bora	
29	Sanjit Tiwari	41	Sanjit	
30)	Binit Mali	35	Binit	
31)	Harik Anthonia	49	H	
32)	Jydeep Dey	50	Jydeep	
33)	Aditya Kumar Prasad	18	Aditya	
34)	Amrit Kumar Gupta	57	A	

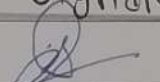
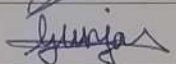
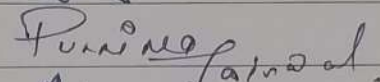
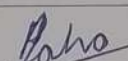
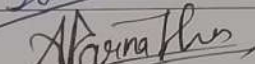
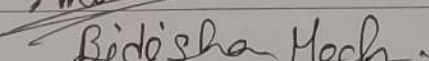
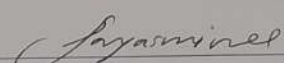
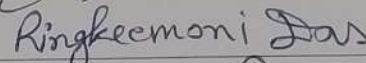
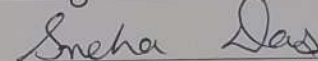
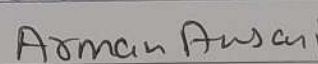
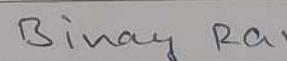
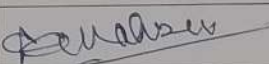
4th Semester

SL. NO.	NAME	ROLL NO.	Signature
35	BHAIRAB J. DICKA	10	B J Dika
36	SIMANTO SHARMA	4	Simanta Sharma
37	SATYAM KR. SINGH	24	S. Singh
38	Shrutikesh Thakuria	65	Shrutikesh
39	Jimon Jisam Kashyap	20	J.K
40	Shazeb Ali	22	Shazeb Ali
41	Anisban Saha	29	Anisban Saha
42	Prakhar Jain	32	Prakhar Jain
43	Sneha Dey	03	Sneha Dey
44	Ritika Nawka	54	Ritika Nawka
45	Gairitya Bhuyan	05	Gairitya Bhuyan

2nd Semester

SL NO.	NAME	ROLL NO.	Signature	SL
1	Hannuli Englipi	28	Hannuli	1
2	Richa Debbarma	29	Richa	2
3	Angita Deka	66	Angita Deka	3
4	Bhanita Daimary	22	Bhanita Daimary	3
5	Ragini Chetoy	38	Ragini Chetoy	4
6	Kriti Gupta	10	Kriti Gupta	4
7	Bhumnika Nahata	35	Bhumnika	4
8	Rini Jain	31	Rini Jain	4
9	Tisha Jain	02	Tisha Jain	4
10	Yusika Agarwal	50	Yusika Agarwal	
11	Sehasi Surana	24	Surana	
12	Rami Singh	48	Rami Singh	
13	Kumkum Sharma	72	Kumkum Sharma	
14	Tanisha Jain	55	Tanisha Jain	
15	Moinmay Brahma	70	Moinmay Brahma	
16	Nayan Sarkar	03	Nayan Sarkar	
17	Debdeep Sen	39	Debdeep	
18	Abhishek Surana	05	Abhishek	
19	Krish Sharma	71	Krish	
20	Vinayak Choraria	60	Vinayak	
21	Vikas Pareek	58	Vikas	
22	Arnab Jyoti Saikia	30	Arnakijoti Saikia	
23	Priyom Barman	43	Priyom Barman	
24	Shivam Sharma	51	Shivam Sharma	
25	Shubham Raj	37	Shubham Raj	
26	AKash Patel	13	AKash Patel	
27	Fairuz Hussain	44	Fairuz	
28	Duke Roy	04	Duke Roy	
29	Dheev Jain	504	Dheev Jain	
30	Namann Jain	33	Namann Jain	
31	Bishwapratim Dheer	12	Bishwapratim Dhar	
32	Rajdeep Kar	11	Rajdeep Kar	
33	Ayush Singh	41	Ayush Singh	
34	Nirban Saha	36	Nirban Saha	
35	Saraditya Roy	27	Saraditya Roy	

2nd Semester

Sl. NO.	NAME	Roll No.	Signature
36	Subhajit Chatterjee	49	
37	Gunjan Sharma	62	
38	Purnima Taiswal	21	
39	Rajashree Saha	15	
40	Ararna Kr. Thak	34	
41	Bidisha Mech	16	
42	Sayasminee Das	59	
43	Ringkeemoni Das	26	
44	Sneha Das	25	
45	Azman Ansari	23	
46	Binay Rai	52	
47	Nikhil Maheswari	69	



Industry Academia Meet, 2024

Organised by Department of BBA

K.C. DAS COMMERCE COLLEGE

**TOPIC- LOCALISED MARKETING
TACTICS FOR SMALL
BUSINESSES ENTREPRENEURS**



Anupam Deka
Guest Speaker



27 APRIL, 2024



AT 11 AM



CONFERENCE HALL - II



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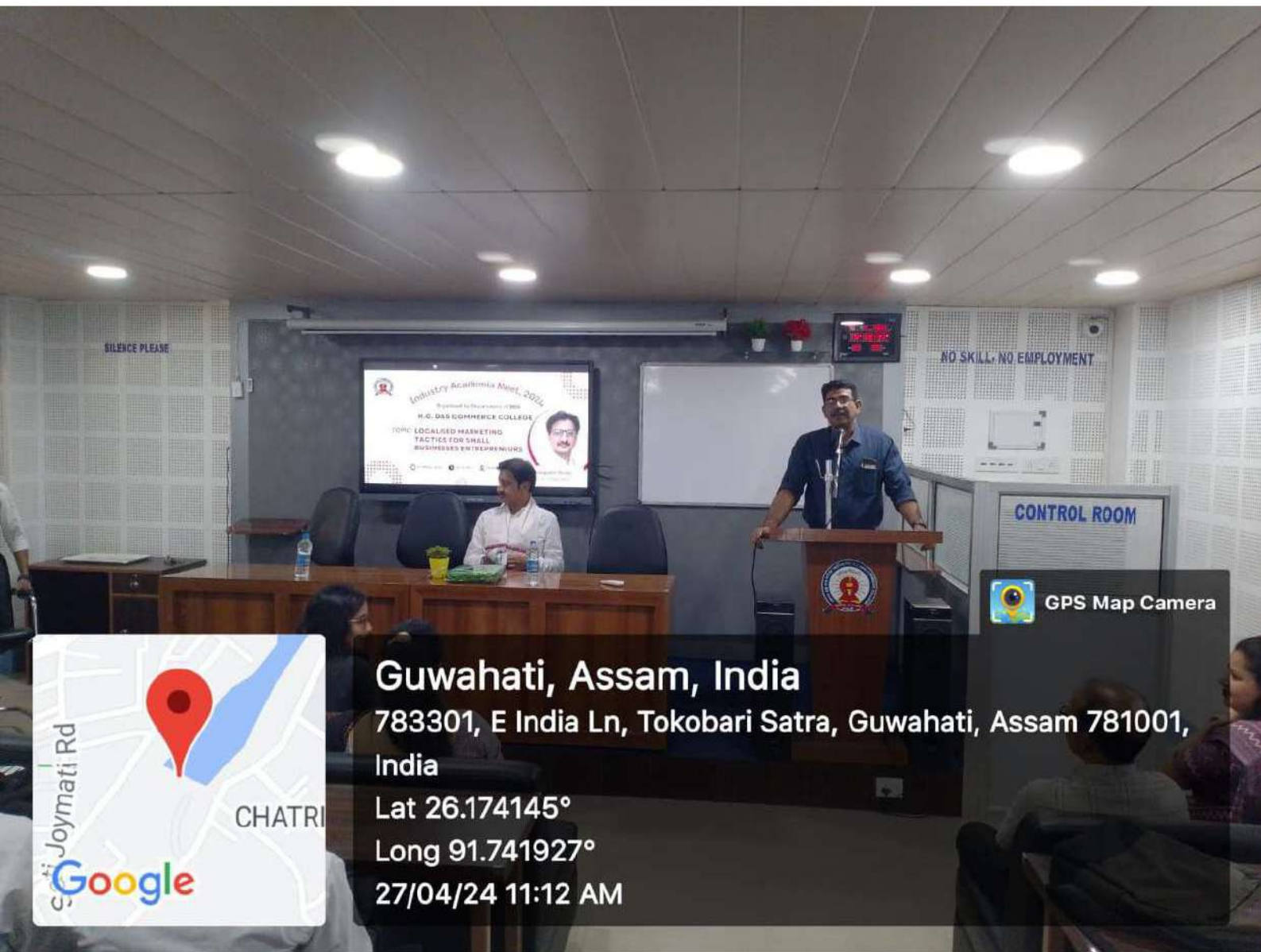
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India

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Guwahati, Assam, India

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India

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Long 91.741927°

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India

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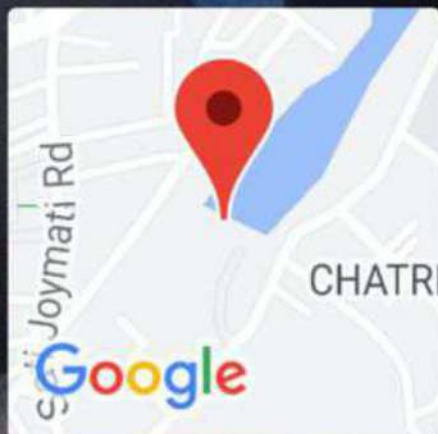
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Assam 781001, India

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