

**Hamidia Girls' Degree College organises Expert Talk to promote Entrepreneurship among Students of B.Voc.on the occasion of International Women's Day**

**An expert talk was organised on the occasion of International Women's Day on 8 Th March 2025 at Hamidia Girls' Degree College, constituent college of University of Allahabad.Lecture was on “ Effective Sales and Marketing Strategies for Entrepreneurs and to Foster Entrepreneurship Among Students of B.Voc”**

In celebration of International Women's Day, a special lecture was organized for the students of the Bachelor of Vocational (B.Voc) program to inspire and empower them to explore entrepreneurship. The event aimed to provide practical insights into effective sales and marketing strategies for budding entrepreneurs. The session was delivered by **Prof. Ekta Verma** from **MONIRBA, University of Allahabad**, a renowned expert in the field of business and entrepreneurship.



The event was designed to celebrate the achievements of women in entrepreneurship and encourage B.Voc students, particularly women, to pursue their entrepreneurial dreams. Prof. Ekta Verma, with her extensive experience in the field of business management and

entrepreneurship, shared valuable insights on how effective sales and marketing strategies can contribute to building and growing a successful entrepreneurial venture.



The lecture focused on the intersection of sales, marketing, and entrepreneurship, offering students key strategies they could apply in real-world business scenarios.





She discussed Understanding Market Dynamics, Building a Strong Brand Identity, Effective Sales Techniques, Digital Marketing, Networking and Building Partnerships, and Adaptability in the market. The lecture delivered by **Prof. Ekta Verma** was a highly engaging and informative session. Her expertise and inspiring words left a lasting impact on the students of the B.Voc program, motivating them to pursue their entrepreneurial aspirations with confidence.



Prof. Nasreen Begum, the convener of the program, encouraged students to consider entrepreneurship not only as a viable and rewarding career choice for themselves but also as a means to contribute to the upliftment of society. She emphasized that entrepreneurial ventures have the potential to drive positive change, create jobs, and improve communities.

Prof. Sabiha Azmi delivered a heartfelt thanks message. She highlighted the potential benefits of pursuing entrepreneurial ventures, emphasizing the independence, creativity, and financial rewards that come with building and running one's own business.

On this occasion, Dr. Shabana Aziz, Dr. Amita Agarwal, Dr. Monisha Gupta, Ms. Shahnaz Qazmi, Ms. Tazeen Fatima, Ms. Huma Marvee, Ms. Roqayya Ansari, Ms. Harshita, Mrs. Nabiya, and B.Voc. students were present, adding to the significance of the event and contributing to the panel discussions and Question/ Answer session on entrepreneurship.

They shared their insights, ideas, and experiences, engaging actively in conversations about the challenges and opportunities in the entrepreneurial landscape.