



# **SRI VENKATESWARA**

## **COLLEGE OF ENGINEERING AND TECHNOLOGY**

Thirupachur-631203, Tiruvallur TK & DT

Approved by AICTE New Delhi & Affiliated to Anna University, Chennai  
(A Telugu Minority Institution)

### **MASTER OF BUSINESS ADMINISTRATION**

### **WORKSHOP ON**

**" DEVELOPING AND IMPLEMENTING SUCCESSFUL MARKETING STRATEGIES"**

By

Mr. Nallamuthu Raja, B.E, M.B.A,

Proprietor, SRI KALKI TRADING

65/111, Angalamman Koil Street, Choolai,

Chennai – 600112

Date: 12.09.2022

**SRI VENKATESWARA COLLEGE OF ENGINEERING AND**

**TECHNOLOGY**

Tiruvallur.

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### Request to deliver a Workshop On" Developing And Implementing Successful Marketing Strategies"

From

05/09/2022

**Mr.D.BABU. M.B.A,**

Assistant Professor and Head/MBA

Sri Venkateswara College Of Engineering And Technology

Tiruvallur - 631023.

To

Mr. Nallamuthu Raja B.E, MBA

Proprietor , Sri Kalki Trading

65/111, Angalamman Koil Street,

Choolai, Chennai – 600112

Respected Sir,

Sub: Request to deliver a Workshop On Developing And Implementing Successful Marketing

Strategies - reg.,

We are happy to inform you that Department of Business Administration Is Planning To conduct a Workshop On' Developing And Implementing Successful Marketing Strategies'. We have come to know about your expertise in the above mentioned areas. We are pleased to invite you to give a lecture for our students. We are confident that our faculty and students would be enriched with your presence of lecture.


Kindly give your acceptance and convenient date as soon as possible.

Thanking You,

  
Yours Truly

(Mr.D.BABU. M.B.A)



  
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(A Telugu Minority Institution).

**Requisition of permission to conduct a Workshop On Developing And Implementing**

**Successful Marketing Strategies**

From

05/09/2022

**Mr.D.BABU. M.B.A,**  
Assistant Professor and Head/M.B.A  
Sri Venkateswara College Of Engineering And Technology  
Tiruvallur - 631023.

To

The Principal  
Sri Venkateswara College Of Engineering And Technology,  
Tiruvallur - 631023.

Respected sir,

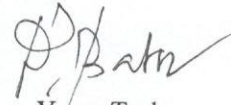
Sub: Requisition of permission to conduct a Workshop On Developing And Implementing  
Successful Marketing Strategies'\_reg.

The Department Business Administration is planning to conduct a  
Workshop Advanced Construction Techniques " on 12/09/2022 at 10:00AM. The Chief  
Guest, Mr. Nallamuthu Raja, Proprietor , Sri Kalki Trading, 65/111, Angalamman Koil Street,  
Choolai, Chennai – 600112, is invited to conduct the workshop to our students.


Hence, we request you to give permission to conduct this program.

Thanking you



  
Yours Truly,

**Mr.D.BABU. M.B.A,**

  
**PRINCIPAL**  
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**CIRCULAR**

Ref No: SVCET/ PRI/ CIR/ 2022 /MBA/ 07

05.09.2022

The Department of Business Administration is organizing a workshop on "Developing And Implementing Successful Marketing Strategies" for Business Administration students on 12.09.2022. Students are hereby requested to make use of this opportunity. The details are given below

Speaker: Mr. Nallamuthu Raja. B.E, M.B.A  
Proprietor, SRI KALKI TRADING

Time: 10:00 AM

Venue: Block F Seminar Hall

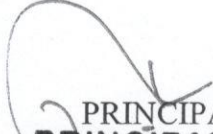
To:

All HOD' s

Notice boards

Office File



  
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### REPORT

Name of the Programme : Workshop on Developing And Implementing  
Successful Marketing Strategies "

Department : Business Administration

Date : 12.09.2022

No of participants : 51

Venue : Block III Seminar hall

Details of the resource person:

Speaker: Mr. Nallamuthu Raja.B.E, M.B.A,  
Proprietor, SRI KALKI TRADING

This workshop was very conceptual about the Marketing Strategies

- ❖ Workshop gave an idea about the importance of different types Marketing strategies to be used in the Business Administration
- ❖ The speaker technically elaborated the methodology and their utilities in workplace.
- ❖ The students were given idea about job opportunities and the courses available related to Business Administration

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~~PROGRAMME CO ORDINATOR~~



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### NAMELIST OF STUDENT PARTICIPANTS

S.NO	REG. NO	NAME	YEAR
1	112420631001	ABIKAYIL D	II MBA
2	112420631002	ABILASH A	II MBA
3	112420631003	AISHWARIYA G	II MBA
4	112420631005	AMUDHAVALLI K	II MBA
5	112420631006	ANITH KUMAR M	II MBA
6	112420631007	ARUNACHALAM E	II MBA
7	112420631008	ARUNACHALAM P S	II MBA
8	112420631009	ARUN KUMAR A	II MBA
9	112420631010	ARUNPANDI G	II MBA
10	112420631011	ARUN PANDIAN R	II MBA
11	112420631012	ARVINDHAN J	II MBA
12	112420631015	ASHOK KUMAR P	II MBA
13	112420631016	BHAVANI M	II MBA
14	112420631017	BHUVAN KUMAR S M	II MBA
15	112420631018	BOOPALAN P	II MBA
16	112420631020	CHANDRAKALA C	II MBA
17	112420631025	DILIP KUMAR K	II MBA
18	112420631026	DINESH M	II MBA
19	112420631027	DINESH KUMAR R	II MBA
20	112420631028	DIVYABHARATHI S	II MBA
21	112420631029	GUNALAN A	II MBA
22	112420631030	HEMALATHA M	II MBA
23	112420631031	INDHU C	II MBA
24	112420631032	INDHU D	II MBA
25	112420631033	JANAKI T	II MBA

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~~PROGRAMME CO-ORDINATOR~~



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### NAMELIST OF STUDENT PARTICIPANTS

S.NO	REG. NO	NAME	YEAR
27	112420631034	JAYAPRAKASH R	II MBA
28	112420631035	JAYASURIYA D	II MBA
29	112420631036	JAYASURYA K	II MBA
30	112420631037	JOTHEESWAR K	II MBA
31	112420631038	KARTHICK R	II MBA
32	112420631039	KARTHIGEYAN K	II MBA
33	112420631040	KATHIRAVAN K M	II MBA
34	112420631041	KIRUBANIDHI K	II MBA
35	112420631043	KRISHNA A	II MBA
36	112420631046	LOKESHWARI D	II MBA
37	112420631047	MALAVIKA N	II MBA
38	112420631048	MANIKANDAN A	II MBA
39	112420631049	MANISHA V	II MBA
40	112420631050	MANOJ KUMAR S	II MBA
41	112420631051	MATHAN P	II MBA
42	112420631053	MOHAN P M	II MBA
43	112420631054	MONISHA R	II MBA
44	112420631055	NAGARAJ M	II MBA
45	112420631057	NAVEEN V	II MBA
46	112420631058	NAVEEN KUMAR M	II MBA
47	112420631059	NISHA G	II MBA
48	112420631060	NITHISH KUMAR B	II MBA
49	112420631061	NIVETHA K	II MBA
50	112420631063	OVIYA M	II MBA
51	112420631064	PAVITHRA V	II MBA

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**PROGRAMME CO-ORDINATOR**



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Name of the Programme : Workshop on " Developing And Implementing  
Successful Marketing Strategies "

Department : Business Administration

Date : 13.09.2022

No of participants : 51

Venue : Block III Seminar hall

Details of the resource person:

Speaker: Mr. Nallamuthu Raja. B.E, M.B.A,

Proprietor, SRI KALKI TRADING



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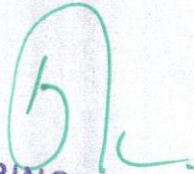
**DEPARTMENT OF MASTER BUSINESS ADMINISTRATION**  
**CERTIFICATE OF PARTICIPATION**

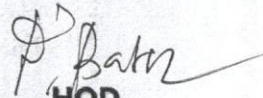
This is to certify that Mr/Ms ..... **MATHAN P 112420631051** .....

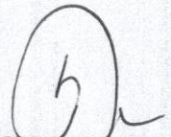
Student, Department of ..... **MBA** ..... has successfully participated

Workshop on " DEVELOPING AND IMPLEMENTING SUCCESSFUL MARKETING STRATEGIES" held on 12.09.2022

  
CO ORDINATOR

  
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## DEPARTMENT OF MASTER BUSINESS ADMINISTRATION CERTIFICATE OF PARTICIPATION

This is to certify that Mr/Ms **INDHU.C - 112420631031**

Student, Department of **MBA** has successfully participated

Workshop on " DEVELOPING AND IMPLEMENTING SUCCESSFUL MARKETING STRATEGIES" held on 12.09.2022

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**DEPARTMENT OF MASTER BUSINESS ADMINISTRATION**  
**CERTIFICATE OF PARTICIPATION**

This is to certify that Mr/Ms **A. KRISHNA - 112420631043**

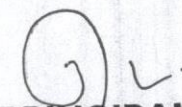
Student, Department of **MBA**.....has successfully participated

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