



2020-2021

Name of the Department/Society: **The Entrepreneurial Cell**

Name of the Event 5: Types of Marketing and Analysis

The Entrepreneurial Cell of Hansraj organised a prestigious event called 'Types of Marketing and Analysis.' Innovation and traction are the two most essential components to make any startup successful. Recognising the importance of marketing to generate traction for startups, The Entrepreneurial Cell of Hansraj conducted a diverse set of sessions decoding the different kinds of marketing while also enlightening startup enthusiasts about market analysis.