



Doc.No.: AU/INC/FDP/CBP:P/2022/03

Program Report

Recipe for Successful Marketing in the Healthcare Space Confirmation

1. **Program Type:** Capacity Building Program (Webinar)
2. **Organized By:** IIT Bombay Business Innovator (SINE)
3. **Theme:** Marketing strategies in healthcare sectors
4. **Academic Year:** 2021-2022
5. **Quarter:** Q2
6. **Date:** 27th January, 2022
7. **Total number of participants:** 04
8. **Mode:** Online
9. **Budget/ Expenditure:** Not Applicable

Summary of Event:

A webinar has been organised by IIT Bombay Business Innovator on 27th January 2022 regarding the recipe for successful marketing in the Healthcare Space Confirmation. Staffs of E-YUVA Centre, BIRAC, Adamas University have participated in the event as a capacity building program for them. The Speaker of the session was Mr. Pawan Choudary (CEO, Public Intellectual & Best-Selling Author) and Mr. Mayur Sirdesai (Moderator, Partner/ Founder at Somerset Indus Capital Partners focused on investments in products and services platforms in the SME sector of Healthcare in India) and the entire event was moderated by Pranita Phatak (Assistant Manager Program Associate at Society for Innovation & Entrepreneurship-SINE IIT Bombay at society for Innovation & Entrepreneurship-SINE IIT

Bombay). The talk of the webinar mainly focuses on marketing strategies in healthcare sectors.

Objective:

To share the strategies and technologies used by healthcare sectors for marketing

Event details:

IIT Bombay at society for Innovation & Entrepreneurship (SINE) has organised a webinar on Recipe for Successful Marketing in the Healthcare Space Confirmation. The Speakers of the event was Mr. Pawan Choudary (CEO, Public Intellectual & Best-Selling Author) and Mr. Mayur Sirdesai (Moderator, Partner/ Founder at Somerset Indus Capital Partners focused on investments in products and services platforms in the SME sector of Healthcare in India) and the entire event was moderated by Pranita Phatak (Assistant Manager Program Associate at Society for Innovation & Entrepreneurshi-SINE IIT Bombay at society for Innovation & Entrepreneurship-SINE IIT Bombay). At present the healthcare sectors are blooming and its demand has increased exponentially. To maintain social distancing, application of modern technologies came into existence. Implementation of tele-medicine, online booking of Doctor's appointment and gathering all features under a single app has helped the patients easily access all the facilities by sitting in the home itself. The talk has helped the staffs of E-YUVA Centre gather knowledge of marketing in healthcare sectors to help the people in need during the time of crisis.

10. Mandatory Submission:

a) Flier



b) Photos



Photographs of participants in a webinar on Recipe for Successful Marketing in the Healthcare Space Confirmation

c) Social Media Link:

https://www.linkedin.com/posts/pranita-phatak-9b017b194_webinar-healthcare-marketing-activity-6891575748239384576-I_kg

d) Attendance:

Sl No.	Participant Name	Designation	Mail ID
1.	Dr. Saptarshi Chatterjee	Chief-Coordinator & Principal Project Investigator	saptarshi.chatterjee@adamasuniversity.ac.in
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Signature:



Convener, IIC-AU

Associate Director, Incubation
Chief Coordinator, E-YUVA Centre, Adamas University
(Supported by BIRAC)