

## MOE'S INNOVATION CELL

### INSTITUTION'S INNOVATION COUNCIL

### CMR TECHNICAL CAMPUS

#### UNDERSTANDING ROLE AND APPLICATION OF MARKETING RESEARCH AT IDEA TO STARTUP STAGE - FOUNDATION LEVEL

#### OVERVIEW

**Objective:**

What is Market Research -Importance of Market Research Starting from Idea to Startup Phase - Open Source Tools and Their Application

**Benefit in terms of learning/Skill/Knowledge obtained:**

Came to know the outcome as What is Market Research -Importance of Market Research Starting from Idea to Startup Phase -Open Source Tools and Their Application

**Academic Year:**

2019-20

**Program driven by:**

MIC driven Activity

**Month:**

May

**Program /Activity Name:**

**Program Type:**

Other

**Other:**

NA

**Program Theme:**

Startup


**Other:**

NA

**Date & Duration (Days):**

05/14/2020-05/14/2020-0

**External Participants, If any:**

<b>Student Participants:</b>	<b>Faculty Participants:</b>
25	25
<b>Expenditure Amount, If any:</b>	<b>Remark:</b>
Nil	NA
<b>ATTACHMENTS</b>	
<b>Video:</b>	NA
<b>Photograph1:</b>	
<b>Photograph2:</b>	/uploads/institutes/mic/images/events/institutes/presentation/IC201811279_EVE7030_Photogra
<b>Session plan, If any:</b>	<a href="https://api.mic.gov.in/uploads/institutes/mic/images/events/institutes/presentation/IC201811279030_Report.pdf">https://api.mic.gov.in/uploads/institutes/mic/images/events/institutes/presentation/IC201811279030_Report.pdf</a>
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