

INSTITUTION'S INNOVATION COUNCIL (IIC)



CMR TECHNICAL CAMPUS

UGC Autonomous



Accredited by NBA & NAAC with 'A' Grade

Approved by AICTE & Affiliated to JNTUH

Kandlakoya, Medchal Road, Hyderabad-501401

Session Details:

Title of the session: From Idea to Business: The Crucial role of Market Research

Date: 20-11-25

Duration: 2 hours

Activity Level: II

Expenditure: Rs 6000

Activity Category: Self Driven

Theme: Entrepreneurship

Expert/Speaker Details:

Name:
Goutam Julka

Designation:
CEO

Organization:
Samaadhan
Business
Solutions

Brief about Expert/Speaker:

An executive leader with over 31 years of diverse experience across Sales, Marketing, Product Development, Team Management, Streamlining Operations and Strategic Expansion in both domestic and international markets. Adept at launching startups, transforming underperforming business units, and driving accelerated growth across diverse segments. Recognized for building high-performing teams, efficient distribution systems, and lasting strategic alliances with key players in the industry.

Outcome of the activity:

Key Highlights:

The outcomes of market research for a startup are crucial, data-backed insights that validate a business idea, refine the product-market fit, and inform strategic decision-making to minimize risk and attract investors.

Participant Details:

Total no. of Student participation: 170

Total no. of Staff (Teaching/Non-teaching) participation: 15

Three to four Photographs/Screenshots that show the participation of students and staff (Teaching/Non-teaching)

Brochure:



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KANDLAKOYA (V), MEDCHAL ROAD, HYDERABAD, TELANGANA - 501041



Department of Master of Business Administration
in alliance with the Institutions Innovation Council (IIC 8.0) organising
"From Idea to Business: The Crucial Role of Market Research"



SPEAKER
Gautam Julka
CEO – Samaadhaan
Business Solutions

 **DATE: 20-11-25**  **TIME: 10 AM**  **VENUE: Abdul Kalam Seminar Hall**
LINK : <https://forms.gle/xqACZvT3Ji26gxvP9>

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Event Photographs:



Attendance details:

Timestamp	Mail Id	Full Name	Contact Number	Student Pursuing
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