



# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(Autonomous and Affiliated to Bharathiar University, Coimbatore)  
Approved by the Government of Tamil Nadu by NAAC with A++ grade (3rd cycle - 3.64 CGPA)  
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## SYMPOSIUM ON MINDFUL MARKETING FOR STARTUP'S

organized by  
Department of Commerce  
January 30, 2024

### ORGANIZING COMMITTEE

#### Patrons

**Dr. Nalla G. Palaniswami**  
Chairman, Dr.N.G.P. Research and Educational Trust  
**Dr. Thavamani D. Palaniswami**  
Secretary, Dr. N. G. P. Arts and Science College  
**Dr. O.T. Buvaneshwaran**  
CEO, Dr. N.G.P. Research and Educational Trust

#### Chairman - Symposium

**Dr. K. Ramamurthi**  
Principal, Dr. N.G.P. Arts and Science College

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**Dr. F. Mary Magdalene Jane** - Dean Computer Science

#### Convener

**Dr. P.B. Banudevi** - Dean Commerce & Management  
**Dr. D. Parasakthi** - Head of Commerce

#### Staff Co-ordinator

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#### Student Incharge

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#### About Symposium

Mindful marketing startups focus on creating campaigns that prioritize authenticity, ethical practices, and positive social impact. It involves building authentic connections with audience by aligning the brand with values, being transparent, and creating meaningful content that resonates. It Prioritize sustainability, social responsibility, and ethical practices to foster trust and loyalty amidst the audience.

### Objectives

- Enrich Critical Thinking
- Enhance Entrepreneurship skills
- Utilise the Schemes of governments for startups
- Knowledge on the measurable actions to be initiated for start ups

### Keynote Speaker



#### Mr. A.V. Gnanasambandam

Executive Director & Chief Executive Officer  
Agribusiness Incubation Society - Technology Business Incubator RKVY R-ABI Centre, NIDHI EIR Centre, Startup India Seed Fund Centre, NIDHI PRAYAS Centre  
Directorate of Agribusiness Development, Tamil Nadu Agricultural University Coimbatore - 641 003, Tamil Nadu, India

### Note

- All the Participants will get their E-certificates through Mail .
- No Lunch, only Refreshments will be Provided.
- No TA or DA will be provided to participants.
- Restricted to only 5 Participants per College

Registration Fees ₹ 100 per Student (including GST)



Scan for Payment



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UPI ID :6856358617@indianbk

Name : NGP FINACOM

Registration Code

<https://forms.gle/S8v3cwM7Cq81XgTz9>