



# RAMA DEVI WOMEN'S UNIVERSITY

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## CENTRE FOR SKILL DEVELOPMENT TRAINING

**Name of the event:**

**ENTREPRENEURIAL SKILLING SESSION on BRANDING & MARKETING KNOWHOW AND TAXATION POLICIES & STATUARIES**

**No. of participants: 38**

### **Brief description**

A training session on Branding & Marketing knowhow and Taxation & Statutory Policies was organized on 13.10.23 at 11 AM at the Old Auditorium, Academic Block 1, Rama Devi Women's University, Bhubaneswar, in collaboration with FLO Bhubaneswar. Ms. Arpana Srivastava, Ms. Sucheta Khattoi and Ms. Antima Aggarwal were the resource persons. The program was attended by 35 under graduate and post graduate students of the University. The students were made aware about the importance of brand building of an enterprise and various strategies to achieve it. They also got to know about the Indian tax laws and specific statutory policies as required to register and develop an enterprise.



Ms. Arpana Srivastava speaking about branding and marketing to the students



Mrs. Antima Aggarwal speaking about taxation and statutory policies as required for an enterprise.