

A seminar on “Marketing Challenges in the State of Tripura” held at ICFAI University, Tripura”.

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ICFAI University holds seminar on Marketing Challenges in Tripura

By Our Reporter

Kamalghat: Jan 25, ICFAI University Tripura, in association with New Manikya Press, organized a Seminar titled ‘Marketing Challenges in the State of Tripura’ yesterday at the ICFAI Auditorium in Kamalghat. The eminent panelists spoke in the Seminar include George V Jenner, Managing Director, Tripura Industrial Development Corporation (TIDC), Sunil Kumar, General Manager, NABARD, H S Chakraborti, Managing Director, Gomati Co-operative Milk Producers Union Limited, Daksh Seth, Program Associate, Tata Trust and Ashish Biswas, CEO, DIALEAT Tripura.

The Seminar started with an introduction to Tripura’s Industrial Scenario by Prof Jayanta Chakraborti, HOD of Management Studies of ICFAI University Tripura. Mr George Jenner highlighted the advantage of Tripura in three sectors --- Rubber, Bamboo and Power. He emphasized that although Tripura produced better quality rubber than Kerala, the productivity was below average.

Kumar spoke about value addition in Supply Chain Management to improve Tripura’s marketing infrastructure. Chakraborti narrated how Tripura had replicated the Amul revolution in Anand and created self sustenance among Tripura’s Dairy farmers. Seth highlighted how Tata Trust was empowering people in rural areas using Google as technology partner and Intel as hardware partner. Biswas spoke about how he had successfully implement Tripura’s first online food ordering company and made it a profitable venture.

The Seminar was attended by students from ICFAI University, Tripura University, Agriculture College, Fisheries College and several other schools and colleges. The guests were felicitated by Dr Ranganath, Registrar, ICFAI University.

This Seminar was an endeavour towards creating interest among students to take up business challenges and create companies that can work for the development of the state of Tripura. This Seminar also brought about key knowledge about how students can get funding and key support from Government bodies like SIDBI, NABARD, TIDC and also private bodies like Tata and others to start their ventures.

40 CM.

TRIPURA OBSERVER 21-01-2017

ICFAI University to host seminar on January 24

By Our Reporter

Kamalghat/Agartala: Jan 20. The Faculty of Management Studies of ICFAI University, Tripura has taken an initiative to organize a seminar titled ‘Marketing Challenges in the State of Tripura’ on January 24 that seeks to understand the challenges of doing business in Tripura and seek expert views and recommendations on how business ventures can be successful in the state.

The eminent panelists participating in this Seminar include George V Jenner, MD of TIDC (Tripura Industrial Development Corporation), HS Chakraborti, MD, Gomati Milk Federation, Sunil Kumar, General Manager, NABARD, Dharmendra Singh, Regional Head, Tans Foundation, Sujan Roy, General Manager, Pran Beverages, Dhritiman Dutta, Cluster Head, HDFC and Milan Kalita, Area Manager, Airtel.

The seminar is being organized at the ICFAI University Auditorium from 09 am to 01 pm. The seminar will comprise of individual talks by experts from various Government Institutions and Private Companies, Panel Discussion and Presentation by students.

The main highlight of the event shall be the release of a research report done by ICFAI University students under the guidance of faculty members. The participants include the students and faculty members from ICFAI University and other eminent Colleges and Universities from Tripura. The Chief Guest of the Seminar is George V Jenner, MD of Tripura Industrial Development Corporation. The event is being conducted with the sponsorship of New Manikya Press, a leading Printing house in Tripura.

It may be noted here that, Tripura is the third smallest state in the country with the highest literacy rate (95.16%). The state has 60 percent of area under forest cover and is largely landlocked, being surrounded by Bangladesh on North, South and West. It is connected to rest of India by NH-44 Highway and Railway Track that runs through Assam and Air Connection. With a massive green cover, cleanliness and solid waste management, the capital city Agartala was awarded the cleanest city in India in 2014.

With historical palaces, heritage sites, temples, river banks, hill stations and lush green forests, Tripura is a dream destination for tourists. But can Tripura also be a destination for great business ventures? What are the challenges of doing business in Tripura? What are the critical success factors for doing business in Tripura?

41 CM.

DAINIK SAMBAH
21-01-2017

'মার্কেটিং চ্যালেঞ্জস'

ইকফাই-এ
ভিন্নধর্মী

সেমিনাৰ মঙ্গলবাৰ

কামালঘাট, ২০ জানুৱাৰী : 'মার্কেটিং চ্যালেঞ্জস ইম হিপুরা' শীৰ্ষক এক ভিন্নধর্মী আলোচনাচক্রৰ আয়োজন করেছে ইকফাই বিশ্ববিদ্যালয় ত্ৰিপুরা। মঙ্গলবাৰ সকাল নটাৰ এই আলোচনাচক্র শুরু হ'বে। অনুষ্ঠানে প্রধান অতিথি হিচাবে উপস্থিত থাকিবেন ত্ৰিপুরা শিল্পায়ন নিগমৰ ব্যবস্থাপক অধিকাৰী জৰ্জ ডি জেনাৰ।

অতিথি বক্তা হিচাবে উপস্থিত থাকিবেন যথাক্রমে হৰিশংকৰ চক্ৰবৰ্তী (এম ডি, গেম্টি মিক্স প্রোডিউসারস্ ইউনিয়ন লিমিটেড), সুনীল কুমাৰ (জেনাৰেল ম্যানেজাৰ, নাৰাৰ্ড), ধৰ্মেন্দ্ৰ সিং (রিজিওনাল হেড, টাটা ফাউণ্ডেশ্বন), সুজন ৱায় (জেনাৰেল ম্যানেজাৰ, গ্ৰীণ বেভাৰেজ)।

10 C.M.

ARKER FARIAD
26-01-2017

বিপণনে অন্তৰায়

ইকফাই-এ
ভিন্নধর্মী
সেমিনাৰ

কামালঘাট, ২৪ জানুৱাৰী : ইকফাই বিশ্ববিদ্যালয় ত্ৰিপুরাৰ উদ্যোগত এই ব্যবস্থাপনায় মঙ্গলবাৰ আয়োজিত হ'লো আবেগে একটা ভিন্নধর্মী আলোচনাচক্র। 'ত্ৰিপুরাৰ বিপণনৰ ক্ষেত্ৰে বিভিন্ন অন্তৰায়' শীৰ্ষক আলোচনাৰ বাবেই বিশিষ্ট বক্তা ছাড়াও বিশ্ববিদ্যালয়ৰ শত্ৰুয়া এণ্ড শিককৰ্মীসকল উপস্থিতি হিচাপে লক্ষণীয়। মঙ্গলবাৰ মঙ্গলঘাটলৈ আহিলে আলোচনাচক্রৰ উপস্থাপন কৰেন অনুষ্ঠানৰ সঞ্চালক অতিথি জৰ্জ ডি জেনাৰ। অধ্যক্ষ বৰগনেশ্বৰ মহোপস্থিত ছিলেন গেম্টি মিক্স প্রোডিউসারস্ ইউনিয়ন লিমিটেডতৰ এমডি হৰিশংকৰ চক্ৰবৰ্তী, নাৰাৰ্ডৰ জেনাৰেল ম্যানেজাৰ সুনীল কুমাৰ, টাটা ফাউণ্ডেশ্বনৰ গ্লোবাল ম্যানেজিঙেট মিক্স শেঠ এণ্ড জায়াল-ইউ'ৰ মুখ্য কাৰ্যনিৰ্বাহী আদিকৃতিক আশিস বিশ্বাস। সঞ্চালক অতিথিৰ কাৰণে জৰ্জ ডি জেনাৰ হলেন, কেৱলমে তুলনামূলক ত্ৰিপুরাৰ উন্নয়নৰ বাবে শত্ৰুয়া এণ্ড শিককৰ্মীসকল উপস্থিত হ'বলৈও বাবেই উপস্থিত হ'বলৈও সেৱালি বিপণন এখনে অৰ্ধেকটাই কম। উপস্থানত বিপণন বৃদ্ধিৰ অন্য কাৰ্যকৰী পৰিকল্পনা বাস্তবায়নৰ বাবেই উদ্যোগ কৰা তিনি উদ্যোগ কৰেন। অসমত, ত্ৰিপুরাৰ শান্তি স্থিতিৰ পৰা শিল্প ও পৰ্যটন উদ্যোগৰ সজলতা অৰ্জনৰপৰেই বৃদ্ধি পেৰিয়ে। সেই সৈকে বাতৰি মূল ভূমিকাৰ সৈকে বাবেইক অৰ্জন-অৰ্জনৰ সজলতা।

19 C.M.