

**Report on NAIF-ABI supported  
'Startify' workshop  
'Entrepreneurship Development and Brand Management'  
03<sup>rd</sup> November, 2023 at ICAR-CIFE, Mumbai**

## Report

The workshop 'Startify' for 'Entrepreneurship Development and Brand Management' was organized for ABI incubatees and students of CIFE on 03<sup>rd</sup> November, 2023 at 9:00 A.M. under NAIF-ABI project. Total 62 participants attended the workshop. Programme started with a brief introduction about the program by Dr. S. P. Shukla, PI, NAIF project, ICAR-CIFE, Mumbai. Mr. Vikas Koli, Chairman, Bhoomiputra Foundation was the resource person of the program. Mr. Koli explained the entrepreneurship development process integrated with a thought process on packaging, branding and positioning. All the participants expressed that they were benefited with knowledge about brand names, brand positioning, tangible & intangibles packaging, creating brand logos, retail communication, etc. Further Mr. Vikas Koli discussed the logic behind branding and market creativity for products. He also conducted small group activity for all participants to create their own brand for sharpening the branding knowledge. Students and incubatees appreciated the program. The workshop ended with a vote of thanks by Mrs Snehal Parab, SRF, NAIF-ABI.



