

Report on “Commercialization of Herbal Colours” workshop

ORGANIZED BY: Incubation Cell, Milli Al-Ameen College (For Girls)

DATE: 25.07.2024

TIME: 1P.M

VENUE: VIRTUAL ROOM

Milli Al- Ameen College's incubation cell, in partnership with IQAC, hosted a workshop on "Commercialisation of Herbal Colours" on July 25, 2024. The session was held in the college's virtual room, with Prof Luxmi Jha of Surendranath Evening College serving as the guest speaker. The program was hosted by Shaista Parween, member, incubation cell. Students learnt about the process of launching a new product or service to market. The session covered the broader acts of commercialisation, such as production, distribution, marketing, sales, customer support, and other critical tasks required for a new product or service to succeed commercially.

The resource person also informed students about commercialisation process, product development, and marketing, which are subsets of commercialisation activities that particularly refer to promotional efforts and events used to bring new products to the market. Students learnt about the marketing mix, basic techniques, and distribution methods needed to introduce the new product into the market. Students' participation was enthusiastic, and the workshop concluded smoothly.

Overall, the program was instructional and beneficial to fresh young minds who wish to be entrepreneurs in the future.

SOME PICTURES OF THE EVENT:



ATTENDANCE OF THE EVENT:

COMMERCIALIZATION OF
HERBAL COLOURS
WORKSHOP, 2024

Date - 25.07.2024

<u>NAME</u>	<u>DEPARTMENT</u>	<u>SIGNATURE</u>
1. Sazia Shakil	Education Hons	
2. Shahnaz Bano	History Hons.	
3. Tasneem Aftab	History Hons.	Tasneem Aftab
4. Tanzil Ahmed	B.A General.	Tanzil Ahmed
5. Insha Israr	B.Com (Gen)	Insha Israr
6. Raimin Nisar	BA Hons	
7. Naziya Asra	BA (Hons)	<u>Nazi</u>
8. Afreen Naaz	BA (Hons)	Afreen Naaz
9. Kulsum Bano	BA [Urdu hons] sem-II	Kulsum Bano
10. Anushi Eram	BA [Urdu hons] sem-II	Anushi Eram
11. Shahista Parveen.	BA [Urdu Hons] sem-II	Shahista Parveen
12. Mousamat Parveen	BA [Urdu Hons] sem-II	
13. Nafisa Alam	B.com (Gen) Sem II	
14. Adiba Ashraf	B.com (Gen) Sem II	Adiba
15. Nausheen Shakil	B.com (Gen) Sem II	
16. Raihana Khalun	B.A (HONS) English Sem II	Raihana Khalun
17. Ayesha Khatoon	B.A (H) Education Sem IV	Ayesha Khatoon
18. Ghousia Ishrat	B.A (Gen) sem IV	Ghousia Ishrat
19. Falak Jabeen	B.A (Hons) sem II	Falak Jabeen
20. Tahannum Parveen	B.A (Hons) sem II	Tahannum Parveen
21. Tabassum Parveen	B.A (Hons) sem II	Tabassum Parveen

