



## **REPORT ON THE SEMINAR**

### **ON**

## **ROLE OF MECHANICAL AND CIVIL ENGINEERS IN SALES AND MARKETING IN TODAY'S ERA**

14<sup>th</sup> August 2018,

A. P. Shah Institute of Technology.

A seminar for BE Civil was organized by CESA in collaboration with MESA on 14<sup>th</sup> August, 2018 pertaining to the field of 'Sales and Marketing after an Engineering degree for Civil and Mechanical'. The guest speaker, Mr Rakesh Dave, was working with Praxiar India Pvt Ltd as their Sales Director. The main motto behind this seminar was to eradicate the reluctance of engineers in entering a sales career after engineering.

The seminar begun on a high note addressing various natural qualities of an engineer and their requirement in the sales industry. Having climbed the ladder of success for reaching that position, Mr Rakesh Dave was eloquent in sharing his 24 years of experience with the budding engineers. He gave a detailed presentation answering various questions viz. Why Engineers, Qualities of an engineer, Can engineers sell, What is Sales, Why Sales, Perks and Incentives, etc. Meanwhile, he proved the effectiveness of incentives by making the session as interactive as it can get by gifting the students who answered.

Over the course of the seminar, he compared various career options and even listed the advantages and disadvantages of some. He advised students on their approach in selecting a career they would like to pursue for the rest of their lives instead of being a rolling stone that gathers no moss. The students were overwhelmed by the prospective that follow a sales career and were majorly informed about the large sales market available to the country in coming years. He successfully eradicated the general image of 'A Salesman' from the students' mind-set.

The seminar ended on an informative note regarding the basic steps involved in the process of entering the job market viz. preparing a CV, preparing for an interview, writing a statement of purpose, etc.

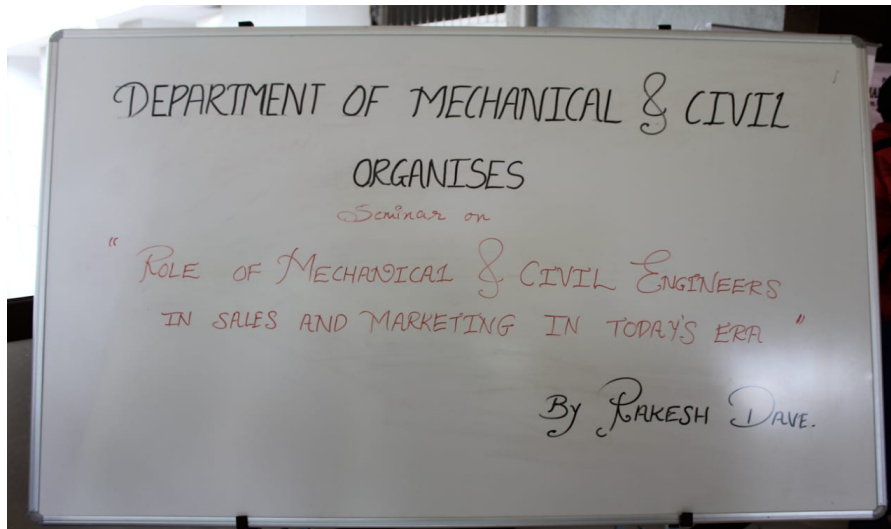
CESA was obliged to take the collaboration opportunity with MESA with the motto of reaching out to the crowd and provide them with an insight into a mostly overlooked career. CESA looks forward for more such healthy collaborations in coming time. We specially thank Prof. Behra Sir from Mechanical department for taking a great initiative in organizing and executing the seminar.

By CESA



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Photo Gallery:





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