



**DAYANANDA SAGAR INSTITUTE OF TECHNOLOGY**

*(Affiliated to Board of Technical Examination, Bengaluru)*

**Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru-560111**

**DSIT- Innovation Council**



**EVENT:**

**WORKSHOP ON EFFECTIVE SALES AND MARKETING  
STRATEGIES BY CEMENT INDUSTRY  
BY JSW CEMENT LIMITED, INDIA.**

The IIC committee had organized an event on **WORKSHOP ON EFFECTIVE SALES AND MARKETING STRATEGIES BY CEMENT INDUSTRY** by JSW for the students of Department of Civil Engineering on 29<sup>th</sup> January 2025, at 2:00pm,

Venue: AV Auditorium, Library, DSI.

The major objective of organizing this event for students was to provide knowledge-based innovation development on sustainable concrete for greener environment showcasing the presentation on newly emerged GGBS (Ground granulated blast furnace slag) in the form of cement and slag sand used all over India for its sustainable properties and marketing strategies. The green products such as slag cement, composite cement, GGBS, Construction chemicals and slag sand were informed to students regarding its sustainable properties such as emission of carbon dioxide is majorly controlled which place a very important role in climate variations and air pollution. They also suggested students for using these materials for their projects .

The outcome of this event was that students were able to learn about the process of generating new ideas, evaluating their potential, and bringing them to life by understanding concepts like design thinking, identifying problems, brainstorming solutions, prototyping, testing, iterating, market analysis, and considering the social and ethical implications of new innovations, all while developing critical thinking, creativity, and problem-solving skills.

Mr Karthik B C, Senior officer – Direct Sales , JSW Cement Limited, was the speaker for the event.

## PHOTO GALLERY





28-Jan-2025 14:27:18  
Kumaraswamy Layout  
Bengaluru  
Bangalore Division  
Karnataka



28-Jan-2025 15:40:23  
Kumaraswamy Layout  
Bengaluru  
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28-Jan-2025 15:42:54  
Kumaraswamy Layout  
Bengaluru  
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Karnataka

