

ALUMNI LECTURE SERIES
A LECTURE BY MR SATISH BHORKADE
ON

"Career Approach as a Food Technologist and Opportunities in Techno-Commercial Sales/Marketing."

Mr. Satish, an esteemed alumnus of the Department of Food Engineering and Technology, recently delivered an inspiring talk on "Career Approach as a Food Technologist and Opportunities in Techno-Commercial Sales/Marketing."

Sant Longowal Institute of Engineering & Technology
(Deemed-to-be-University, under Ministry of Education, Govt. of India)
Longowal, Sangrur, Punjab-148106

DEPARTMENT OF FOOD ENGINEERING & TECHNOLOGY

Alumni Lecture Series

SPEAKER



MR. SATISH BHORKADE
Director,
Flavosys India Pvt. Ltd. Mumbai
(Sales & Marketing)

LECTURE ON

**CAREER APPROACH AS A
FOOD TECHNOLOGIST AND
OPPORTUNITIES IN TECHNO-
COMMERCIAL SALES/MARKETING**

VENUE
ISTE Hall

31ST March, 2023
Friday
11.30 AM

ORGANIZED BY
**Department of Food Engineering & Technology,
Sant Longowal Institute of Engineering & Technology,
Longowal, Distt. Sangrur (Punjab), India**

During his presentation, Mr. Satish shared his personal journey and success as a food technologist, motivating the audience to pursue a strategic career approach in the field. He emphasized the importance of gaining practical experience

through internships and industry collaborations to complement academic knowledge.



One of the key highlights of his talk was the immense potential and exciting opportunities in techno-commercial sales and marketing for food technologists. Mr. Satish discussed how professionals in this role can leverage their technical expertise to bridge the gap between scientific concepts and market demands, effectively promoting and selling food products.

He emphasized the need for food technologists to develop a strong understanding of consumer preferences, market trends, and regulatory requirements to succeed in techno-commercial roles. Mr. Satish highlighted the importance of adapting to changing consumer needs, such as the growing demand for healthier and sustainable food options.



Throughout the talk, Mr. Satish provided valuable insights into the skills required for success in techno-commercial sales and marketing, including effective communication, negotiation, and relationship-building. He also stressed the significance of continuously upgrading one's knowledge and skills through workshops, certifications, and professional development programs.

Attendees were captivated by Mr. Satish's practical examples and success stories, which illustrated the diverse career paths available within the food industry. His talk sparked interactive discussions, with participants sharing their experiences and seeking advice on career progression. The event concluded with attendees feeling inspired and motivated to pursue a career as food technologists in techno-commercial roles. They appreciated Mr. Satish's guidance on developing a well-rounded skill set, finding the right opportunities, and maintaining a proactive approach towards career advancement.

Overall, Mr. Satish's talk on career approach as a food technologist and opportunities in techno-commercial sales/marketing provided valuable insights and guidance to the audience. His expertise and experiences served as a source of inspiration for aspiring food technologists, empowering them to make informed decisions and excel in this dynamic and rewarding field.