



Kristu Jayanti College

AUTONOMOUS Bengaluru
Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

Entrepreneurship and Innovation Centre

Academic Year 2019-20

Report on E-Store

Date: 23/01/2020

Time: 9:00 AM – 4:30 PM

Name of the students:

- 1) Prince Gupta, Abhinav Sharma, Rakesh S Kumar, Jones Harry.
- 2) Jahanvi Gaur, Mohith Subramaniam S, Niharika Tak, Nivetha K

Class: IV and VI semester students of B.Com, BBA, BA & BSc department

Type of E- Store:

- 1) Art and Craft
- 2) Face Mask

Products sold:

- 1) Sketches , Painted Mobile Back Covers, Explosion boxes
- 2) T-shirt Painting, Embroidery, Face masks

Name and details of any external agencies/contacts involved: Nil.

Brief Write up on the Store: E-Store is one of the activities initiated by the entrepreneurship and innovation centre of Kristu Jayanti College. It provides a great platform for the students to showcase their entrepreneurial skills which helps them understand certain important aspects related to business like investment, marketing strategies, sales, and profit. There were 2 stalls put up this Thursday by the students in the college premises. All the stalls got a remarkable response from their customers and earned a reasonable amount of profits which covered their costs. The investment by different stallholders was ₹1950 and 1500 with a profit of ₹630 and ₹ 1000 respectively. Everything was conducted smoothly with the help of the faculty coordinators and the student coordinators. The students were happy with the returns they earned. This just didn't encourage the students who had put up the stalls to showcase their entrepreneurial skills but also the other students who wish to do the same.

Number of Customers: 350 +

Feedback received from the customers: The feedbacks received by students for their respective stall were brilliant. Students loved the all the art and craft work presented to sale by the stall holders and even appreciated the efforts of the students to come up with a stall for face masks at a reasonable price.

Learning Outcome of the Entrepreneur: Presentation and marketing of products is important so as to attract more customers and much more promotion is required which was lacking.

Photos of E-Store:



Handmade Cards



Craft Items displayed by students

Report prepared by: Prof. Chandrakala M

Report verified by: Dr. Arti Singh