



# Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University

**For all UG and PG classes**

**CIRCULAR**

**For all UG and PG Students**

**Date: 18<sup>th</sup> October 2022**

Entrepreneurship and Innovation Centre (EIC) is organizing E-Store (Entrepreneurs Stall) tomorrow (19<sup>th</sup> October 2022). The store is exhibiting masks and carry bags, pouches and Kerala snacks items. Students are welcome to visit the store from 10.00a.m to 4.00.p.m

Venue: Food Court (near college entrance)

**Principal**



## **Entrepreneurship and Innovation Centre**

**Academic Year 2021-22**

### **E-Store**

**Date:** 19/10/2022

**Name of the students:** Pranav, Ann Mariya, Swaliha. S, Vinitha. K, Ashiq K Abraham, Ann Mary Tresa and Kirupashini. V

**Class:** V semester students of B.Com and BBA

**Type of E-Store:** Masks and carry bags, pouches and Kerala snacks items.

#### **Products sold:**

Masks and carry bags, pouches and Kerala snacks items.

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

#### **Brief Write up on the Store:**

Entrepreneurship and Innovation Centre (EIC) helps students to showcase their entrepreneurial abilities and to understand the needs and wants of the market and to grab the opportunities through promotional activities. E- Store also helps the students to understand certain important aspects related to business like investment, marketing strategies, sales, and profit. E-Store gives a platform for the students to think, understand the customers, and then analyse the requirement of the customers as what they need and want. There were different stalls put up by the students on the college premises. The stalls got a remarkable response from their customers and earned a reasonable amount of profits of Rs. 1,345 with an investment of Rs. 2,310. The total earnings for

the day was 3,655. Everything was conducted smoothly with the help of the faculty coordinators and the student coordinators and the students were happy with the returns they earned.

**Number of Customers** – More than 300

**Feedback received from the customers:** The feedbacks received by students from the stall were good. Students and faculty members loved the home made Kerala snacks and Masks, carry bags, pouches made by the stall holders.

**Learning Outcome of the Entrepreneur:** The participants developed their entrepreneur skills of availing the opportunities and showcasing their talents. The students were also happy to earn profit and sell the items they brought and received more orders to be delivered.

**Photos:**



**Students in the E- Store stalls**



**Participants in the stall selling Kerala snacks**

**Report prepared by: Prof. Aasha**

**Report verified by: Prof. Madhusudanan R**

**Director**

**Entrepreneurship and Innovation Centre**

**Dr. Mathiyarasan. M**



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## PARTICIPANT LIST

E-STORE-19/10/2022

S.NO.	NAME OF THE STUDENTS	REGISTRATION NO.	COURSE	SEMESTER
1.	PRANAV	20CO1H1045	B.COM	V-A
2.	ANN MARIYA	20CO1K1057	B.COM	V-A
3.	SWALIHA S	20CO1H2126	B.COM	V-B
4.	VINITHA.K	20CO1K2152	B.COM	V-B
5.	ASHIQ K ABRAHAM	20MG1A2029	BBA	V-B
6.	ANN MARY TRESA	20CO1K2130	B.COM	V-B
7.	KIRUPASHINI V	20C01K2138	B.COM	V-B