



Kristu Jayanti College

A U T O N O M O U S **B e n g a l u r u**

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

Entrepreneurship and Innovation Centre

Report on E- Store activities

- ❖ **Date:** 13/12/2018
- ❖ **Name of the student/s:** 1) Mouliya K & Swapna M
2) Stephen Abraham.
- ❖ **Class:** VI & IV SEM Students from BCA .
- ❖ **Type of E- Store:** 1) Clothing.
- ❖ **Products sold:** 1) Kurtas and Chudidhar Material.
2) T – Shirts.
- ❖ **Name and details of any external agencies/contacts involved:**
Nil.
- ❖ **Brief Write up on the Store :**

All thanks to KJC e-cell for providing opportunity to the students of our college to set up a stage to bring out the entrepreneurial spirit in them. This Thursday 2 groups of students were given the opportunity to put up their stall in college premises. In all the stores a variety of items were displayed for sale. The response was marvelous since morning. Both the stalls got a great response from everyone. The student coordinators were very helpful in everything. Both the stores were almost able to sell most of its products by the end of the day making a reasonable profit covering their costs. Though some contingencies, they still managed to carry on their sales. Everything went on smoothly and at the end of the day we were able to wind up and were happy about our outcome for the entire day's hard work.

We thank KJC and e-cell for giving the students this wonderful opportunity.

- ❖ **Number of Customers** – 100 +

- ❖ **Feedback received from the customers:** The feedbacks received by students were positive. Students loved the t-shirts offered to them. Also the chudididar materials were well received by the students.
- ❖ **Learning Outcome of the Entrepreneur:** Both the stall put up by the students were able to earn profits by the end of the day. The initial investment by Stephen was around Rs. 10,000 and he earned a profit up to Rs.2000. He was quiet satisfied and thankful for the opportunity received as his T-shirts got a lot of exposure and appreciation by the students. Swapna and Mouliya also managed to earn a profit of Rs. 5000, and were happy with the opportunity they received to show case their clothing items as their business got a great response.

Photos of E-Store



Students of Kristu Jayanti College visiting the stalls in their leisure time.



Teachers of Kristu Jayanti College also visited the stalls.

Prepared by: Prof. Steffi Joan

Verified by: Dr. Arti Singh



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- ❖ **Date:** 20/12/18
- ❖ **Name of the student/s:** 1) Devendra Gangwani, Nikhil.S.
2) Greeshma G, Sandra Aleya Binu.
3) Vinod C., Sanjay R.
4) Nathaniel Philip, Aparna B Dilip.
- ❖ **Class:** VI, IV & II SEM Students from BBA, B.com Professional, B.com General and BA - JP English.
- ❖ **Type of E- Store:** 1) Calligraphy and Art Stall.
2) 3 Food Stall.
- ❖ **Products sold:** 1) Plum Cakes, Home-made Chocolates, chicken cutlet.
2) Veg and Non-veg Biryani and Kabab.
3) Momos.
4) Hand - made Greeting Cards.
- ❖ **Name and details of any external agencies/contacts involved:**
Nil.
- ❖ **Brief Write up on the Store :**

All thanks to KJC e-cell for providing opportunity to the students of our college to set up a stage to bring out the entrepreneur within them. This Thursday 4 groups of students were given the opportunity to put up their stall in college premises. In all the stores a variety of items were displayed for sale. The response was marvelous since morning. All the stalls got a great response from everyone. The student coordinators were very helpful in everything. All the stores were almost able to sell most of its products by the end of the day making a reasonable profit covering their costs. Though some of them faced a bit trouble, they still managed somehow to carry on their sales. Everything went on smoothly and at the end of the day we

were able to wound up and were happy about our outcome for the entire day's hard work.

We thank KJC and e-cell for giving the students this wonderful opportunity.

- ❖ **Number of Customers – 150 +**
- ❖ **Feedback received from the customers:** The feedbacks received by students who put up momo and food stalls were brilliant. Students loved the food offered to them and also it was very affordable. The handmade greeting card stall faced a bit trouble in the initially as the students were not willing to buy the cards in the beginning but still they managed to sell all the cards by the end of the day. The students who sold plum cakes and homemade chocolates had a huge profit as it was appreciated and well received by the crowd. They managed to sell all their items by the end of the day with a profit of Rs2000.
- ❖ **Learning Outcome of the Entrepreneur:** Marketing and promotion to be done in advance and pricing of the items should be done student friendly.

Photos



Students at cards store



Students at Momos store



Students at Biryani store



Faculties at Cakes store

Prepared by: Prof. Steffi Joan

Verified by: Dr. Arti Singh