



# 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 activities

**Date:** 22/08/19

**Name of the students:**

- 1). SnehaSindhiya, Michelle Cheria, Sunny Cochrane, Roshan Antony
- 2). Archley Kevin, ChhatraShahi, Rakesh Reddy R, Anju Betty Jose

**Class:** III and V semester students of B.Com, BA, and BSc department

**Type of E- Store:**

- 1)Sketching 2)Pencil lead Carving 3)Handmade Jewelleries 4)Dream catchers

**Products sold:**

- 1) Sketches of football players
- 2) Handmade earrings and bracelets
- 3) Dream catchers
- 4) Name and sculpture carving on a pencil lead

**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 KristuJayanti 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 4 stalls put up this thursday by the students in the college premises as inauguration of E- Stall. 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 ₹500, ₹320, ₹1910 and ₹187 with a profit of ₹730, ₹880, ₹4950 and ₹583 respectively. 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. This just didn't encourage the students who had put up the stalls to showcase their entrepreneurial skills.

**Number of Customers** – 350 +

**Feedback received from the customers:** The feedbacks received by students for their respective stall were brilliant. Students loved the pencil lead carving done by one of the stallholders and asked them to put the same stall again. They earned ₹6860 from their business. The other stalls were also appreciated a lot and were loved by everyone.

**Learning Outcome of the Entrepreneur:** Marketing and promotion to be done in advance to enhance the opportunity.

**Photos :**



**Inauguration by Father Emanuel PJ**



**Photos of the E-Stalls**

**Report prepared by: Prof. Chandrakala M**

**Report verified by: Dr. Arti Singh**

**Date: 27-08-2019**