



# Kristu Jayanti College

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

**Date: 23/01/2024**

**Name of the students:** Budur Vaishnavi, Krish Agrawal, Ashwin Raj , Wanshika Pareek , Shreyash Kasheneka Fernandez, Idris Basha E, Manal Fayaz, Kolar Saffan, Akansha, Alina Robin, Preethi V, Pooja Sree, Mohammed Imad, Sujan Ali, Angelin Arpitha S, Yannick Shushil, Chandan Hore, Vignesh Proddatoori, Sam Anand Paul

**Class:** BBA, BCom

**Brief Write up on the Store:**

The Entrepreneurship and Innovation Centre (EIC) plays a pivotal role in nurturing the entrepreneurial spirit within our student community. It serves as an invaluable platform for students to not only showcase their entrepreneurial talents but also gain first-hand insights into the dynamic needs of the market. One significant initiative of the EIC is the E-Store, which not only empowers students to explore their entrepreneurial potential but also provides them with a practical education in crucial business facets. During the event, students set up diverse stalls on the college premises, each representing a unique business venture. These stalls not only allowed them to put their entrepreneurial concepts into action but also provided a hands-on education in key business aspects such as investment, marketing strategies, sales tactics, and profit generation. The event was executed with seamless coordination by the faculty and student coordinators, ensuring its smooth operation. Importantly, the participating students found the experience to be immensely rewarding, not only in terms of financial returns but also in terms of the invaluable knowledge and skills they acquired along the way.

**Number of Customers** – Around 300



**Student selling food items in the E-Store stall**



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**Date:** 21/02/2023

**Name of the students:** Gaddam Adviteeya, K A Goutham, Hajira Danish, Sadhana Sehar Sam Anand Paul, Aishwarya R, Wanshika Pareek, Shreyash Kar, Lucky Pareek

**Type of E-Store:** Photo booth, homemade cupcakes, brownies and pastries, anklets, other jewellery, hair accessories, homemade cakes, lemonade brownies and other food items.

**Products sold:** Food items, games, crocheted items, bracelets, keychains, jewellery, hair accessories and homemade cakes and other food items

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**Number of Customers** – Around 300



**Student selling flowers in the E-Store stall**



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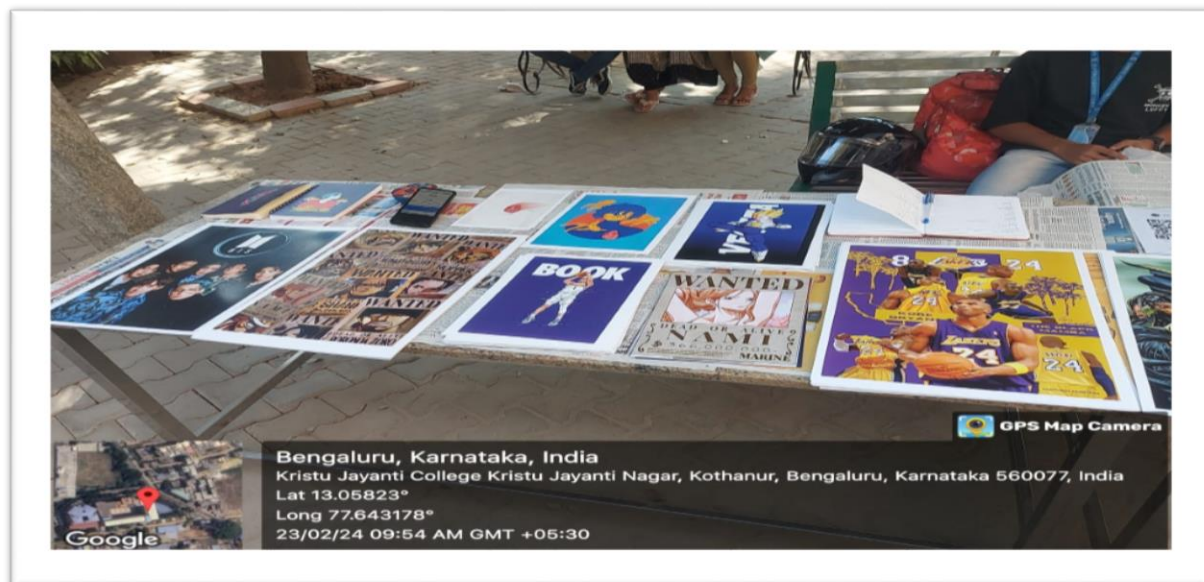
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**Number of Customers** – Around 300



**Student selling Posters in the E-Store stall**