

Report on Marukatte held on 10th March,2023

A Place to Discover, Innovate an Entrepreneur Inside You

Learning outside the classroom can be enriching and great fun. School of Commerce and Management Studies Marukatte was a sales and marketing event where students had to put stalls and sell the products of their wish. The event was inaugurated by Hon'ble Pro-Vice Chancellor, Prof. R. Janardhan sir. Total of 48 Teams registered from UG, PG and Executive MBA. The event was Sponsored by Wise Owl, Innosential and Hopscotch Travels.

The event witnessed over 2000+ footfall, and had grossing over Rs. 3,00,000/ Sales in cumulative sales with foods, games, accessories, shoes, bags, perfumes, Personalized gifting items, etc.,

The event gave a practical exposure to all the students on how to run a business in a real world. students learned all the time from various stakeholders.

Some of the key takeaways:

1. Advertising
2. Branding
3. Cost and price optimization
4. Market segmentation
5. Uniquely presented products



Dayananda Sagar
University **Bengaluru**

School of Commerce & Management Studies

P R E S E N T S

Marukatte

A Place to Discover, Innovate an Entrepreneur Inside You

In an age of online shopping & supermarkets, traditional market culture is missed. SCMS students host an event that explores entrepreneurship and management in a marketplace on campus. Join them for food, colour, surprises and fun!

March 10th, 2023
10:00 AM – 4:00 PM

Dayananda Sagar University,
Campus 1



Faculty Coordinators:

Dr. Sendhil Kumar (UG) No: 9943924640

Dr. Pavithra S No: 9844964637, Prof. Jayashree (PG) No: 9740516753

Dr. Abhijit (Ex-MBA) No: 9706027177

Student Coordinator:

Ritu Rao No: 9741017271



