

Report on Marketing Carnival

For the third consecutive year, Commerce Dept. of School of Commerce & Management Studies, Jain University, Conducted the Marketing Carnival for the 3 semester commerce students. Filled with fun and frolic, it was a wonderful learning experience for the students.

It all begun with each class becoming entrepreneurs and starting a business with a limited capital, registering their company, Marketing their products, finding unique ways of Advertising the same, making sales and preparing the cost sheets and Profit & Loss accounts. The entire process went on for a week and on 6 September, the final day of the project, the Carnival was conducted, the products and services were displayed and sold. If one class sold paper quelling earnings & other ornaments, another sold handmade kundan handicrafts. A class made handmade greeting cards with personalized messages; another provided a service of washing vehicles. Food service was a big hit and sold out boards were kept within an hour of the programme. Yet another class was busy with gaming service and made it tough for the participants to win with their brilliant ideas.

The entire event was planned in such a way to make the students understand the concepts of marketing, business, accounts and also its applicability in the real world.

