



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

Mārukaṭṭe

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 Mārukaṭṭe 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 . Total of Forty-Eight Teams registered from UG, PG and Executive MBA. Event sponsors were Wise Owl, Innosential and Hopscotch Travels.

The event witnessed over 3000+ footfall, and grossed over Rs. 3,00,000 in cumulative sales with foods, games, accessories, shoes, bags, perfumes, personalized gifting items, etc. being sold.

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. Unique Products

Video link of the event:

https://drive.google.com/file/d/10hVWBsKKkC5X_9VCepMncSwnzi7fmwB/view?usp=drivesdk

Date: 10 March 2022

Time: 9 AM to 4 PM

Venue: Dayananda Sagar University, Campus 1, Football Ground





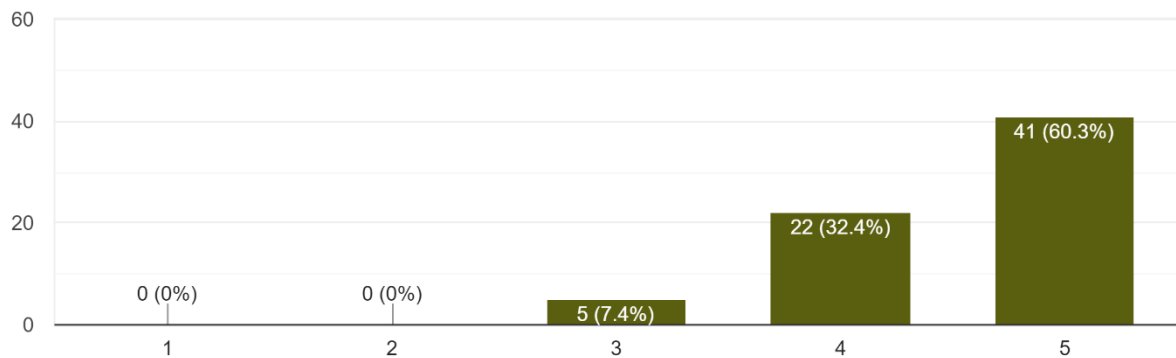


Mārukaṭṭe Event feedback

68 responses

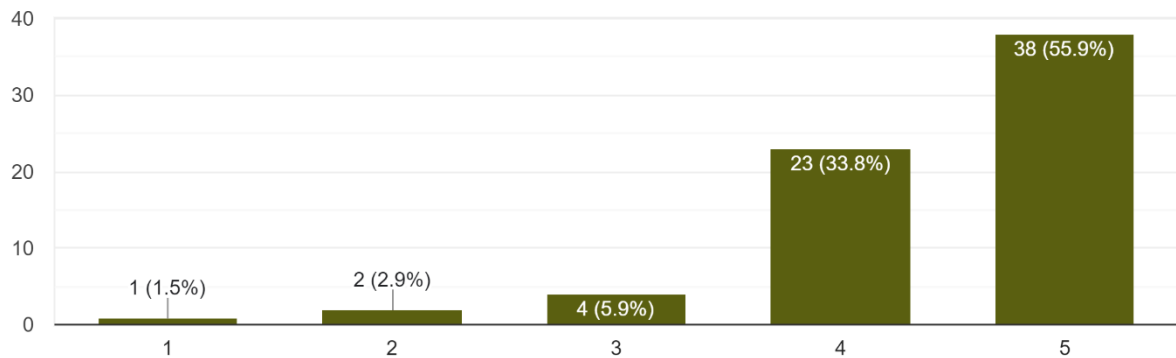
How satisfied were you with the event Marukatte?

68 responses



How relevant and helpful do you think it was for you?

68 responses

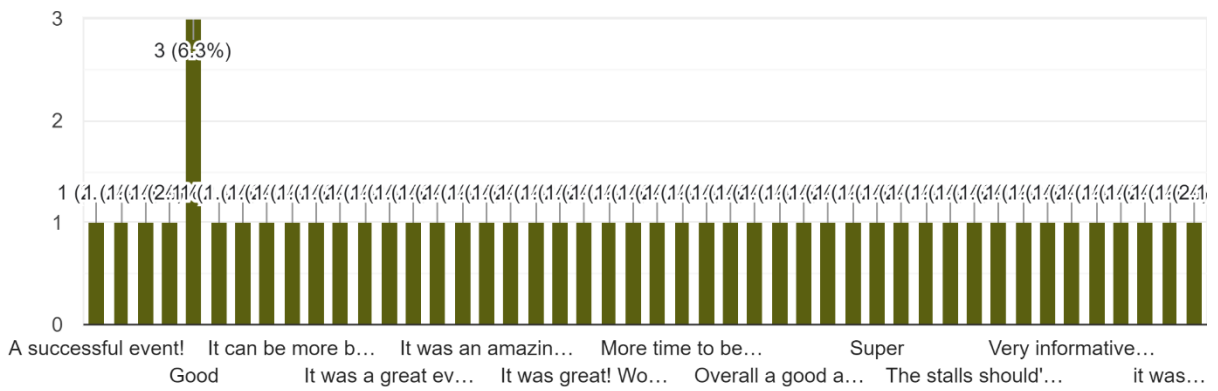


What were your key take away from this event? (68 responses)

1. I learnt that there must be a proper research and data before entering and planning a business.
2. Understanding how business is done in the real world
3. How to attract customers to a shop
4. How to convince them to take my food items
5. How to manage a huge crowd at once
6. How to talk to customers while selling the items
7. Team work and thinking out of the box helps a lot for business and sales
8. Communicating skills interacting with different people etc

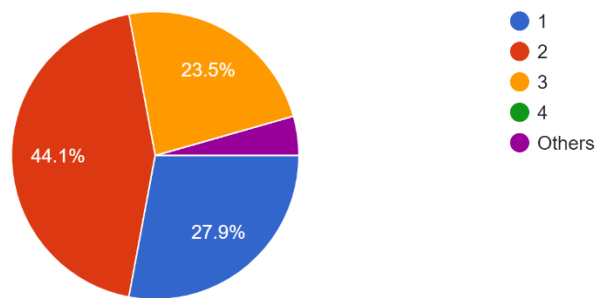
Any overall feedback for the event?

48 responses



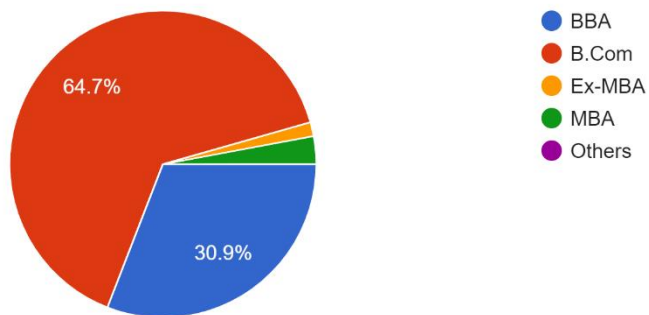
Year

68 responses



Pursuing Degree

68 responses



Marukatte stall participants
Christopher, Abhijit, Haseeb, Jayashree, Kumail, Senthil, Siddonestional, +91 99016 85611, You, +91 84313 34102, +91 88675 0017...

Request all to give your feedback 15:04 ✓✓

Kumail Kirmani
Great event. Loved the students vibe and their ⚡️ energy.
Well done @Pavithra S and team for executing **Maukatte** to fruition.
I personally enjoyed myself too.
Well. done 🙌
#LetsGrow 🙌
Prof. Kumail Kirmani
WiseOwl 🦉

15:14

Forwarded
VN20230311_220414.mp4
MP4 • 199 MB
22:56 ✓✓

CHATS

- Marukatte stall participants** Yesterday
✓ You: Please tag dsu too
- Marukatte** Tuesday
+91 90193 06510 left
- Maruthi** 17/10/2022
✓ Photo

GROUPS IN COMMON

- REVAITES** 09:05
Maruthi is also in this group

MESSAGES



Marukatte stall participants

Christopher, Abhijit, Haseeb, Jayashree, Kumail, Senthil, Siddonestional, +91 99016 85611, You, +91 84313 34102, +91 88675 0017...

Thanking for all of it thank you everyone for your participation and thank the sponsors too 🙏😊 17:19 ✓
❤️ 2

+91 99016 80047
The pleasure is ours ma'am, we had a great learning experience and had a taste of sales, marketing, promotion and team work. I'm also happy to tell that my Perfume stall was sold out completely. I thank everyone involved in this event for the opportunity and I hope everyone had fun as well 😊 17:21

Super 🙌 17:42 ✓

+91 74061 09332
You
Congratulations to all the stall participants. It was a huge success and great learning for all of u. Thank you everyone for your participation and thank the sponsors too 🙏😊 17:44
Thanks for the Opportunity and Support Mam 🙏🙏

👍🎉 17:46 ✓

+91 99644 21909

Type a message

Dr. Abhijit Chakraborty
Forwarded
My wife had a stall and one among who, didn't count profit. I was out of station and so, couldn't participate physically. But, during the break of my meeting, had a glimpse of **Marukatte** via vedio call. I Must appreciate and say, the idea of Marukatte, Vibes and the first hand experience of business by the young students, will have a great positive impact in their times ahead... 23:45

❤️
From one of the stall owners👉👉 23:46

Stall no.35 23:46