

Event Name: Retail Mela (Retail with a purpose)

Team Members: Dr. Jyotinder kaur Chaddah

Date: 6th August . 8 pm to 2 pm.

Time: 8 am to 2 pm.

Objectives: To give students an opportunity to create and Run a Mini Store.

To give them hands on experience on Retailing and understand different concepts of Marketing.

Heading: Innovative Education pedagogy with a purpose.

About the event

As part of the ongoing AIMS week, Retail Mela was organized where the Marketing students of PGDM and MMS came together and displayed their Marketing skills . The Innovative activity was organized to give students a bird's eye view of different aspects of Retail. They organized themselves into 14 groups and created retail outlets which sold different merchandise . A part of the proceed from each store went towards supporting the NGO Dons Bosco Shelter and Amodini Foundation(Safe -N- Happy Periods).









