



## **FYNAMICS (Finance & Economics Club) OF BBA DEPARTMENT ORGANISED**

### **'COLLEGE BAZAAR'**

FYNAMICS (Finance & Economics Club) OF BBA Department organised a competition under the name “COLLEGE BAZAAR” on 15<sup>th</sup> October 2019. The participants in the event were required to make a team of three members and come up with a business idea having investment of maximum ₹ 1000. All the participating teams were supposed to generate maximum revenue out of their investments. The team who will be having maximum profit percentage over their investment will win the competition. The area defined for the business activity were the campus premises and the prospective customers were the stakeholders at all the levels of the college like teaching and non-teaching staff, students of all the departments, etc.

The teams were allotted opening time at 10:30 am and close time was 2:00 pm. They have put up their stalls in the open green area investing maximum of ₹ 1000 and put up various food and games stalls.

The basic idea behind organising this competition is to initiate in the students to develop a thought process regarding generating business ideas with limited financial resources. Total eight teams participated in the competition with full enthusiasm. The teams have also come up with great marketing strategies in order to increase their revenue like “Delivery On Table”, “Lucky Draw” for free products, “Steal Deal” in the closing hours, etc. The deciding factor for the winner of the competition was not only the maximum revenue but revenue generated over the investment i.e. cost. The team having maximum profit percentage was the winner. The following were the winners for the competition and Dr. V. B. Lal, Member of Governing Body of JIMS facilitated the winners, participants and the volunteers with trophy and certificates:

WINNER: TEAM 1—Muskan Rajput, Udit Jain &Jitin Sharma

First Runner-Up: TEAM 5—Anushreya, Anjali Singh &Tanish Mahajan

Second Runner Up: TEAM 8 – Ishika Verma, Manav Jain &Rachit Gupta

The competition altogether provided great learning to the participants and gave a platform to do the SWOT analysis as the team as well as an individual in reference to the business idea. The whole college also enthusiastically became the part of the competition.

