



GURU NANAK COLLEGE (AUTONOMOUS)

**Re-accredited at 'A' Grade by NAAC & Affiliated to University of Madras
Guru Nanak Salai, Velachery, Chennai – 600 042**

GURU NANAK CENTRE FOR INNOVATION INCUBATION ENTREPRENEURSHIP & STARTUPS

REPORT OF THE EVENT

Event Title	:	Market Stall – Sales Expo
Event Date	:	29th August – 30th August, 2022
Event Mode	:	Offline

GNC Ndevour conducted August stall on 29.08.2022 and 30.08.2022. The items including food items, men and women's apparel and accessories were sold.

The objectives of the programme is

- To make students learn the nuances of business.
- To have an experiential learning for the student volunteers in the area of finance, marketing, costing, entrepreneurship, customer relationship management, etc.
- To mould and handhold the student volunteers on the practical difficulties and challenges on initiating a business.

The students understood the concept of business including procurement, setting up of stall, sales and maintenance of accounts. The Principal, Vice Principal, Faculty members and students appreciated the efforts and progress of the mock company.