



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' and Affiliated to Dr. Manmohan Singh Bengaluru City University)

Soladevanahalli, Bengaluru-560107

DEPARTMENT OF COMMERCE UG

Report Submission: 06/01/2026

Semester: EVEN	Academic Year: 2025-26	Venue: Infront of AIGS
Event Date: 05/03/2026	Time: 10:00am-3:00pm	Duration: 5 HRS

TYPE OF EVENT: CLUB ACTIVITY

EVENT NAME: STALL FESITA 2026

Target Audience: All Acharya Students	Number of Participants: 100
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Objective of the event:

1. To provide practical exposure to business planning and management.
2. To develop marketing and sales skills through real-time stall operations.
3. To enhance communication and customer-handling abilities.

Introduction:

The Stall Fiesta Event was organized to provide students with practical exposure to business and entrepreneurial skills. The event included food and beverage stalls, accessories stalls, and fun game stalls managed by students. The main objective was to help students understand investment, marketing, selling techniques, pricing strategies, and profit calculation through real-time experience. Participants planned their budgets, promoted their products, interacted with customers, and managed sales effectively. This activity enhanced their confidence, teamwork, communication, and financial management skills. Overall, the event successfully connected classroom learning with practical business application in an engaging and interactive manner.



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Theme:

The central theme of the Stall Fiesta was “Experiential Learning through Entrepreneurial Practice”, highlighting:

- Practical understanding of investment, pricing, marketing, and profit calculation
- Application of business concepts in real-time selling and customer interaction
- Development of entrepreneurial mindset through risk-taking and decision-making
- Creativity and innovation in product presentation and promotion
- Analytical thinking in managing costs, sales strategies, and profitability

Rules & Guidelines

1. **Submission of Proposal:**

Each team must submit a written stall proposal in advance, clearly mentioning the type of stall (food, beverages, accessories, or games), product details, pricing strategy, and target audience.

2. **Disclosure of Investment:**

Participants must disclose their initial investment amount before the event. Any additional investment during the event must also be reported to the organizing committee.

3. **Profit Margin Declaration:**

Teams must clearly state their expected profit margin and pricing structure in their proposal.

4. **Target Audience Identification:**

Each stall should define its target audience (students, faculty, specific age group, etc.) and plan marketing strategies accordingly.

5. **Hygiene and Safety:**

Food and beverage stalls must maintain proper hygiene and cleanliness throughout the event.

6. **Fair Pricing and Ethical Practices:**

Overpricing, false claims, or unethical selling practices are strictly prohibited.

7. **Financial Transparency:**

At the end of the event, teams must submit a brief financial statement showing total sales, expenses, and net profit.

8. **Time Management:**

Stalls must operate within the allotted time and follow event guidelines strictly.



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Importance of Stall Fiesta

The Stall Fiesta Event plays a significant role in bridging the gap between theoretical knowledge and practical business application. It provides students with real-time exposure to entrepreneurial activities such as investment planning, pricing, marketing, selling, and profit calculation. By managing stalls independently, students learn financial discipline, cost control, and revenue management.

The event also enhances communication skills, customer handling abilities, teamwork, and leadership qualities. It encourages creativity in product presentation and promotional strategies. Moreover, students gain confidence in decision-making and risk management. Overall, the event fosters an entrepreneurial mindset and prepares students for real-world business challenges.

Detailed Report:

The Stall Fiesta Event was successfully conducted at 10:00 AM in the college premises of AIGS. The event was inaugurated by Dr. Gurunath Rao Vaidya, Principal, in the presence of Dr. Lakshmi V, HOD – Commerce (UG). The dignitaries addressed the gathering and highlighted the significance of experiential learning in commerce education. They emphasized that practical exposure to business activities enables students to understand real-world challenges beyond classroom theory. Their inspiring words motivated students to actively participate and utilize the opportunity to develop entrepreneurial skills.

The programme began with a formal briefing by the organizing committee, during which the rules, regulations, and evaluation criteria were clearly explained. Participants were instructed to submit details regarding their stall proposals, including initial investment, pricing strategy, expected profit margin, and identified target audience. Financial transparency was made mandatory to ensure that students understood the importance of proper planning, budgeting, and accountability in business operations.

Following the briefing, the stalls were officially declared open. The event featured a variety of stalls, including food and beverages, accessories, and innovative game activities. Students enthusiastically managed their stalls by applying theoretical concepts such as cost calculation, break-even analysis, marketing strategies, customer relationship management, and profit computation. Creative promotional techniques, attractive presentation styles, and competitive pricing strategies were



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observed throughout the event. The campus atmosphere was vibrant and energetic, attracting a large number of students and faculty members.

Participants actively interacted with customers, promoted their products, and managed sales operations throughout the event. This activity helped them gain practical insights into entrepreneurship, teamwork, communication skills, and decision-making in business situations. The event served as a valuable platform for students to experience the dynamics of real-time business operations within the campus environment.

The event concluded with a vote of thanks delivered by Ms. Bellamkonda Nandini, expressing heartfelt gratitude to the Principal, HOD, faculty members, and students for their cooperation and support in making the Stall Fiesta Event a meaningful and successful learning experience.

Geotagged photograph



Inaugurated By Respected Principal



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Stall by Students



Students Marinating Accounts



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Students Preparing the Food for the event



Stall by students



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Stall by students

Outcome:

1. Students gain practical experience in business planning and management.
2. Improved marketing and sales skills.
3. Enhanced communication and customer-handling abilities.

Conclusion:

The Stall Fiesta Event proved to be a highly successful and enriching initiative that effectively combined learning with practical experience. The event provided students with a valuable platform to apply theoretical business concepts such as investment planning, pricing strategies, marketing techniques, and profit calculation in a real-time environment. Through active participation, students gained hands-on exposure to customer interaction, financial management, teamwork, and decision-making.

The enthusiasm, creativity, and commitment displayed by the participants reflected their strong entrepreneurial potential. The guidance and evaluation by the judges further enhanced the learning experience by offering constructive feedback and practical insights. Overall, the Stall Fiesta not only strengthened students' business acumen but also boosted their confidence and leadership abilities, making it a meaningful and impactful academic event.

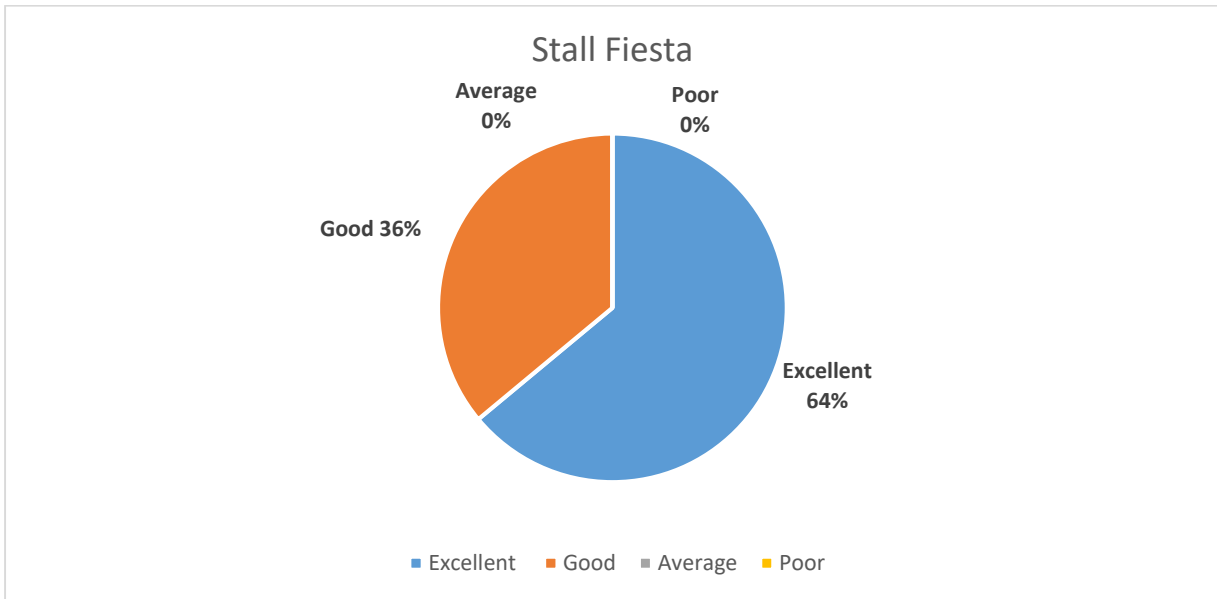


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Attendance feedback summary



Feedback summary: Out of 111 students, 71 rated the event as excellent and 40 rated it as good. No student reported average or poor experience, indicating a strong positive response.