



Title of the Event	World Entrepreneurial Day celebration (Setting Stalls)
Date	21 August, 2025
Time	12:40 am to 4:00 pm
Target Audience	MBA 2 nd , BBA Semester Students
No. of Participants	200 Students
Organization	TOCBM
Type of Activity	Entrepreneurial Activity
Venue:	Gallery (4 and 5 floor)
Report prepared by	Dr.Veto Dey
Faculty In-charge	Dr.Veto Dey, Ms.Kavya

Introduction

On 21st August 2025, *The Oxford College of Business Management* celebrated World Entrepreneurial Day with great enthusiasm. As part of the celebration, MBA, BBA, and B.Com students actively participated by setting up creative stalls on campus. The initiative was organized under the guidance of Dr. Veto Dey, Associate Professor, and Ms. Kavya, Assistant Professor, with the aim of nurturing entrepreneurial skills among students. The event served as a platform for students to showcase their business ideas through diverse stalls, ranging from food and accessories to concept selling and games.

Objective

The primary objectives of the celebration were to:

- Promote entrepreneurial thinking and practical business exposure among students.
- Encourage creativity, innovation, and teamwork through stall management..

Description

The event witnessed enthusiastic participation from students across MBA, BBA, and B.Com programs. A variety of stalls were set up, offering:

- Food Stalls – serving snacks, homemade dishes, and beverages.
- Accessories Stalls – selling creative and trendy fashion items.
- Concept Selling Stalls – where students pitched innovative business ideas.
- Game Stalls – engaging the crowd with fun activities and entertainment.

Each team was responsible for managing their stall, right from investment and pricing to marketing and customer interaction. Students used innovative strategies such as posters, word-of-mouth promotion, and live demonstrations to attract customers. The event created a lively entrepreneurial atmosphere on campus, allowing students to experience the challenges and excitement of running a business. Faculty in-charge, Dr. Veto Dey and Ms. Kavya, encouraged students throughout the activity and emphasized the importance of practical exposure in building entrepreneurial confidence. The stalls not only brought vibrancy to the campus but also reflected the creativity and business acumen of the participants.

Conclusion

The World Entrepreneurial Day celebration was a successful and enriching event. It gave students a hands-on learning experience in entrepreneurship, financial management, and customer handling. The activity promoted teamwork, leadership, and innovation while celebrating the essence of entrepreneurship. With active participation from MBA, BBA, and B.Com students, the event highlighted the potential of young entrepreneurs and reinforced the importance of nurturing entrepreneurial skills in higher education.

