



Central University of Himachal Pradesh

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215

Centre for Entrepreneurship and Innovation, School of Commerce and Management Studies

A Report on Entrepreneurial Stall run by the MBA Students during Sports Events

The Central University of Himachal Pradesh in association with the Association of Indian Universities, New Delhi organised two mega sports events; the All-India Netball (Women) competition from 20th to 24th March 2022 and the Inter-Zonal Kho-Kho (Men's) Championship from 27th to 30th March 2022 at the sports complex of Sports Authority of India (SAI), Dharamshala. These events provided unique opportunities to the students of management to showcase their managerial as well as entrepreneurial skills. To meet the various types of demands w.r.t. goods and services, The Centre for Entrepreneurship and Innovation, School of Commerce and Management Studies initiated and provided a platform to students during the events to explore the possibilities of business. Students were provided stalls to market their products and manage the business in a real-time competitive environment. Following teams were come up with their business idea along with their brand names:

- i. Dhauladhar Dribble (Pahaadi Paintings, Fruit chaat & Juice, and Excursion Services)
- ii. The Scramble Sunrise (Snacks & Beverages)
- iii. MBA Pahaadi (Handloom products)





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Meticulous planning and effective execution of the plans to attract a good number of potential customers were the major leanings for them. Efforts put into brand planning and communication were another part of experiential learning. During the events, students ensured a very good footfall and converted them into sales. All the participating teams earned a very good ROI. Team members were highly motivated to take up their own ventures after participating in this event.



The Hon'ble Governor of Himachal Pradesh, chief guest of the opening ceremony and the Chief Minister of Himachal Pradesh, chief guest of the closing ceremony, and the Vice-Chancellor of CUHP, Prof. S.P. Bansal, Prof. Mohinder Singh, Dean, School of Commerce and Management Studies, District Administration, University Officials and people visiting the venue appreciated the Centre as well as students for this wonderful initiative and wishes them for future endeavours.

(Dr. Chaman Lal)

Hon. Director

Centre for Entrepreneurship and Innovation
School of Commerce and Management studies