



## Central University of Himachal Pradesh

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215

### Centre for Entrepreneurship & Innovation

&

### Extension and Outreach Club, HPKV Business School

#### **A Report on Marketing of Surya Uday Charitable Trust Products at HIMSPARK**

The Centre for Entrepreneurship & Innovation and The Extension and Outreach Club, Himachal Pradesh Kendriya Vishwavidyalaya Business School, School of Commerce and Management Studies, Central University of Himachal Pradesh organized a charitable event for the specially-abled children of Surya Uday Charitable Trust during the HIMSPARK Fest, 2023 organized by HPKV Business School, Central University of Himachal Pradesh during 25-26 May, 2023.

The student members of the club participated in an entrepreneurial competition named “Vikray Bazar” one of the events of the HIMSPARK fest under the guidance of faculty Coordinator and Hon. Director of the Centre for Entrepreneurship and Innovation, Dr. Chaman Kashyap and a stall was set up for the trust.



The team of MBA students briefed the audience about the Surya Uday Trust and their handmade products. They further explained to the audience that all the profit realised from the sale will be given to the trust as charity.



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Two members from the trust also joined the students and assisted them. The stall was one of the main attractions of the HIMSPARK fest. There were various handmade products like Bamboo Artwork and Pine needlework.

The Hon'ble Vice Chancellor Prof. Sat Prakash Bansal ji also visited the stall and appreciated the cause. The Hon'ble Vice Chancellor also purchased a few products placed at the stall.



The cause was appreciated by all the teachers and the audience. At the end of the event, a profit of Rs. 4,800 was earned and the same was donated to the trust members. The members of the Surya Uday Charitable Trust were thankful to the University, and members of the club and appreciated their efforts.



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The event was successful and the members of the club were happy by helping those in need.

**(Dr. Chaman Lal)**

Hon. Director

Centre for Entrepreneurship and Innovation  
School of Commerce and Management studies