

S.A. ENGINEERING COLLEGE
(An Autonomous Institution, Affiliated to Anna University)
Accredited by NBA & NAAC with 'A' Grade ISO 9001:2015 Certified Institution

DEPARTMENT OF MANAGEMENT STUDIES

ENTREPRENEURIAL DEVELOPMENT CLUB

STALL IN IDEATION DAY

Date: 7TH February 2025

Venue: IT Department

Conducted By : MBA Department

On 7th February, the MBA department hosted an exciting Ideation Day event, where students from the Entrepreneurial Club actively participated, showcasing their entrepreneurial spirit. The event featured various creative stalls, where students sold a range of products and services, including handcrafted wooden spoons, face painting, delicious kuzhi paniyaram, engaging fun games, and beautiful earrings and bangles. The event proved to be a great success, with the participating students earning 1200 rupees from their efforts. This initiative not only gave students a platform to showcase their skills and creativity but also provided valuable experience in entrepreneurship, teamwork, and customer engagement. It was a memorable and enriching event for everyone involved.

Snapshots from the Entrepreneurship Development Club Activity in

Ideation Day on 7TH February 2025





Outcomes for Entrepreneurial Club Students from Ideation Day

The outcome of the Ideation Day event for the students was highly rewarding on multiple fronts.

1. Firstly, it provided them with hands-on experience in entrepreneurship, allowing them to plan, set up, and manage their own stalls, which improved their business and organizational skills.
2. Through this, they learned how to engage customers, market their products, and handle transactions, all of which are essential skills in the entrepreneurial world.
3. The event also helped foster teamwork and collaboration among the participants, as they worked together to set up, run, and promote their stalls.
4. In addition to gaining practical knowledge, students earned 750 rupees from their efforts, which not only provided a sense of accomplishment but also demonstrated the potential for generating profit through innovation and hard work.
5. Most importantly, the event boosted their confidence, making them more aware of the challenges and rewards of running a business. Overall, it was a valuable learning experience that left the students better prepared for their future entrepreneurial endeavours.