

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
Kumaraswamy Layout, Bangalore – 560078

Department of Management – BBA
Marketing Club – Trio C's
STUDENT CIRCULAR

Date: - 21-04-2025

The Marketing Club – Trio C's is pleased to announce a Marketing Club activity titled "Smart Spending. Smart Earning – The ₹5K Marketing Innovation Challenge." The event is designed as a startup business idea presentation session to encourage creativity, innovation, and practical marketing application among students on **24th April 2026 at 2:00 PM in Room No. 212, Building No. 13.**

We encourage all students to participate actively and make the most of this opportunity to showcase their entrepreneurial ideas and enhance their marketing, innovation, and communication skills.

We look forward to your enthusiastic participation.


Marketing Club Coordinator


HOD- BBA


Principal

Principal
Dayananda Sagar College of Arts
Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 111



Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell
Marketing Club - Trio C's
Report of the Event Conducted



Department: BBA

Date of Report: 24-04-2026

Sl. No.	Particulars	Event related Details			
1.	Event*	"Smart Spending, Smart Earning"			
2.	Title of the Event	The ₹5K Marketing Innovation Challenge			
3.	Date of Conduction	24-04-2026	4.	Time	2:00 PM
5.	Venue	Room No. 212, Building No. 13.			
6.	Resource Person 1 Details (Profile to be enclosed)	NA			
7.	Topics Covered	NA			
8.	Resource Person 2 Details (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants (Include a copy of names with signatures)	Internal:	NA	External:	NA
11.	No. Student Participants (Include a copy of names with signatures)	Internal:	36	External:	NA
12.	Faculty Coordinator/s	Full Name	Prof. Vidhya Shree. S, Prof. Jayashree. C, Prof. Lokeshwari. D. V, Prof. V. R. Rajendra Kumar		
		Department	BBA		
		Designation	Assistant Professor		
13.	Student Coordinator/s	Full Name	Ms. Bhagya Kirana. S, Ms. Amrutha. M, Mr. Aryan Chandra, Mr. Abhishek Nagar		
		Department	BBA		
14.	Total Expenditure (Details to be enclosed)	NA	15.	Sponsors and Amount (if any)	NA
16. A	Agenda of the Event (Attach a copy)	NA	17.	Provide the link of the report uploaded on College Website	Yes
18.	Social Media Links (Provide the links of the report uploaded on Social Media)	Yes	19.	Report sent to Newspapers? If yes, provide cuttings/images:	NA
20.	Certificates Printed? (Attach a copy)**	NA	21.	Feedback Collected? (Attach a copy)**	Yes
22.	Attendance Sheet Attached?*	Yes	23.	Photographs of the Event (About 5 relevant, clear, and appropriate photos with precise caption. The jpg files need to be attached)	Yes
24.	Summary of the Event (Around 100 words)	The Marketing Club - Trio C's, Department of Management (BBA) organized "Smart Spending, Smart Earning - The ₹5K Marketing Innovation Challenge" on 24th April 2026 at Room No. 212. The event focused on developing practical marketing skills through startup business idea presentations within a ₹5,000 budget. Participants presented innovative concepts emphasizing market segmentation, targeting, positioning, branding, and value creation. The activity highlighted the application of marketing strategies in real-world scenarios, encouraging creativity and strategic thinking. The event enhanced students' marketing knowledge, communication, and presentation skills. It concluded with active participation and appreciation, making it a valuable and insightful Marketing Club initiative.			

Event Coordinator

IQAC

IQAC Co-ordinator

Principal
Dayananda Sagar College of Art:
Science & Commerce


Jayananda Sagar College of Arts,
Science & Commerce Karmaraswamy Layout, Bengaluru - 560 11
Kumara my Layout, Bengaluru - 560 111

Event Photos




Dayananda Sagar college of Arts, Science and Commerce
 Kumaraswamy Layout, Bengaluru-560111
 Department of Management - BBA
 The Marketing Club

Date: 24/04/2026
 Venue: Building No. 13,
 Room no:212
 Time: 2:00 PM

Anitha A
 Asst Prof.


JUDGEMENT SHEET

Teams name	Innovation and Creativity (10)	Feasibility of the Business Idea(10)	Financial Planning (10)	Marketing Strategy (10)	Presentation and Clarity (10)	
1. Srikhari	9	8	7	7	7	: 38
2. Mahima	8	7	6	7	6	: 34
3. Govindan	4	5	1	1	2	: 13


 24/4/26

Dayananda Sagar college of Arts, Science and Commerce
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Department of Management - BBA
The Marketing Club

Date: 24/04/2026
Venue: Building No. 13,
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Time: 2:00 PM

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Teams name	Innovation and Creativity (10)	Feasibility of the Business Idea (10)	Financial Planning (10)	Marketing Strategy (10)	Presentation and Clarity (10)	
1. Srikha	8	7	7	8	8	= 38
2. Mahima	7	6	7	7	7	= 34
3. Gourav	4	4	0	0	3	= 11


24/4/26.

Dayananda Sagar college of Arts, Science and Commerce

Kumaraswamy Layout, Bengaluru-560111

Department of Management - BBA

The Marketing Club

Date: 24/04/2026

Venue: Building No. 13, Room no:212

Time: 2:00 PM

Attendance

Sl. No.	Name of the Participants	Signature
1.	Ameetha . M	Ameetha
2.	Bhagya Krishna . S	Bhagya
3.	Harsh . th . u	Harsh . th . u
4.	Akshay . B	Akshay
5.	HITHEN . K . K	HITHEN
6.	G . K . W . in	G
7.	Aryan Chandra	Aryan
8.	Abhishek nagar	Abhishek
9.	Alok Raj P	Alok
10.	Bhargavi . N	Bhargavi
11.	Jayathi . S	Jayathi . S
12.	Kalyani	Kalyani . N .



Sl. No.	Name of the Participants	Signature
1)	DHANUSH.S (U03CJ24M0030)	Dhanush.S
2)	B.P Tejas Raju (U03CJ24M0035)	Tejas
3)	H Bharath Chitharth (U03CJ24M0061)	Bharath
4)	JESHWANTH.SAI.D (U03CJ240017)	Jeswanth
5)	DEVYA DARSHAN (U03CJ240067)	Darshan
6)	Anish Anto (U03CJ24M0132)	Anish
7)	Jagadheeswarar (U03CJ24M0131)	Jagadheeswarar
8)	Jogi Raghavendra (U03CJ24M0136)	Raghavendra
9)	A.m shivakumara (U03CJ240055)	Anand
10)	Jayaditya R.G (U03CJ24M0017)	Jayaditya
11)	Likitha	Likitha
12)	Kishan.K	Kishan.K
13)	Lagan.	Lagan.
14)	Aweesh.	Aweesh.
15)	Kushal	Kushal
16)	Dhanush.KM	Dhanush.KM

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FEEDBACK

The ₹5000 Startup event conducted by the marketing club was a unique and practical learning experience. It gave students an opportunity to apply marketing theories in a real-life situation, by managing a limited budget. The event helped us understand concepts like budgeting, promotion strategies, teamwork and decision-making in a better way. It was interesting to see different creative ideas from each team. On the other hand, the event could be improved by providing more structured guidelines and judging criteria. Some participants felt the instructions were not very clear at the beginning. Despite this, the event was well-organized and highly engaging, making it a valuable experience for all the participants.

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FEEDBACK

The ₹5000 startup event organized by the Marketing Club was a very creative and engaging experience. It encouraged students to think like entrepreneurs. I did have come up with the idea of solar powerbank with initial investment. This helped improve our practical knowledge of market concepts, like pricing, promotion, and customer targeting. The activity was fun and also gave us confidence to present and defend our ideas.

However, there is scope for improvement in areas like time management and clearer instructions for participants. Some teams needed more guidance during the execution stage. Overall, the event was successful and interactive and it provided me valuable learning about real-world business challenge in a simple and effective way.