



IQAC Initiative
MANAGEMENT CLUB
Organises
VYUHAM BAZAAR
MARKETING MELA
on
29th September 2025
Inauguration by
Mr. Balakrishna Aliveli
Principal
MVJDC

Venue: **MVJDC** Time: **9.00 AM**

All the Staff and Students are Cordially invited

MVJ DEGREE COLLEGE
(Affiliated to Bangalore North University)
Near ITPB, Whitefield Kadugodi,
Bangalore- 560067



"Your Bazaar Awaits!" **MANAGEMENT CLUB**

VYUHAM BAZAAR
2K25

Venue : **MVJDC** 29th September 2025
9.00 AM TO 2.00 PM

"Turning creativity into commerce!"

MVJ DEGREE COLLEGE
(Affiliated to Bangalore North University)
Near ITPB, Whitefield Kadugodi,
Bangalore- 560067

MVJ Degree College

Marketing Mela, Vyuham Bazaar Report

Event Date: 29th September 2025

Time: 9:00 a.m. to 3:00 p.m.

Venue: MVJ Degree College Campus

Objectives of the Event

- To promote entrepreneurial and innovative skills among students.
- To provide practical exposure to marketing, sales, and business management.
- To develop teamwork, leadership, and organizational abilities.
- To enhance communication, negotiation, and customer interaction skills.
- To create awareness about social responsibility and ethical business practices.



Inauguration of Vyuham Bazaar by **Prof. Balakrishna Aviveli**, Principal of MVJ Degree College

Introduction

Vyuham Bazaar is a student-driven market fair organized by the **Vyuham Management Club** of **MVJ Degree College**. The event serves as a dynamic platform for students to exhibit their entrepreneurial spirit, creativity, and management skills. It brings together a variety of student-managed stalls offering products ranging from handmade crafts and fashion accessories to food and beverages. The primary aim of Vyuham Bazaar is to provide experiential learning by allowing students to apply theoretical business concepts in a real-world environment. The event not only fosters innovation and teamwork but also nurtures leadership and business ethics among participants, making it a valuable learning experience beyond the classroom.



Team of Faculties and Volunteers

The **Vyuham Bazaar – Marketing Mela** was successfully organized by the **Vyuham Management Club** of **MVJ Degree College**. The event aimed to provide students with a platform to showcase their entrepreneurial and marketing skills through practical exposure.



The event was **inaugurated by Prof. Balakrishna Aveli, Principal of MVJ Degree College, at 10:00 a.m.** The Principal delivered an inspiring and motivational address, encouraging all stall owners to put their business ideas into action and strive for the best profits. The **Vice Principal, Prof. Raghavendra**, emphasized the importance of experiential learning and declared the Bazaar open at **10:15 a.m.**

A total of **27 diverse stalls** were set up, offering a wide range of products and services — including food items, homemade snacks, fashion accessories, games, art, and

craft products. Students demonstrated great enthusiasm, creativity, and teamwork in presenting their stalls.

Throughout the day, the event saw an overwhelming response from **students and staff of MVJ Degree College, MVJ Engineering College, and MVJ PU College**, who visited the stalls, appreciated the efforts, and purchased products with keen interest.



The event concluded successfully at **3:00 p.m.**, with most stalls recording an excellent **profit margin** from the day's sales. The Marketing Mela proved to be an enriching learning experience for all participants, fostering entrepreneurship, teamwork, and real-time business understanding among the students.

Key Takeaways from the Event

- Provided students with real-time practical exposure to marketing and business management.
- Enhanced entrepreneurial thinking, creativity, and innovation among participants.
- Improved teamwork, leadership, and coordination skills.
- Strengthened communication, negotiation, and customer service abilities.
- Achieved successful execution with most stalls earning good profit margins.



Stall Visit by Principal



Prajavani News on 4th October



Udaya vani News on 7th October

Media Report:

Conclusion

The Vyuham Bazaar (Marketing Mela) concluded on a highly successful note, fulfilling its objective of blending classroom learning with real-world business experience. The event provided an excellent platform for students to explore their entrepreneurial potential, apply management concepts, and understand the dynamics of sales and customer behavior. Through teamwork, creativity, and enthusiasm, the participants showcased their innovative ideas and business skills effectively.

The overwhelming response from students, faculty, and visitors added to the vibrancy and success of the event. Overall, Vyuham Bazaar not only generated profits for the student entrepreneurs but also enriched them with invaluable lessons in planning, marketing, and leadership — making it a memorable and educational experience for everyone involved.



Faculty Coordinator

Principal