

School of Commerce & Management Studies

Academic Year 2025-26

Report on The SU Street

1. Name of the Event: The SU Street

2. Event Date: 25th September 2025

3. Event Timings: 11:00 AM to 4:00 PM

4. Event Venue [Location]: In front of library, S Building

5. Organizer of the Event: Marketing Club, SOCMS

6. Number of Students: Around 18 teams participated, each team consisting of 3–4 members.

7. Outline, Objective and Outcome of the event:

The School of Commerce and Management Studies (SOCMS) organized a flagship marketing event, “**The SU Street**”, designed to test creativity, strategic thinking, and marketing knowledge of students from **all programs under SOCMS**.

Overview

The S.U. Street was an experiential marketing and entrepreneurship event organized at the **School of Commerce and Management Studies (SOCMS)**, Sandip University. The event provided students with a unique opportunity to explore real-world business operations by setting up and managing their own stalls. It aimed to simulate a mini business environment, allowing participants to apply classroom concepts to practical situations and gain hands-on entrepreneurial experience.

Event Structure

Participants were invited to register individually or in teams. Each team was allocated a stall space within the university premises to sell products or offer services of their choice. The stalls showcased a wide variety of creative business ideas including food items, handmade crafts, accessories, games, and innovative products. Students were responsible for planning, sourcing,

pricing, promotion, and customer service — thereby engaging in all major aspects of running a business.

Objectives of the Event

- **Entrepreneurial Learning:** To provide students with a practical platform to experience business planning, marketing, and sales operations firsthand.
- **Marketing Application:** To encourage students to implement marketing strategies such as product display, pricing, and promotion to attract customers.
- **Financial Management:** To help participants understand budgeting, profit calculation, and cost management in a real market scenario.
- **Creativity and Innovation:** To motivate students to develop unique business ideas and innovative products.
- **Teamwork and Leadership:** To strengthen collaboration, communication, and problem-solving skills within teams.

Outcome

The event achieved remarkable success, with active participation from students across all departments of SOCMS. It created a vibrant marketplace atmosphere filled with creativity, competition, and entrepreneurial energy. Participants demonstrated impressive marketing and selling skills while learning to manage real-time business challenges such as customer handling, inventory management, and pricing strategy.

The S.U. Street not only provided an opportunity for students to earn profits but also enhanced their confidence and understanding of entrepreneurship. The event concluded with the recognition of the most innovative and high-performing stalls, celebrating the students' efforts and business acumen.

Overall, **The S.U. Street** served as an enriching experiential learning initiative that successfully bridged academic knowledge with practical business application, fostering the spirit of innovation and entrepreneurship among students.

8. Photos:





