Entrepreneurship Day at GHIMR

Students of Green Heaven Institute of Management and Research (GHIMR) celebrated Valentine’s Day this year but with a difference. With an objective of inculcating entrepreneurship in students, students were given task to put stalls of different items, which they need to sell in the college premises, thus making it and Entrepreneurship Day. Most of the students actively participated in the event by selling different items viz. Chocolates, Handmade Greeting cards, Flowers, Balloons, food items etc. The event was inaugurated by Dr. Raju Ganiesh Sunder, Director of the Institute. He guided the students about the various Marketing skills and tactics one should know while doing a business.

The students had fun while learning the finer nuances of retailing. They had great time promoting their stalls, convincing the prospective customers and negotiating with them.