

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kaumarswamy Layout, Bangalore-560082

INTERNAL QUALITY ASSURANCE CELL-IQAC

INDUSTRY CONNECT SESSION

Department: MBA-BU

Date: 25th Jan 2025

Sl. No.	Particulars	Event related Details			
1.	Event*	International Trade Fair-Milletts Mela Visit			
2.	Title of the Event	Marketing Survey- participative leaning			
3.	Date	24/01/2025			
4.	Time	9:00 AM 4.30 PM			
5.	Venue	Place Ground Bangalore			
6.	Resource Person 1 Details** (Profile to be enclosed)	Dr. Kadambini Katke Interaction with different agro business corporates			
7.	Topics Covered	Agriculture marketing challenges, innovative products with millets, segmentation and promotion platform for agro based industries			
8.	Resource Person 2 Details** (Profile to be enclosed)				
9.	Topics Covered				
10.	No. Faculty Participants(En close a copy of names with signatures)	Internal:	01	External:	NA
11.	No. Student Participants (Enclose a copy	Internal:	50	External:	NA

Sl. No.	Particulars	Event related Details			
	of names with signatures)				
12.	Faculty Coordinator/s	Dr. KADAMBINI KATKE			
13.	Student Coordinator/s	Ms Vyshnavi, Mr Rahul			
14.	Total Expenditure (Details to be enclosed)	NA			
15.	Sponsors and Amount (if any)	NA			
16.	Agenda of the Event (Enclose a copy)	NA			
17.	Report uploaded on college website? If yes, give details:	YES			
18.	Report sent to media? If yes, give details:	NO			
19.	Report uploaded in Social Media? If yes, give details:	NO			
20.	Certificates Printed? (Enclose a copy***)	NA			
21.	Feedback Collected?	NA			

Sl. No.	Particulars	Event related Details
	(Enclose a copy***)	
22.	Summary of the Event (Minimum 100 words)	<p>Marketing management is more of out-door, on field learning with observation and participation in market activities. Karnataka Government has organized International trade Fair- Millets Mela at Place ground for three days-23-25 Jan 2025.</p> <p>It was a good opportunity to take students to this fair to participate and learn about opportunities in Agro markets. Many national (across country) and international agro based companies had made their presence in fair.</p> <p>Students explored market opportunities for agro products and challenge and competition in the market.</p>
23.	Photographs of the Event (At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)	Yes

Photographs



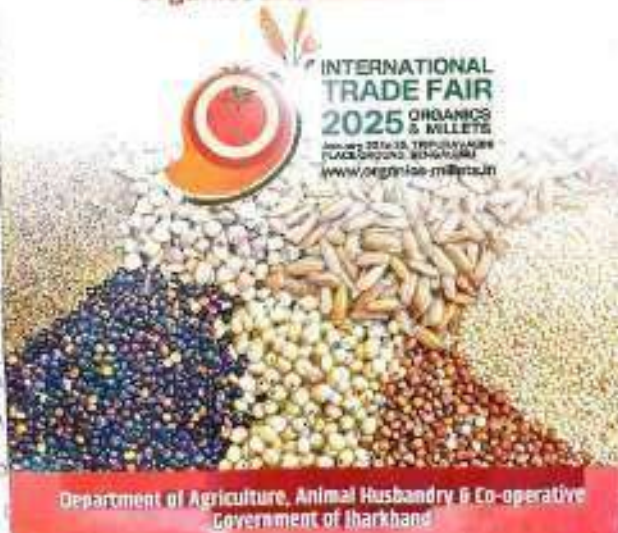







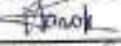
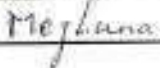


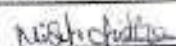
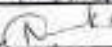



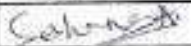



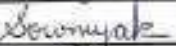








"International Trade Fair Organics and Millets-2025"



Duennanda Sagar College of Arts, Science & Commerce
Department of MBA-BU
Millets Week -2025
Student Attendance

Sl.No	Name	Signature
1	Ananya S	Ananya
2	Ananya B	Ananya
3	Ashvika Jyoti Chandel	Ashvika
4	Aranya Prabha K	Aranya Prabha K
5	Bhagyaashree Gangi	Bhagyaashree
6	Bhavya Anish Shree	Bhavya
7	Bhavya S J	Bhavya
8	Charanika N R	Charanika
9	Charanika Sonali P	Charanika
10	Darshan B P	Darshan
11	Darshan K	Darshan
12	Dayan Gowda A H	Dayan
13	Dheeraj Kantar	Dheeraj
14	Divyanshi	Divyanshi
15	G. Perumal Jagan	G. Perumal
16	Gopal T	Gopal
17	Gowdara G	Gowdara
18	Hemavathi N	Hemavathi
19	K. Rishi	K. Rishi
20	Karishma Tej R	Karishma
21	Krishna Aditi	Krishna
22	Karthik Gowda M	Karthik
23	Kavita H M	Kavita
24	Koelika P	Koelika
25	Lakshmi K	Lakshmi
26	Lisha M	Lisha
27	Rahul M	Rahul
28	Madhu S	Madhu
29	Aditi Karanjanshi Maye	Aditi

Sl.No.	Name	Signature
30	Ruby Saha	
31	Maniraj K V	
32	T P Hanok	
33	Meghana M S	
34	Mohammed Usman.g	
35	Nagaraj Naik	
36	Naveed M	
37	Nishchitha k c	
38	Nishika B D	
39	Pavan Shivanand Motekar	
40	Pratheek shetty HJ	
41	Priyanka P	
42	Puneeth Raju R	
43	Sahana A	
44	Sandeep M	
45	Sindhu Singh	
46	Bhavik P Rathod	
47	Santosh	
48	Shreyas H H Prasad B R	
49	Sowmya K	
50	Srivalli M S	
51	Subramani k j	
52	Surya L	
53	Tejaswini V Telagavi	
54	Thanuja M.R	
55	Vikas M S	
56	Vinayak Kalyanashetti	
57	Vineet Santosh Vernekar	
58	Vyshnavi Sudhan SM	
59	Yashwanthsimha N	
60	Yogendra Hombali BN	

International trade fair / Millets Mela

unexpected opportunity leads to a memorable destiny
Millets mela was one of the best fair that I've visited until now.
got a great opportunity to learn and to explore new things,
apart from bookish prudence.

CSIR-central food technological research institute
(giving food a future) captured my attention and got to know
that with the help of barcode they conducted a survey on food
based oil used for cooking and we (our team) got to know that
most of the oil brands doesn't certified under CSIR. It's a major
survey that was going on the beginning of the millet stalls.

we got to know about different millet associations which
Ind's, SAKYA FOODS, ADAMVA CHETANA, CFTRI and lot more
including different millets from different states.

from the marketing way of perspective I've
learn't how this digital marketing works including 'Instagram'
& 'facebook' where lot of sellers told to follow their fan page
and got to know that most of the orders are coming from
Instagram D's, when comes to segmentation they have
clearly classified on the basis of Age, gender etc., most of them
are farmers who produce by their own and sells through there
type of different modes.

Got to know that housewife's who are staying
@home are going with these millets trade where they spend
value time over selling. Pamphlets, TV's, Barcodes, are the modes
that they have been using. they are so capable that they
explained in detailed manner with regarding % of the crop & the
best proteins that includes in millets.

where millets needs to be include in our everyday life

T. Phaneet

I am Naved Ali of MBA (BU) - A
on 24/1/25 we visited Organic Millet Mela
organised at Palace Grounds.

Firstly I am thankful to K.K Maam
for organising this field trip as we gained
new experiences. We got an opportunity to
see the theoretical knowledge getting applied
practically.

The way the event was promoted was
nice. We never said it as millet mela but
organic millet mela. The word organic was
given more importance & it attracted a lot of
people to visit as everyone nowadays health
conscious.

Many co-operative societies were given
chance to exhibit their products as they aren't
given such importance in the Supermarkets.

Overall the event & the field trip was
a success; it introduced us to practical implementation
of the book knowledge & new marketing
strategies.

Vijal