



Anjuman-1 – Islam's

Akbar Peerbhoy College of Commerce and Economics

(NAAC Accredited College)

M. S. Ali Road, Mumbai – 400008

EARNING INCOME DAY – MARKETING ACTIVITY

Introduction:

On the 14th of March 2023, the Bachelor of Management Studies (BMS) students organized an innovative marketing activity titled "Earning Income Day." Under the guidance and mentorship of Prof. Sadaf Shaikh, the activity aimed to provide students with hands-on experience in entrepreneurial ventures and marketing strategies.

Objective:

The primary objective of Earning Income Day was to empower BMS students to apply their theoretical knowledge in a practical setting and develop essential skills in marketing, sales, and business management. The activity encouraged creativity, teamwork, and entrepreneurial thinking among students.

Activities:

1. **Product Creation:** Prior to the event, students brainstormed and developed innovative product ideas ranging from handmade crafts to homemade treats and personalized merchandise. Each student or group of students was responsible for creating and packaging their products.
2. **Market Stall Setup:** On the day of the event, students set up market stalls within the college premises to showcase and sell their products. The stalls were creatively decorated to attract the attention of fellow students, faculty members, and visitors.
3. **Marketing and Sales:** Throughout the day, students actively engaged in marketing and sales activities, employing various strategies such as offering discounts, conducting product demonstrations, and leveraging social media platforms to reach a wider audience. Prof. Sadaf Shaikh provided guidance on effective marketing techniques and customer engagement.
4. **Financial Management:** Students managed their finances, keeping track of expenses, revenue, and profits generated from sales. This aspect of the activity provided students with practical experience in budgeting and financial management.


Outcomes:

1. **Hands-on Experience:** Earning Income Day provided students with valuable hands-on experience in entrepreneurship and marketing, allowing them to apply theoretical concepts in a real-world setting.
2. **Teamwork and Collaboration:** The activity fostered teamwork and collaboration among students as they worked together to plan, execute, and manage their market stalls.
3. **Creativity and Innovation:** Students showcased their creativity and innovation through the development of unique and marketable products, demonstrating their entrepreneurial potential.
4. **Skill Development:** Participation in Earning Income Day helped students develop essential skills such as communication, negotiation, problem-solving, and decision-making, which are vital for success in the business world.

Conclusion:

Earning Income Day was a resounding success, providing BMS students with a valuable opportunity to gain practical experience in marketing and entrepreneurship. Under the guidance of Prof. Sadaf Shaikh, students demonstrated creativity, teamwork, and initiative, showcasing their potential as future business leaders and entrepreneurs.


Prof. Sadaf Shaikh
BMS Co-ordinator


Dr. M.H. Iakdawala
Asst. Director
Professional Courses



ANJUMAN-I-ISLAM'S
AKBAR PEERBHUY COLLEGE OF COMMERCE & ECONOMICS
Academic Year - _____

Name of The Event- Earning home Day.
Program In charge - Prof. Sadat Shaikh.
Date: 14/3/23
Venue- College Auditorium
Student coordinator: _____

Attendance Sheet

Sr.No	Name Of student	Class/Div/Rollno	Sign
1.01	Mohammad Sahil Shah	F.Y.B.M.S.30	<u>Sahil</u>
2	Shaikh Abdul Rizwan	F.Y.B.M.S.31	<u>Rizwan</u>
3	Shaikh Abdulla Insaaf	F.Y.B.M.S.32	<u>Abdulla</u>
4	Shaikh Ahmed Raza	F.Y.B.M.S.33	<u>Ahmed</u>
5	Asif Mumtaj Shaikh.	F.Y.B.M.S.34	<u>Asif</u>
6	Shaikh Khalid Reza	F.Y.B.M.S.36	<u>Khalid</u>
7	Shaikh Mahak	F.Y.B.M.S.37	<u>Mahak</u>
8	Mahak Shaikh	F.Y.B.M.S.38	<u>Mahak</u>
9	Shaikh Misba	F.Y.B.M.S.40	<u>Misba</u>
10	Shaikh Keef	F.Y.B.M.S.39	<u>Keef</u>
11	SHAIKH Salman	F.Y.B.M.S.41	<u>Salman</u>
12	Shaikh Tomar	F.Y.B.M.S.42	<u>Tomar</u>
13	Shaikh Sami	F.Y.B.M.S.45	<u>Sami</u>
14	Shaikh Zishan	F.Y.B.M.S.46	<u>Zishan</u>
15	Shaikh Moinuddin	F.Y.B.M.S.47	<u>Moinuddin</u>
16	Shaikh Rumman	F.Y.B.M.S.49	<u>Rumman</u>
17	Shaikh Sajid Ali	F.Y.B.M.S.50	<u>Sajid</u>
18	Shaikh Mahak	F.Y.B.M.S.38	<u>Mahak</u>
19	Mohd Sait Shaikh	F.Y.B.M.S.43	<u>Sait</u>
20	Mohammed Fairan Raza	F.Y.B.M.S.58	<u>Fairan</u>
21	Abdul Rehman Taja	F.Y.B.M.S.57	<u>Taja</u>
22	Mohammed. Ebrahimbek	F.Y.B.M.S.58	<u>Ebrahimbek</u>
23	Syed Mohammed Ali	F.Y.B.M.S.53	<u>Ali</u>



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Akbar Peerbhoy College of Commerce and Economics
(*NMAC Accredited College*)

MS Ali Road, Two Tank Grant(E), Mumbai - 08

Activity Feedback Form

Name of the Activity - Earning Income Day

Date: 14/03/2023

Covenor of the Activity

Resource Person: Prof. Sadaf Sheikh

1. Name of the student : Mohammed fairazn raza (Optional)
2. Class : Fy-BMS
3. Roll no : 58
4. Gender : Male: Female: Other:
5. How did you find the program:
Poor Good Very Good Excellent
6. Did you find content relevant and useful:
Yes No: Not sure
7. Did your all questions were attend by the resource person?
Yes No: Not sure
8. How would you rate the presentation skills of the resource person?
Poor Good Very Good Excellent

Any Suggestion-





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Activity Feedback Form

Name of the Activity *Earning Income Day*

Date: *14/02/22*

Covenor of the Activity

Resource Person: *Sandip Shakti*

1. Name of the student : *Shruti Saji ali* (Optional)
2. Class : *FYBMS*
3. Roll no : *50*
4. Gender : Male: Female Other
5. How did you find the program:
: Poor : Good Very Good Excellent
6. Did you find content relevant and useful:
Yes No: Not sure
7. Did your all questions were attend by the resource person?
Yes No: Not sure
8. How would you rate the presentation skills of the resource person?
Poor Good Very Good Excellent

Any Suggestion-





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Activity Feedback Form

Name of the Activity Earning Income Day. Date: 14-3-23

Covernor of the Activity _____ Resource Person: Sadaf Shaiqa.

1. Name of the student Siddique Mohd Farooq (Optional)

2. Class FYBMS

3. Roll no 53

4. Gender : Male: Female Other

5. How did you find the program:

Poor : Good Very Good Excellent

6. Did you find content relevant and useful:
Yes No: Not sure

7. Did your all questions were attend by the resource person?
Yes No: Not sure

8. How would you rate the presentation skills of the resource person?
Poor Good Very Good Excellent

Any Suggestion-





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Activity Feedback Form

Name of the Activity Earning Income Day

Date: 14th March 2023

Covernor of the Activity

Resource Person: Prof. Sadaf Shaikh

1. Name of the student : Syed Mohammed Ali (Optional)
2. Class : FYBMS
3. Roll no : 55
4. Gender : Male: Female Other
5. How did you find the program:
Poor : Good Very Good Excellent
6. Did you find content relevant and useful:
Yes No: Not sure
7. Did your all questions were attend by the resource person?
Yes No: Not sure
8. How would you rate the presentation skills of the resource person?
Poor Good Very Good Excellent

Any Suggestion-

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Activity Feedback Form

Name of the Activity Earning Incomeday Date: 14th March 2023

Covernor of the Activity _____ Resource Person: Prof. Sadaf Shaikh

1. Name of the student : Mohammed Ebrahimia^G (Optional)
2. Class : FXBMS
3. Roll no : 56
4. Gender : Male: Female: Other:
5. How did you find the program:
Poor Good Very Good Excellent
6. Did you find content relevant and useful:
Yes No: Not sure
7. Did your all questions were attend by the resource person?
Yes No: Not sure
8. How would you rate the presentation skills of the resource person?
Poor Good Very Good Excellent

Any Suggestion-





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Activity Feedback Form

Name of the Activity Earning income day

Date: 14-03-2023

Covenor of the Activity

Resource Person: Prof. Sadaf Shaikh

1. Name of the student Abdul Rehman Taj'a (Optional)
2. Class FYBMS
3. Roll no 57
4. Gender : Male: Female Other
5. How did you find the program:
Poor Good Very Good Excellent
6. Did you find content relevant and useful:
Yes No: Not sure
7. Did your all questions were attend by the resource person?
Yes No: Not sure
8. How would you rate the presentation skills of the resource person?
Poor Good Very Good Excellent

Any Suggestion-





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Activity Feedback Form

Name of the Activity Earning Income Day

Date: 14th March 2023

Covernor of the Activity

Resource Person: Prof Sadaf Shaikh

1. Name of the student : Shaikh Mahak (Optional)
2. Class : FYBMS
3. Roll no : 37
4. Gender : Male: Female: Other:
5. How did you find the program:
Poor Good Very Good Excellent
6. Did you find content relevant and useful:
Yes No: Not sure
7. Did your all questions were attend by the resource person?
Yes No: Not sure
8. How would you rate the presentation skills of the resource person?
Poor Good Very Good Excellent

Any Suggestion-

