

# 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.

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.

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.

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.

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.

dar Shaikh BMS Co-ordinator Dr. M.H lakdawala Asst. Director

Professional Courses



#### ANJUMAN-I-ISLAM'S AKBAR PEERBHOY COLLEGE OF COMMERCE & ECONOMICS

Academic Year -

Name of The Event-	Earning	home	Day.	
Program In charge	Protisla	lat Shai	kh.	

Date: 14/3/23

Venue- College Auditorium

Student coordinator:

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Sr.No	Name Of student	Class/Div/Rollno	Sign
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2	Shaikh Abdul Rizurun	F.Y. B.M. 531	A TIT
3.	Shalkh Abdulla Insaat	F. Y. BM.S. 37	Modelle
<u></u>	Shaikh Ahmel Raza	6.7. BW133	Ahmed
5	Asif MumlaJ Shailth.	F.Y. BM 5.34	Asit
6	Shaikh Khaliel Kerza	F.V. BMS.36	Malek
37	Shaikh Mohek	F.YBMS 37	Mahaleco
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9	Shaikh Misha	10	19sharra
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14.	Shaikh Zishan	FYBMS 46	Raion
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3	Syed Mohammed Ali	PYBMS-55	AMALI



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# Akbar Peerbhoy College of Commerce and Economics (NAMC Accredited College)

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

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2.	Class	. F	y-BINS		
.3.	Roll no	. <	28		
4.	Gender	: Ma	alo:	Female	Other
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3	Poor G	ood [	Very Good	Excellent	
6.	Did you find content re Yes No:		useful: of sure		
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8.	How would you rate the Poor Good	e presentat	ion skills of the Very Good		
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# Akbar Peerbhoy College of Commerce and Economics (NAMC Methodical College)

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

Name of the Activity Easing L	niome day 11 111: 14/03/23
Covenor of the Activity	Resource Person. Sadaf Sheleh
1. Name of the student	Shairsh sayled ali (Optional)
? Class	FYBMS.
3. Roll no	56
4. Gender	: Malo: Female Other
5 How did you find the p	orogram:
: Poor [] : G	lood Very Good Ilixcellent
6. Did you find content r	elevant and useful: Not sure
7. Did your all questions	s were attend by the resource person?*  Not sure
8. How would you rate Poor Good	the presentation skills of the resource person?*  Very Good  Excellent
Any Suggestion-	





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# Akbar Peerbhoy College of Commerce and Economics (NAMC Meeredited College)

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

Name of	the Activity Earning Income Day. Date: 14-3-23
Covenor	of the Activity Resource Person: Sadaf Shalkh.
1.	Name of the student Siddique Mond Forocog (Optional)
1.	Class FYBMS
3.	Roll no 53
4.	Gender : Male: Female Other
5	How did you find the program:
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6,	Did you find content relevant and useful: Yes No: Not sure
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3.	Class		4	FYBI	418 -	77		
3,	Roll no		3	55				Other I
4.	Gender		8	Malo:		Female		Other
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3. Roll no		S	-6	w. 61	
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MS Ali Road, Two Tank Grant(E), Mumbai - 08

Name of	the Activity Earning	nome day Date: 14-03-2023.
Covenor	of the Activity	Resource Person Brof. Sadaf Shaik
1.	Name of the student	Abdul Rehman Tay'a (Optional)
2.	Class	FYBMS
3.	Roll no	S-A
4.	Gender	: Malo: V Female Other
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8.	How would you rate the Poor Good	Presentation skills of the resource person?*  Very Good Excellent
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Name of the Activity Earning Income Day Date: 14th March 2023	
Covenor of the Activity Resource Person: Prof Sadaf Shall	th
1. Name of the student Shalkh Makek (Optional)	
2 Class : FYBMS	
3. Roll no 37	
4. Gender : Male: Female Other	***
5 How did you find the program:	
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