



Central University of Himachal Pradesh

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215

Centre for Entrepreneurship and Innovation, School of Commerce and Management Studies

A Report on Vikray Bazaar Competition

The Centre for Entrepreneurship and Innovation and Management Society, School of Commerce and Management Studies, Central University of Himachal organised an even-cum-competition called “**Vikray Bazaar**” on 25-26 May, 2023 during two days national level management fest- HIMSPARK 2K23 at Auditorium, Govt. College, Dharamshala.



The focus of the event was to motivate the students to come up with entrepreneurial ideas and market the product during these two days. The event was inaugurated by the Hon'ble Vice Chancellor of the University Prof. S P Bansal. In total, 12 teams from different disciplines of the University registered and installed their stall in the competition.



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During the two days competition, students marketed their products ranging from handloom, artwork, bamboo art, ayurvedic to food stalls, etc. A special stall of the specially-abled students products from Surya Uday Charitable Trust was the main attraction



The winner of the competition was decided based on the profit margin earned by the stall owner. The stall named “Kalaa ki Batli” of Students from Journalism and Mass Communication won the first prize and the “Foodie” stall of MBA students won the second prize.





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Everyone who visited the Vikray Bazaar appreciated the efforts of the centre/department and motivated the students to take up small yet grasgrassrootsas for their stalls.

More than 50, Students participated in these competitions and were very happy to showcase their entrepreneurial skills.

(Dr. Chaman Lal)

Hon. Director

Centre for Entrepreneurship and Innovation
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