



**NSCB Memorial Govt. Degree College
Hamirpur
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Report
On
Participation in Commerce Trade Fair
Dated: 24-02-2026

The students of BBA actively participated in the Commerce Trade Fair organized by the Department of Commerce on 24th February 2026 at NSCBM Government College, Hamirpur. The event provided a platform for students to showcase their entrepreneurial skills and practical business knowledge.

For this event, the BBA students established a Lemon Soda Stall, which turned out to be one of the most attractive and engaging stalls in the fair. The stall focused on delivering refreshing beverages along with a lively customer experience.

Objective: The primary objective of the Lemon Soda Stall, by BBA students, was to offer refreshing and flavorful drinks to the visitors, catering to their taste and providing a pleasant experience during the trade fair. Along with this, the students aimed to gain valuable hands-on experience in managing a business activity, including handling customers, managing resources, and working as a team.

Investment: The stall was set up with an initial investment of Rs 1500, which was used for purchasing ingredients like lemons, sugar, soda, mint, and other flavoring items, along with necessary equipment and decoration materials. The setup included a neat and attractive display of different types of lemon soda such as sweet, salted, masala, and mint soda. The stall was decorated with colorful banners and creative signage to attract the attention of visitors and create a lively look.

Operations and Customer Engagement: Throughout the duration of the trade fair, the BBA students efficiently managed all the operations of the Lemon Soda Stall. The team was well-coordinated, with members handling preparation, serving, and cash management smoothly. Students actively engaged with customers, taking orders, suggesting different flavors of lemon soda, and ensuring quick service. Their friendly behavior and active interaction helped attract more customers and create a positive and enjoyable experience at the stall.

Quality and Hygiene: Maintaining good quality and hygiene was very important for the Lemon Soda Stall by BBA students. Fresh lemons and clean ingredients were used to prepare the drinks, and proper cleanliness was maintained during preparation and serving. The team ensured that the stall area and utensils were kept neat and hygienic, which helped in keeping the customers satisfied and building their trust.

Marketing and Promotion: To attract more customers, the Lemon Soda Stall by BBA students used simple yet effective marketing techniques. The stall was decorated in an attractive way to grab attention, and prices were kept reasonable to suit everyone. Word-of-mouth promotion played an important role, as satisfied customers recommended the stall to others. The team also engaged with visitors through friendly communication, which helped in creating a positive impression and increasing the number of customers at the stall..



Financial Performance: The Lemon Soda Stall by BBA students showed a good financial outcome during the trade fair. With an initial investment of Rs 1500, the stall generated total revenue of approximately Rs 3,200, resulting in a net profit of Rs 1,700. This success was achieved through effective planning, reasonable pricing, and strong customer response throughout the event.



Challenges Faced: During the event, the BBA students faced a few challenges, such as handling a high rush of customers during peak time, managing limited resources, and maintaining both speed and quality of service. At times, it became difficult to serve everyone quickly while keeping the drinks consistent. However, with proper teamwork, coordination, and support from each other, the team was able to manage all these challenges effectively.

Learning Outcomes: Participating in the Commerce Trade Fair was a very valuable learning experience for the BBA students. They learned how to plan and manage a small business, handle customers politely, and work effectively as a team. It also helped them understand budgeting, pricing, and basic marketing practically. Students experienced real-time challenges like managing rush and maintaining quality, which improved their problem-solving skills. Overall, this hands-on experience boosted their confidence and will be helpful in their future careers.



Conclusion: In conclusion, the Lemon Soda Stall by BBA students proved to be a successful and enjoyable part of the Commerce Trade Fair. The stall not only attracted a good number of customers but also reflected the students' creativity, teamwork, and business skills. It provided a refreshing experience to visitors and helped students gain real-life knowledge of running a small business. The positive financial result, along with the valuable learning experience, made it a meaningful and memorable achievement for the entire team.

DETAILS OF PARTICIPANTS:

<i>NAME</i>	<i>CLASS</i>
<i>1. Anuj</i>	<i>BBA 6th sem</i>
<i>2. Aman Thakur</i>	<i>BBA 6th sem</i>
<i>3. Shiksha</i>	<i>BBA 4th sem</i>
<i>4. Khushi</i>	<i>BBA 4th sem</i>
<i>5. Ridhi</i>	<i>BBA 6th sem</i>
<i>6. Shyamli</i>	<i>BBA 6th sem</i>



“All the above students actively contributed to the successful operation of the stall and also took on the responsibility of serving as runners during the trade fair, ensuring smooth coordination and efficient service.”