



Criterion IV - Infrastructure and Learning Resources



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C-Mart

C-Mart is a business initiative by the Department of Commerce, M.Com PGDM in Marian College. This business enterprise managed by students of M.Com. The purchase, sales, accounts and all other activities related to the business are being managed by the students. One salesperson has been recruited from outside since students won't be able to attend to the business during class hours.

The main focus of the firm is to:-

- To provide students with hands on experience in business enterprising
- Enable students to gain knowledge in business planning, budgeting, planning etc.
- Give an insight to social service through business solutions

REPORT

As a part of co-curricular activity- 'EARN WHILE YOU LEARN', M.Com PGDM Department has started a stationary store named C-Mart and is established on 14th January 2008. A branch named Mini C-mart was established at Marian International Institute of Management on 28th October 2015. It mainly focuses on M.Com, MBA, MSW & BSW students and faculties.

OBJECTIVES

1. To provide practical experience of retailing to students.
2. Encourage the students to learn the dignity of labor.
3. Involve students in management and development of an organization.
4. Help the students to engage themselves in meaningful positive activities.

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5. Find fund for providing value addition and skill development in addition to curriculum.
6. To provide quality stationary articles to Marian community at reasonable rates.

SCOPE OF MINI C-MART

It mainly focuses on M.Com, MBA, MSW & BSW students and faculties. We offer FMCG products like Bakery, Stationary & Sweets. Other main attractions are Tea powder (Black tea, White tea, Green tea, Dust tea and Ball tea), Birthday cake orders and Detergents. Another sub branch is also operating at boys hostels having same products. We also provide hostel kit for freshers, which include items like bed and pillow, bucket and mug, and other necessary items.

RESULTS OF OPERATION

The analysis of performance and results of C-Mart shows that it is successful in achieving the objectives.

ACHIEVEMENTS

- Won 'Best Entrepreneurs Award' from Marian College Kuttikkanam as a part of Marian Incubation Centre.
- Mini C-Mart coordinators are also awarded with a certificate of Achievement.
- The operations of Mini C-Mart also leads to attain the 'Best Class Award' to II M.Com PGDM for the year 2016-17.
- We got experience in accounting and auditing. We always audit our account every two months.
- We extended our business to boy's hostels.
- We give training to students for better dealing with customers, packing of



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products, developing business strategies for attracting and retaining customers.

- No complaints are raised yet, from the customer about our products and services.
- Earn while you learn.
- Practical experience in marketing and sales

FUTURE PROJECTS

- Assisting students for getting PAN card and Passport.
- Project printing and binding.
- Brochure designing
- Event management programmer.
- Party order taking.
- Online shopping.
- Video editing

