

## Post-Event Report: Rustique Rhythms – The RSET Flea Fiesta 2025

The Rustique Rhythms Flea Fiesta, held on Saturday, April 26, 2025, at the Basketball Court and Main Ground of RSET, was a vibrant celebration of creativity, community, and culture. Organized by the RSET Student Council and the Entrepreneurship Cell, the event saw an overwhelming turnout of over 2,100 attendees, including students, faculty, alumni, and local visitors. The one-day flea market featured more than 40 stalls with a dynamic mix of food, fashion, art, books, and handcrafted items, making it one of the most successful campus events of the year.

The flea market included 18 external vendor stalls and 24 student-run booths. Popular stalls like Momo Magic, Thriftie Threads, and Resin & Rhythm attracted large crowds, with some vendors selling out by mid-afternoon. The student stalls especially stood out for their creativity and affordability. The average footfall per stall was estimated at over 500, and the total revenue generated across all vendors was around ₹2.6 lakhs. Many student entrepreneurs noted the event as a valuable platform for exposure and engagement.

Entertainment was a key highlight of the day. The open mic event, held during the afternoon, featured 25 performances including poetry, stand-up comedy, and beatboxing. The live band sessions, particularly the evening show by The Sunset Syndicate and a surprise performance by RSET alumnus Joel Mathew (now a singer featured on MTV Hustle), drew massive crowds. The DJ night that followed created a thrilling climax to the event, with over 700 students dancing under the stars.

The Carnival Zone and game stations were a hit among attendees, with more than 1,000 game passes sold. Activities like the Treasure Hunt and Flea-Olympics had great participation and added a fun, competitive spirit to the event. The Art Gallery, themed “Urban Echoes: Youth in Chaos”, showcased student artwork and attracted over 850 visitors. Forty-seven live sketches were completed on-site, and 19 artworks were sold. The Book Bazaar was another crowd favorite, with 430 books sold and over 70 books swapped in the free exchange section.

The event saw extensive online engagement as well, with the hashtag #RustiqueRhythms trending locally for a short period and the event’s Instagram page reaching over 18,000 accounts. It was also featured in The Kochi Times and Campus Chronicle, adding to its visibility. Promotional materials included 500 printed posters and 1,200 flyers circulated on campus and nearby areas.

Feedback from attendees was overwhelmingly positive. About 96% of respondents rated the event 4 stars or higher in the feedback form. Most appreciated the diversity of stalls, the live performances, and the lively ambiance. Stall owners also shared positive experiences, with 91% expressing interest in returning for future editions. Some suggestions included expanding seating areas and ensuring better power backup.

A few challenges were encountered during the day, including a short power outage in Zone C that was resolved within 15 minutes and minor sound overlap between the DJ zone and the art

gallery. For future events, recommendations include creating a larger food court area, adding more shaded seating, and introducing digital QR-based payments across all stalls to streamline purchases.

In conclusion, Rustique Rhythms was a resounding success that exceeded all expectations. It showcased the creativity and spirit of the RSET community and has already sparked discussions about making it an annual flagship event. The event not only offered a unique marketplace experience but also created a lasting memory of joy, talent, and togetherness for everyone involved.