

The Marketing Mela 2025

Jan10,2025



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The Marketing Mela 2025 was conducted over two days at A.K.D. Dharmaraja Women's College under the auspices of the Department of Business Administration. The event was inaugurated by lighting the traditional lamp by the college trustee mother Mrs.Ramani Dharma Krishna Raja, and the college president Mrs.Geetha.

As part of the event, students set up and sold products across more than 23 stalls, featuring items like food, clothing, books, plants, mehendi services, and games. This event aims to prepare students for entrepreneurship in the future. Student Shobana delivered the welcome address, Principal Dr.S.Jamuna presided over the event with her keynote address, and Vice Principal Dr.S.Manjuladevi delivered the vote of thanks.