

BBA Final-Year Students Turn Classroom Concepts into Practical Business Projects

The Department of Bachelor of Business Administration (BBA), **Government College Sanjauli**, provided its final-year students with an opportunity to apply classroom concepts to real-life business situations through a series of practical projects. As part of their academic learning, students worked in groups on innovative **Human Resource business ideas** and **Finance-based market research projects**.

The projects encouraged students to think beyond textbooks and understand how businesses are conceptualized, planned, marketed, and evaluated in real-world situations. Through these activities, students developed a practical understanding of entrepreneurship, market research, consumer behaviour, pricing, sales, branding, financial planning, and business decision-making.

A.Human Resource Projects: From Business Ideas to Practical Models

1.“SHIKHAR” – A Contemporary Clothing Brand Inspired by Himachal Pradesh

Group Members: Srishti, Aman, Kunal and Nitin

One of the innovative business ideas developed by the Human Resource group was **“SHIKHAR”**, a contemporary clothing brand inspired by the culture, identity and aesthetics of Himachal Pradesh. The students envisioned SHIKHAR as a modern Direct-to-Consumer (D2C) clothing brand that could represent the spirit of Himachal Pradesh without reducing its cultural identity to conventional tourist merchandise.

The project aimed to help students understand the complete process of establishing a fashion business, beginning with sourcing and manufacturing and extending to branding, packaging, marketing, pricing and unit economics.

The students developed a complete brand concept, including a **name, logo, colour palette, packaging concept, customer personas and initial product collection**. The proposed tagline, **“Born in the Hills. Made for Everywhere.”**, reflected their vision of taking the inspiration of the hills to a wider audience.

A particularly practical component of the project was the development of a unit-economics model. Students examined how a **₹1,399 product sale** could be distributed among the cost of goods sold, packaging, marketing, shipping and profit. They also developed a proposed customer-acquisition strategy involving social media platforms, creators, campus ambassadors and pop-up events.

The project gave students an important insight into entrepreneurship: a creative business idea must also be supported by careful cost management, realistic pricing, inventory planning and an understanding of customers. They also learned the importance of authenticity and research when using cultural elements in branding.

The students further recognised the importance of **testing products through samples and small batches before scaling up**, thereby reducing the risk of unsold inventory. Overall, SHIKHAR

provided the students with practical exposure to how a modern D2C fashion business can be planned from concept to customer delivery.



2. “Kalakriti Studio” – Celebrating Himachal’s Traditional Arts and Crafts

Group Members: Jyoti Sharma, Aditya Thakur, Sarika, Nakul and Saurabh Thakur

The second Human Resource group developed the business idea “**Kalakriti Studio**”, with the objective of promoting Himachal Pradesh's traditional art and crafts through an interactive and commercially sustainable model.

The concept focused on organising creative workshops related to **traditional art, pottery and jewellery making**. The students envisioned the studio as a platform where visitors and tourists could not only purchase traditional products but also experience the process of creating them.

One of the important objectives of the project was to create opportunities for local artisans while contributing to the preservation and promotion of Himachal Pradesh's cultural heritage. By connecting artisans with visitors and potential customers, the business could provide an additional avenue for income generation.

The project also helped students understand the importance of identifying target customers and conducting market research before developing a business. They explored aspects of branding, marketing, teamwork and business planning while developing their concept.

Through Kalakriti Studio, students learned how an entrepreneurial idea can combine **business opportunity with cultural preservation and local economic participation**.



3. “Pahadi Haath” – Taking Himachali Handicrafts to Wider Markets

Group Members: Anjali, Virasat, Anshita, Yashna and Shubham

The third Human Resource group presented “**Pahadi Haath**”, a business idea focused on promoting authentic Himachali handicrafts and providing local artisans with better access to markets.

The students aimed to make traditional products more attractive and accessible to contemporary customers while preserving their cultural identity. A key objective was to reach a wider market and create a platform that could connect artisans with modern consumers.

As part of their research, the students studied **customer preferences, suitable price ranges and competing products** to identify potential market gaps. Their findings suggested an opportunity for a marketplace that could connect Himachali artisans with customers beyond the traditional local market.

The project also highlighted the potential social and cultural value of such a business model. Students understood that entrepreneurship can contribute not only to commercial activity but also to the preservation and promotion of traditional knowledge and crafts.

Through this project, students learned how to convert an initial business idea into a more practical business model. They gained exposure to **market research, customer needs, pricing, marketing and financial planning**, while also appreciating the importance of protecting and promoting local traditions.



B. Finance Projects: Learning Through Real Market Analysis

Following the entrepreneurship projects, the Finance groups undertook practical market research activities focusing on **prices, sales, demand, consumer behaviour and market trends**.

Group I – Portfolio Market Analysis

Group Members: Diwanshu, Anuj, Swati, Shreshth and Vineet

The group conducted a **Portfolio Market Analysis** focusing on year-on-year comparison of commodity prices, market demand and consumer behaviour.

The students observed that changes in prices can influence consumer decisions and consumption patterns. They explored the relationship between price and demand and examined the factors that influence commodity prices.

The project helped students understand how market demand operates and how consumers respond when prices fluctuate. They also gained insight into the different strategies consumers may adopt under changing market conditions.



Group II – Market Survey on Price and Sales of Consumer Products

Group Members: Kashish, Kanika, Khushi, Raunak and Smriti

This group conducted a market survey of selected shops to study product prices, compare past and present prices and understand consumer demand and market trends.

The students observed that changes in prices can affect household expenditure and purchasing power and may lead consumers to modify their consumption patterns or consider cheaper alternatives.

An important part of the project was direct interaction with shopkeepers. This gave students first-hand experience of collecting information from the market and understanding the practical relationship between **demand, supply, prices and sales**.

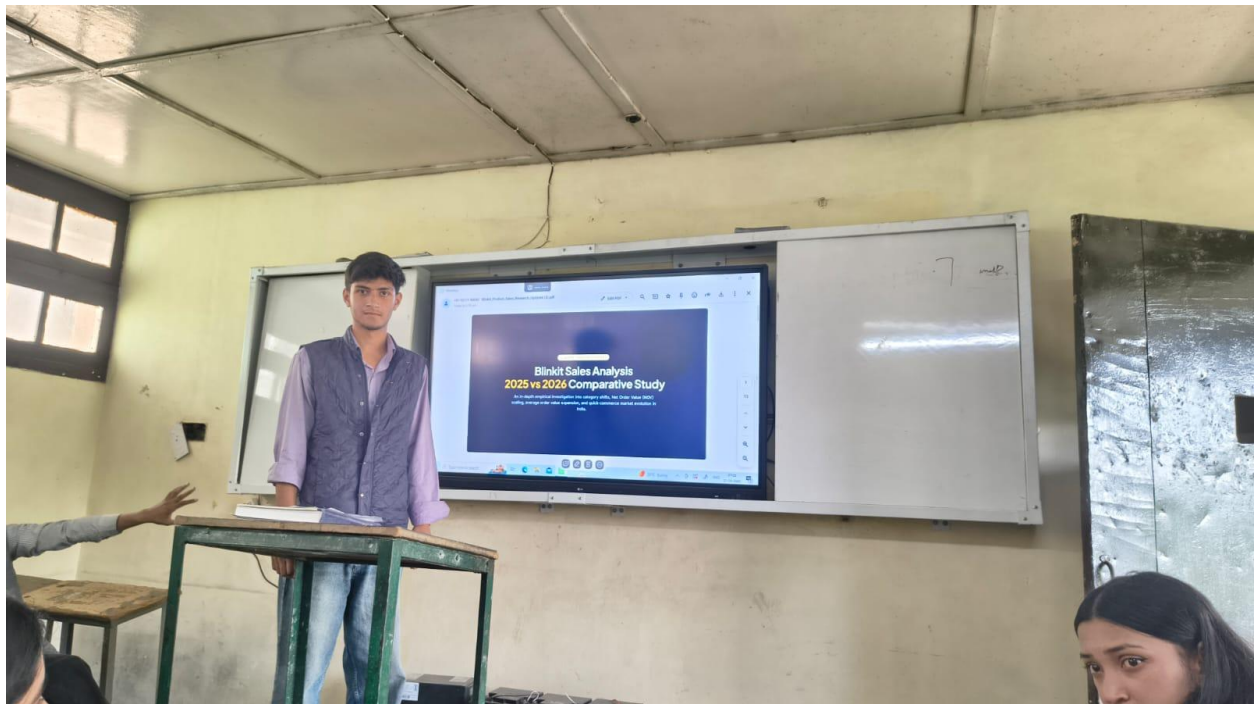
Group III – Comparative Sales and Marketing Analysis

Group Members: Kajal, Anushka, Raghav, Harshit and Sneha

The group compared the sales performance of **two grocery shops and two beauty shops**. The students examined factors affecting sales, including demand, pricing, discounts and product availability.

The project demonstrated that sales performance can vary across businesses depending on market conditions and business strategies.

Students learned how to organise and analyse sales information and use data to understand customer behaviour and support business decisions.



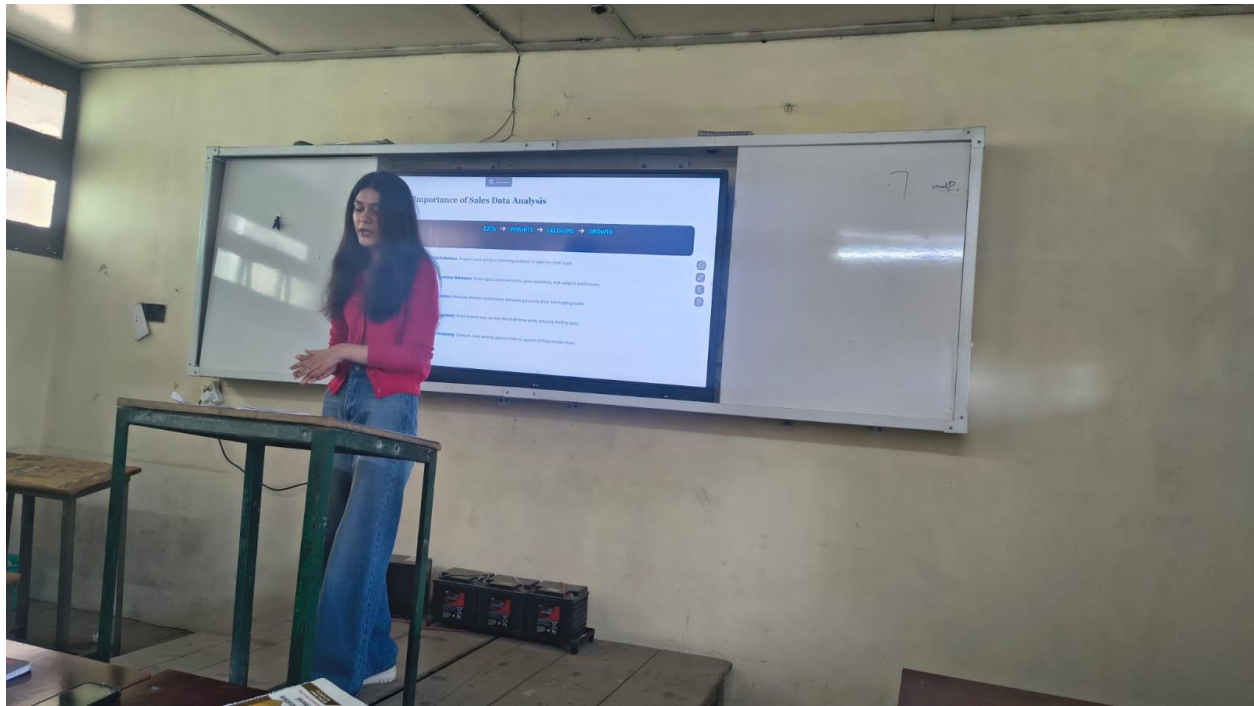
Group IV – Market Analysis and Portfolio Management

Group Members: Aanya, Manav, Vipul, Arshav, Dimple and Chaitanya

The group studied selected daily-use commodities and compared their prices between **2025 and 2026**. They also identified price increases and decreases, calculated percentage changes and examined customer preferences.

The project focused particularly on the importance of price in consumer behaviour. Students explored how rising commodity prices can affect purchasing power and how consumers may respond by reducing quantities or looking for substitutes.

They also considered the impact of price fluctuations on retailers and how businesses may need to adjust their strategies when market conditions change.



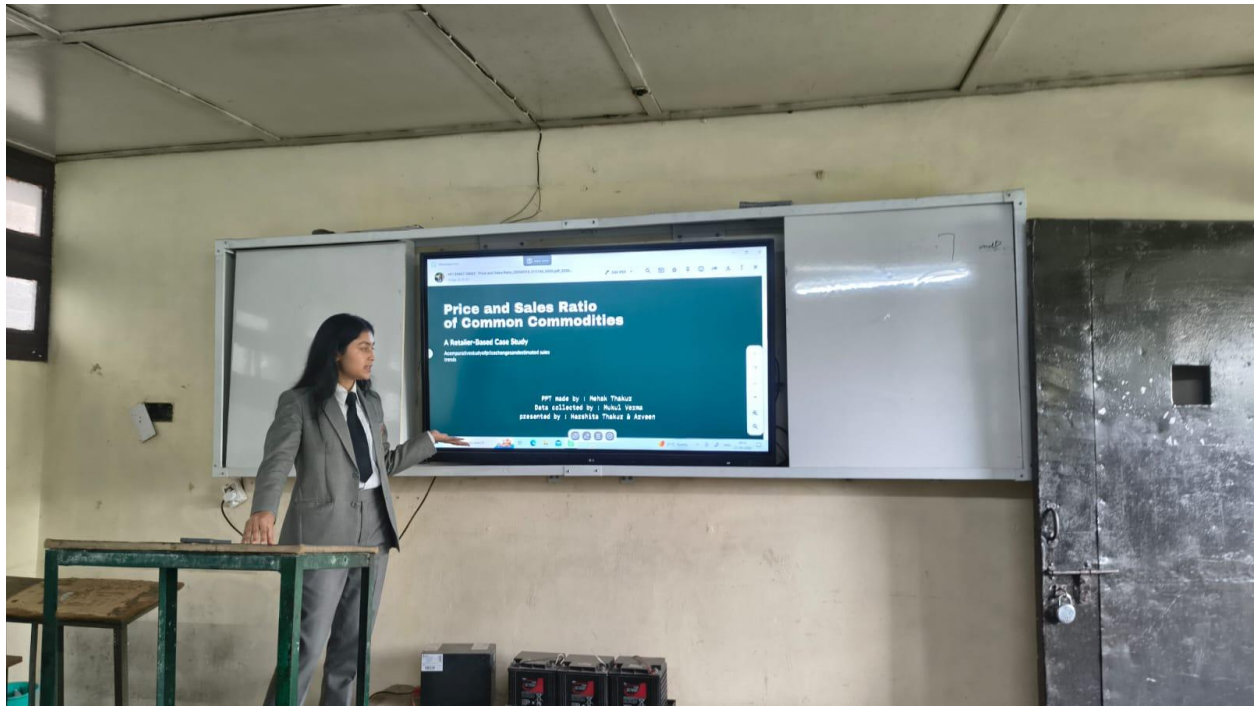
Group VI – Price and Sales Ratio of Common Commodities

Group Members: Harshita, Mehak, Mukul and Arveen

This group examined changes in the prices and sales of common everyday commodities. The project focused on identifying the factors responsible for price and sales changes and comparing earlier and current prices.

Students found that sales trends can vary considerably across different products. They also understood that products having easily available substitutes can be more sensitive to price changes.

The project gave students practical experience in collecting information from local retailers, comparing data, and understanding the relationship between **price and demand**.



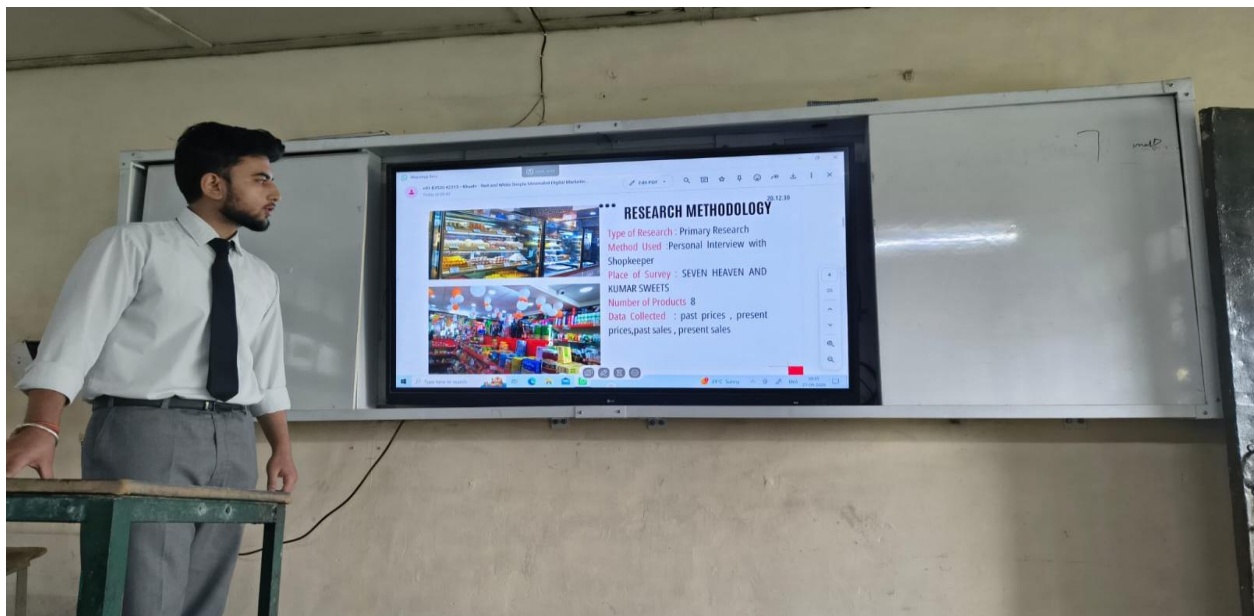
Group VII – Comparative Research on Prices and Sales at Vishal Mega Mart

Group Members: Himank Sharma, Mayank Sharma, Ritik Kholta, Aunik Rathore, Ayan and Shubham

The final Finance group conducted a comparative study of the **prices and sales of various commodities at Vishal Mega Mart**, with a comparison between 2025 and 2026.

The study examined changes in prices and sales and explored the role of brand labels in consumer choices. Students also considered how changes in prices and sales could influence consumer purchasing decisions.

The project provided students with practical exposure to retail marketing and helped them understand the interaction between **pricing, branding, sales and consumer preferences**.



Overall Learning Experience

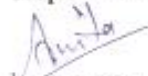
The combined Human Resource and Finance projects provided BBA final-year students with an opportunity to experience business from different perspectives. While the Human Resource groups focused on developing entrepreneurial ideas and business models, the Finance groups examined actual market situations through price, sales and consumer analysis.

The projects strengthened students' abilities in **teamwork, communication, market research, data collection, analysis, presentation, problem-solving and business planning**. More importantly, students learned that concepts studied in the classroom—such as demand and supply, pricing, consumer behaviour, branding, marketing, cost management and entrepreneurship—are closely connected with everyday business decisions.

The project-based learning approach encouraged students to observe their surroundings, interact with businesses and think creatively about potential opportunities. It also helped them appreciate the importance of **local markets, traditional Himachali products and entrepreneurial possibilities**.

Through these activities, the BBA Department of Government College Sanjauli continues to encourage experiential learning, enabling students to connect academic knowledge with practical situations and develop the confidence and skills required to participate effectively in the changing world of business and entrepreneurship.

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