

Entrepreneur Premier League (EPL)



**Inaugurating
the EPL**



Entrepreneurial Premier League is an event organized by the BMS Department of Prahladrai Dalmia Lions College of Commerce and Economics. Entrepreneurs are basically innovative destructors and at Prahladrai Dalmia Lions College we give these innovative destructors a platform to showcase and enhance their marketing qualities. It was earlier known as Business fair and since last year it has been strongly branded as Entrepreneurial Premiere League.

Our chief guest this year for EPL 2018 was CA R.K. Sureka, a fellow member of institute of chartered accountants of India & Institute of Company Secretary, presently he is the CEO and Director of M/S Poddar Pigments Ltd, a company listed in both NSE & BSE. He has corporate, managerial and industrial experience of 42 years and is an industry stalwart. Since last 24years he is controlling the key functions of the company and has placed it firmly on global map with quality products and recognition.

In the inauguration ceremony apart from our Chief Guest CA R.K.Sureka, Lion Sharad Ruia (Chairman, Governing Council) , Lion Kanhaiyalal G. Saraf (Honorary Secretary, Governing Council) , Principal Dr N.N. Pandey, Vice Principal (Self Financed Courses) Prof. Subhashini Naikar , Prof. Saraswathy Kumar (Coordinator BMS) , all faculties of SFC and students were present to cheer up the spirit of the show.



In the format of a business fair, the BMS students of Dalmia College arranged 24 stalls. They not only invested in buying those stalls but also with the help of their innovative marketing skills they sold various products ranging from cosmetics, home décor, food items, accessories and dress material to electronic gadgets and even gaming zones and selfie corners. For every product purchased from this stalls they



**Encouraging
Students
sell their
goodies**



Entrepreneur Premier League (EPL)

provided valid bills and carried out every formal transaction that happens usually in any business deal. They earned profits as well from all the sales. This year the EPL was made public with the residents of nearby Sundernagar area walking in. They were intimidated about this event through pamphlets distributed in the area as part of marketing strategy. On the day of the event there was a footfall of more than 700 people.

The students were given prizes on the bases various scales like

- accounting procedures followed
- advertising / promotion measures adopted of their products
- Beautification of their stalls
- Innovative products

Students from all the streams participated in the Event and the event was a grand success

