

**Dayananda Sagar College of Arts, Science and Commerce**  
Kumaraswamy Layout, Bangalore-560078

**Report of the Event Conducted**

Department: MBA-BU

Date: 24.01.2025

Sl. No.	Particulars	Event related Details			
1.	Event*	ECO CELL event			
2.	Title of the Event	A visit to international trade fair 2025 organic millets			
3.	Date	24 <sup>th</sup> January 2025			
4.	Time	9.30 to 4.00pm			
5.	Venue	Palace Ground Bangalore			
6.	Resource Person 1				
7.					
8.	Topics Covered	Organic farming & its importance			
9.	Resource Person 2				
10.	Topics covered	NIL			
11.	No. Faculty Participants	Internal:	NIL	External:	NIL
12.	No. Student Participants	Internal:	50	External:	NIL
13.	Faculty Coordinator/s	Full Name: Prof.Tejaswini L K Department: MBA-BU Designation: Asst. Professor		Full Name: Dr.Kadambini Katke Department: MBA-BU Designation: Professor	
14.	Student Coordinator/s	Full Name: VINAY A N Register No P03CJ23M015130 Course, Semester & Section: MBA 1ST A		Full Name: Manish Course, Semester & Section: MBA 1ST A	
15.	Total Expenditure (Details to be enclosed)	NIL			
16.	Sponsors and Amount (if any)	NIL			
17.	Agenda of the Event (Attach a copy)	NIL			
18.	Report uploaded on college website? If yes, give details:	YES			
19.	Report sent to media? If yes, give details:	NO			



Sl. No.	Particulars	Event related Details
20.	Report uploaded in Social Media? If yes, give details:	yes
21.	Certificates Printed? (Attach a copy**)	No.
22.	Feedback Collected? (Attach a copy**)	YES.
23.	Attendance Sheet Attached?*	Yes. (Copy Attached)
24.	Summary of the Event (Minimum 100 words)	The Government of Karnataka has implemented various initiatives and interventions to support organics and millets, including the organisation of annual organic & millet trade fairs since 2017 to promote millets as a people's movement, striving to position Bangalore as the 'global hub for millets'. In line with its commitment to supporting farmers and enhancing market access, the Department of Agriculture, Government of Karnataka, organized the 6th edition of the "International Trade Fair 2025: Organics & Millets" on 23, 24, and 25 January 2025 at Tripuravasini, Palace Grounds, Bengaluru. This event aims to showcase the importance of organic farming & health benefits of organic millets. Student's participation was active & overall experience was highly informative & effective.
25.	Photographs of the Event	Yes.

**Notes:**

- \* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.
- \*\* Format Copy need to be attached and hard copy need to be filed
- \* Original sheet need to be filed and scanned copy should be attached

**PS:**

- ❖ Whichever column is not applicable, write as NA.
- ❖ If the nothing is done / gained / spent, write as No/Nil.



*[Signature]*  
Event Coordinator

*[Signature]*  
HOD/Director  
DIRECTOR  
Dayananda Sagar College  
of Arts, Science & Commerce  
Shree Siddaganga Hills  
Kumaraswamy Layout  
BANGALORE - 560 071.

*[Signature]*  
IQAC Coordinator  
IQAC Co-ordinator  
Dayananda Sagar College of Arts,  
Science & Commerce  
Kumara any Layout, Bengaluru - 560 111.

INVITATION



**Smt. Shilpi Neha Tirkey**  
Hon'ble Minister  
Dept. of Agriculture, Animal Husbandry &  
Co-operative, Govt. of Jharkhand



**Shri Hemant Soren**  
Hon'ble Chief Minister  
Jharkhand

**"International Trade Fair  
Organics and Millets-2025"**



**INTERNATIONAL  
TRADE FAIR  
2025 ORGANICS  
& MILLETS**

January 23 to 25, TRIPURAVASINI  
PLACE GROUND, BENGALURU  
[www.organics-millets.in](http://www.organics-millets.in)

**Department of Agriculture, Animal Husbandry & Co-operative  
Government of Jharkhand**



# PHOTOGRAPHS

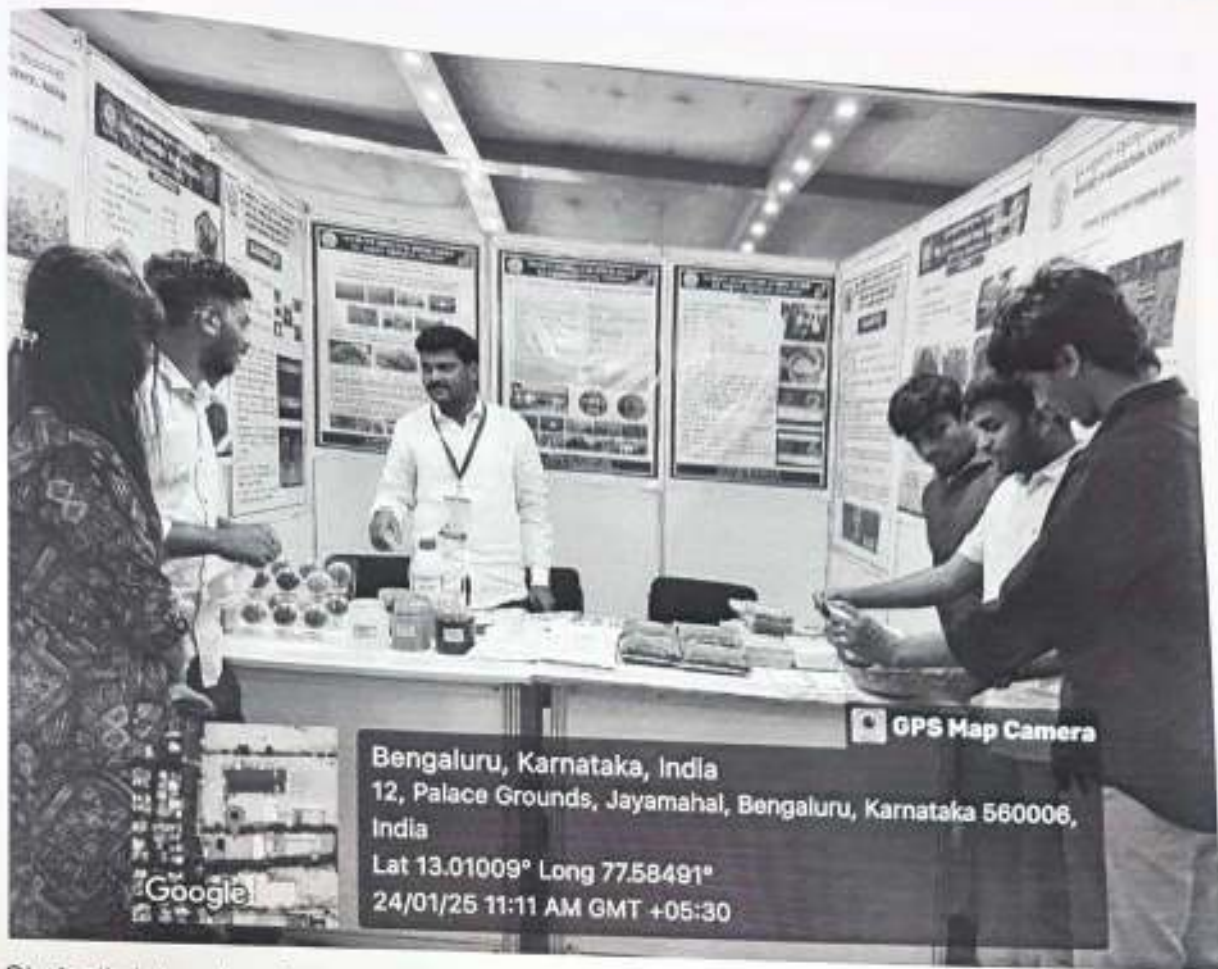


Student's participation



Inauguration





Bengaluru, Karnataka, India  
 12, Palace Grounds, Jayamahal, Bengaluru, Karnataka 560006,  
 India  
 Lat 13.01009° Long 77.58491°  
 24/01/25 11:11 AM GMT +05:30

Student's interaction & observation



Bengaluru, Karnataka, India  
 Jayamahal, Bengaluru, 560060, Karnataka, India  
 Lat 13.010240, Long 77.584504  
 01/24/2025 11:30 AM GMT+05:30  
 Note: Capture by GPS Map Camera





Overall experience



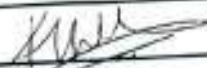
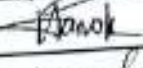


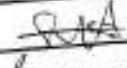
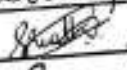
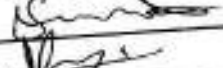
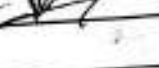
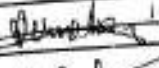
**Dayananda Sagar College of Arts, Science & Commerce**  
**Department of MBA-BU**  
**Millets Mela -2025**  
**Student Attendance**

Date: 24.01.2025

Section A		Signature
Sl.No.	Name	
1	Ananya.S	
2	Anusha R	Anusha
3	Ashwatham Iranna Chavadi	Ashwathi
4	Basava Prabhu K	Basava Prabhu K
5	Bhagyashree Ganji	
6	Bhamy Aakash Shenoy	Aakash
7	Bhavana S J	Bhavana
8	Chandana S R	
9	Charishma Suresh P	
10	Darshan B P	Darshan B.P
11	Darshan K	
12	Dayan gowda A H	
13	Dheeraj Kumar	
14	Divya M	Divya M
15	G Pavan Joshua	
16	Gokul T	Gokul T
17	Gowtham G	Gowtham G
18	Hemavathi N	Hemavathi N
19	K Rashi	K. Rashi
20	Karishma Taj R	Karishma Taj R
21	Ankita Ashok	
22	Karthik Gowda M	Karthik
23	Kavana H M	Kavana
24	Keerthana P	Keerthana
25	Likith J K	
26	Lisha M	
27	Rahul M	Rahul M
28	Madan S	Madan S
29	Adil Ramajanasab Mayar	Adil Ramajanasab Mayar



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Sl.No.	Name	Signature
30	Ruby Saha	
31	Maniraj K V	
32	T P Hanok	
33	Meghana M S	Meghana.
34	Mohammed Usman.g	
35	Nagaraj Naik	Nag.
36	Naveed M	Naveed M
37	Nishchitha k c	Nishchitha
38	Nishika B D	
39	Pavan Shivanand Motekar	
40	Pratheek shetty HJ	Pratheek
41	Priyanka P	
42	Puneeth Raju R	Puneeth
43	Sahana A	Sahana
44	Sandeep M	
45	Sindhu Singh	Sindhu
46	Bhavik P Rathod	
47	Santosh	Santosh
48	Shreyas H H Prasad B R	
49	Sowmya K	Sowmya
50	Srivalli M S	
51	Subramani k j	
52	Surya L	
53	Tejaswini V Telagavi	
54	Thanuja M.R	
55	Vikas M S	Vikas M S
56	Vinayak Kalyanashetti	
57	Vineet Santosh Vernekar	
58	Vyshnavi Sudhan SM	Vyshnavi
59	Yashwanthsimha N	
60	Yogendra Hombali BN	



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# International trade fair / Millets Mela

unexpected opportunity leads to a memorable destiny  
Millets mela was one of the best fairs that I've visited until now.  
got a great opportunity to learn and to explore new things  
apart from bookish prudence.

CSIR-central food technological research institute  
(giving food a future) captured my attention and got to know  
that with the help of barcode they conducted a survey on food  
based oil used for cooking and we (our team) got to know that  
most of the oil brands doesn't certified under CSIR it's a major  
survey that was going on the beginning of the millet stalls.  
we got to know about different millet associations which  
including different millets from different states.

we got to know about different millet associations which  
including different millets from different states.  
learnt how this digital marketing works including 'Instagram'  
& 'facebook' where lot of sellers told to follow their fanpage  
and got to know that most of the orders are coming from  
Instagram DMs, when comes to segmentation they have  
clearly classified on the basis of Age, gender etc., most of them  
are farmers who produce by their own and sells through their  
type of different modes.

Got to know that houses are staying  
value time over selling. pamphlets, TV's. But they spend  
that they have been using. they are so capable that they  
explained in detailed manner with regarding % of the crop & the  
best proteins, that includes in millets.  
where millets needs to be include in our everyday life

T. Phaneendra

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