

ED-Bazaar 2024

The Department of B.Com Bank Management, Ethiraj College for Women, Chennai, organized ED-Bazaar on February 21, 2024. The event was inaugurated by Mrs. Krithika Radhakrishnan, CEO of ARKAY Cravings N Rich Yumm Bakes and Producer & Director of ARKAY Productions, accompanied by Mrs. Kalpana Muralidharan, an alumna of Ethiraj College for Women.

The bazaar was hosted for 18th year in succession, which featured about 100 stalls and around 500 participants. Students set up stalls selling diverse self-made products, services, and food, including photo frames, greeting cards, crochet items, key chains, and more. The stalls offered services like mehndi, Polaroids, nail art, photo printing, and more. Students took orders for future services. Promotional activities were conducted through social media accounts and posters. The goods were priced from Rs. 5 to Rs. 5000. The main objective of the event was to empower young women entrepreneurs by providing them with opportunities to start their ventures.







