



## ST. XAVIER'S COLLEGE, MAPUSA GOA

### Report of Activity conducted in the Academic Year 2025-26

<b>Name of Activity</b>	Business Trails, Exploring Commerce in Mapusa Market
<b>Date/Duration</b>	15 <sup>th</sup> October 2025, 11.00 am to 1.30 pm
<b>Venue</b>	Mapusa Market
<b>Name of organizing Department/Cell</b>	BBA Department, St. Xavier's College, Mapusa, Goa
<b>In collaboration with</b>	
<b>Name/s of Faculty Coordinator</b>	Vanessa Zita Furtado
<b>Stratum of Event</b>	Intra College
<b>Name &amp; details of Resource Person /s</b>	--
<b>Report</b>	<p>The Department of Business Studies organized an experiential learning activity titled "<i>Business Trails: Exploring Commerce in Mapusa Market</i>" on <b>15th October 2025</b> for the <b>students of St. Xavier's College</b>. The objective of the event was to help students explore real-world business practices by engaging directly with local entrepreneurs and vendors in the bustling Mapusa Market.</p> <p>Students formed teams of three and participated in a photo scavenger hunt that challenged them to solve business-related riddles leading to various stalls and stores. Tasks included interacting with vendors, identifying traditional Goan products, understanding marketing techniques, and reflecting on heritage and modern retail practices.</p> <p>The activity encouraged teamwork, communication, observation, and analytical thinking. Students gained valuable insights into Goa's local</p>

	economy, trade patterns, and customer relations while documenting their learnings through photos and short reels. The event successfully bridged classroom theory with on-ground business realities in an interactive and enjoyable manner. It was followed by a reel making competition.
<b>Brochure/Poster</b>	<a href="https://xavierscollegegoa.ac.in/wp-content/uploads/2026/01/br.pdf">https://xavierscollegegoa.ac.in/wp-content/uploads/2026/01/br.pdf</a>
<b>Photographs</b>	<a href="https://xavierscollegegoa.ac.in/wp-content/uploads/2026/01/Business-Trails-Exploring-Commerce-at-Mapusa-Market.pdf">https://xavierscollegegoa.ac.in/wp-content/uploads/2026/01/Business-Trails-Exploring-Commerce-at-Mapusa-Market.pdf</a>
<b>List of participants With signatures</b>	-
<b>Certificate</b>	-