



ST. XAVIER'S COLLEGE, MAPUSA GOA

Report of Activity conducted in the Academic Year 2025-26

Name of Activity	Business Trails, Exploring Commerce in Mapusa Market
Date/Duration	15 th October 2025, 11.00 am to 1.30 pm
Venue	Mapusa Market
Name of organizing Department/Cell	BBA Department, St. Xavier's College, Mapusa, Goa
In collaboration with	Soul Travelling
Name/s of Faculty Coordinator	Vanessa Zita Furtado
Stratum of Event	Intra College
Name & details of Resource Person/s If any	--
Report	<p>The Department of Business Studies organized an experiential learning activity titled "<i>Business Trails: Exploring Commerce in Mapusa Market</i>" on 15th October 2025 for the students of St. Xavier's College. 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.
Brochure/Poster	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/03/Brochure-business-trails.jpg
Photographs	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/03/Business-trails-photos.pdf
List of participants With signatures	-
Certificate	-