



ST. XAVIER'S COLLEGE, MAPUSA GOA

Report of Activity conducted in the Academic Year 2026-27

Name of Activity	Visit to International Trade Fair Goa
Date/Duration	23 to 25 August 2026
Venue	Kala Academy Panjim
Name of organizing Department/Cell	BBA Department, St. Xavier's College, Mapusa, Goa
In collaboration with	
Name/s of Faculty Coordinator	Vanessa Zita Furtado
Stratum of Event	Department- Off Campus Session
Name & details of Resource Person /s	
Report	FYBBA students of the Department of BBA visited the Goa International Trade Fair 2026 at Kala Academy, Panaji, as part of an experiential learning activity. The visit was designed to help students connect classroom concepts with real-world business practices. Students participated in a specially designed “Business Detectives” activity, where they explored different exhibitors and industries and observed how businesses market and promote their products. Through the Marketing Hunter and IT for Business Hunter missions, students identified promotional strategies, digital payments, QR codes, social media, e-commerce, POS systems and other technologies used by businesses.

	Students also investigated customer behaviour and business models, analysing customer needs, value propositions, distribution channels and revenue models. The visit enabled students to observe, question and think critically while gaining practical insights into how businesses create value, attract customers and compete in the marketplace. The event brought together a diverse range of industries, including solar and energy solutions, battery energy storage systems, electrical products, hospitality and HoReCa, organic products, agro-food processing, and pool, bath and spa systems. It provided businesses, entrepreneurs, investors and consumers with opportunities to explore products, services, innovations and potential collaborations across various sectors. A key attraction was the Investor Protection and Awareness Pavilion, coordinated by SEBI in association with major financial institutions, including the NSE, BSE, AMFI, NSDL and MCX. The pavilion focused on promoting investor education and awareness.
Brochure/Poster	NA
Photographs	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/09/Images-of-Visit-to-International-Trade-Fair-Goa.pdf
List of participants With signatures	NA
Certificate	NA