



**A Report on "Art & Craft Exhibition"  
Organized by School of Management  
on 16.12.2025**



**Report submitted by Dr. K. V. Geetha Devi, Associate Professor, School of Management Studies.**

**Participants: I year I Sem MBA batch of 2025-27**

**Mode of Conduct: Offline**

**Report received on 01.01.2026.**

School of Management Studies and Department ED Cell has conducted **Art and Craft Exhibition** on 16 December 2025.

The Art & Craft Exhibition witnessed enthusiastic participation from MBA students, who showcased a wide range of handmade and creative products such as decorative items, paintings, recycled crafts, eco-friendly articles, and innovative design models.

The event aimed at blending creativity with management education by providing MBA students a platform to exhibit artistic skills while understanding business applications.



Exhibition served as an important experiential learning platform for MBA students by effectively integrating creativity with management education. The event provided students with an opportunity to showcase their artistic talents while applying core management concepts such as marketing, pricing, promotion, customer interaction, and presentation in a real-time setting. It played a significant role in enhancing creativity, innovation, and design thinking, which are essential competencies for future managers and entrepreneurs. The exhibition also fostered an entrepreneurial mindset by simulating a small business environment, thereby improving leadership, teamwork, communication, and decision-making skills among students. Furthermore, the event promoted cultural appreciation and sustainability through the display of eco-friendly and handcrafted products, aligning with outcome-based education and holistic development objectives.

**Learning Outcomes**

- Enhanced creative thinking and innovation skills
- Practical exposure to marketing and entrepreneurial concepts
- Improved communication, teamwork, and leadership abilities
- Better understanding of design thinking and customer orientation
- Increased awareness of sustainable and creative business opportunities



### Conclusion

The event reinforced the importance of creative and experiential activities in management education. The Art & Craft Exhibition proved to be an effective initiative in nurturing innovative thinking, entrepreneurial skills, and holistic development among MBA students.