

BEST PRACTICES

DEPARTMENT OF ECONOMICS



- Title of the Practice: **SKILL DEVELOPMENT MARKETING AND SALE OF ECO-FRIENDLY COSMETIC PRODUCTS.**
- In collaboration with Department of Chemistry, life science students prepared natural cosmetic products.
- BA students advertised the prepared products and established a stall.
- B.A students sold the products with marketing strategies like 1+1 offer, discount offer to the faculty and students.