



**TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE  
(WOMEN)**

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DEPARTMENT OF ECONOMICS

1. Title of the Practice: **SKILL DEVELOPMENT – MARKETING AND SALE OF ECO-FRIENDLY COSMETIC PRODUCTS.**

2. Objectives of the Practice:

- To educate students about financial marketing strategies.
- To develop entrepreneurship skills among the students.

3. The Context

In collaboration with Department of Chemistry, life science students prepared natural cosmetic products. B.A 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. They could generate income.

4. The Practice

The students who studied/ studying Market Structure in Micro–Economics in Semester-I participated in this activity as part of Experiential learning. Due to this activity, Students will be aware of income and expenditure, profits, losses in real-time experience, therefore inculcating entrepreneurship skills.

5. Evidence of Success

Being a women institution, all students are fond of cosmetic products. B.A students enthusiastically sold the chemicals to all faculty and students using placards displaying discounts, offers. All students showed interest in purchasing natural cosmetic products with affordable prices which generated good amount of income.

6. Problems encountered and resources required

In order to prepare on large scale, financial aid is required to purchase chemicals, gloves etc. For advertising the products, financial support is taken from all faculty.