



ACTION PLAN 2026-27

Name of Club/ Cell/ Forums	Signet
Faculty In Charge	Sneha. P
Department (If applicable)	PG Department of Management and Commerce

No.	Date/Period	Activity/Programme	Objectives	Target Group	Expected Outcome
1	15/06/2026	Executive member selection (from 2nd year and 3rd year BBA)	To make a adhoc executive committee for signet for planning the programs for the year 2026-27	3rd sem BBA 5th sem BBA	Students Participated plans for programs under signet
2	23/07/2026	Reel it Sell it (a marketing reel making competition)	- To develop students' creativity in digital marketing and advertising. - To enhance branding and promotional skills through short-form video content. - To encourage innovative thinking in marketing products, services, or social causes. - To provide practical exposure to social media marketing strategies. - To bridge the gap between classroom learning and real-world marketing practices.	All students of commerce and management	- Create engaging and effective marketing reels for digital platforms - Apply marketing concepts such as branding, target audience identification, and promotional strategies in a practical setting. - Demonstrate improved creativity and content creation skills.
3	05/08/26	Connect (Freshers party)	- To warmly welcome first-year BBA students and help them feel comfortable and included in the college environment. - To promote interaction and build healthy relationships between junior and	Signet members(All BBA students)	- First-year students will develop a sense of belonging and confidence within the BBA department. - Stronger bonding, teamwork, and a positive student culture will be fostered among BBA students across all years.



			senior BBA students.		
4	21/08/26	EntreQuiz (World Entrepreneurship Day)	- To enhance students' knowledge of entrepreneurship, startups, and business innovations. - To encourage entrepreneurial thinking and create awareness of successful entrepreneurs and business opportunities.	All students of commerce and management	- Students will demonstrate improved understanding of entrepreneurship concepts and startup ecosystems. - Students will develop greater interest and confidence in exploring entrepreneurship as a career option
5	03/10/2027	Meet the entrepreneur	- To provide students with practical insights into entrepreneurship through interaction with experienced entrepreneurs. - To inspire students to develop an entrepreneurial mindset by learning about real-life business challenges and success stories.	Signet members(All BBA students	- Students will gain a better understanding of the opportunities, challenges, and skills required to start and manage a business. - Students will be motivated to explore entrepreneurship as a career option and develop innovative business ideas
6	06/01/2027	Campus Founder Talks	- To identify and recognize student entrepreneurs within the college and showcase their entrepreneurial journeys. - To inspire students to develop an entrepreneurial mindset by learning from the real-life experiences of their peers.	Signet members	- Students will gain practical insights into starting and managing a business while balancing academic responsibilities. - The programme will encourage innovation, entrepreneurship, and networking among students, motivating more of them to pursue business ideas.