



SYMBIOSIS SCHOOL OF PLANNING ARCHITECTURE & DESIGN, NAGPUR

Symbiosis International (Deemed University)

COSSART

(2024-25)

09/05/2025

Date of Event: 21-03-2025

Venue: SIU Nagpur Campus Front Lawn

Introduction: -

COSSART is an innovative flea market event organized as part of the Design Management course at Symbiosis International University (SIU), Nagpur. The event provides students with hands-on experience in design execution, marketing, and entrepreneurship by allowing them to design, produce, and sell their own products.

Held on 21st March 2025, COSSART transformed the front lawn of the SIU Nagpur campus into a vibrant marketplace where students displayed their creativity and business acumen. The event served as a bridge between academic learning and real-world application, offering students exposure to customer interaction, branding, sales, and teamwork.

Objectives of the Cossart:-

The primary objectives of the event were:

1. To provide students with practical experience in design management.
2. To encourage creative entrepreneurship by allowing students to conceptualize and sell their products.
3. To develop marketing and sales skills through direct customer engagement.
4. To foster collaboration and networking among students, faculty, and industry professionals.
5. To create a platform for students to showcase their talents beyond the classroom.

Highlights of the Event:-

The COSSART flea market transformed the SIU Nagpur campus into a vibrant hub of creativity, entrepreneurship, and entertainment. The event was graciously inaugurated by Director Dr. Nandini Kulkarni, whose inspiring words set the tone for an evening of innovation and celebration. She commended the students' efforts in blending design with business acumen and officially opened the marketplace, marking the beginning of an unforgettable experience. The COSSART flea market



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brought a burst of creativity and entrepreneurial energy to the SIU Nagpur campus, with students setting up vibrant stalls showcasing their unique products. From handmade jewelry and custom apparel to sustainable home décor and digital art, each stall reflected the students' design skills and innovative thinking. The event buzzed with excitement as visitors explored the marketplace, engaging with student entrepreneurs who confidently pitched their products, handled sales, and gathered valuable customer feedback. Industry professionals and faculty members also toured the stalls, offering insights and appreciating the students' efforts in branding and business execution. The lively atmosphere, combined with the enthusiastic participation of both sellers and buyers, made COSSART a memorable experience, blending learning with real-world commerce. The event not only highlighted students' design talents but also strengthened their understanding of market dynamics, pricing strategies, and customer relations—an essential step in their journey as future design professionals. The COSSART flea market was not just a marketplace but a dynamic celebration of creativity, entrepreneurship, and entertainment. The event kicked off with an electrifying musical evening, where talented artists took the stage, filling the air with lively performances that elevated the energy of the entire gathering. The crowd swayed to the beats, transforming the campus lawn into a vibrant hub of music and excitement.

One of the most heartwarming and unique attractions of COSSART was the PetaZoo collaboration, where students successfully partnered with the owner of PetaZoo, Nagpur, to set up a special stall. Fluffy, innocent dogs and cats became the stars of the event, drawing smiles and affection from visitors. Attendees couldn't resist stopping by to pet and play with the adorable animals, making it one of the most engaging and joyful experiences of the day. Their presence added a touch of warmth and spontaneity, creating unforgettable interactions between the audience and the furry guests. Combined with the bustling marketplace of student-designed products, the musical performances and the PetaZoo stall made COSSART more than just a flea market—it became a lively, multi-sensory experience that left everyone inspired and delighted.

Learning Outcome:-

Through COSSART, students gained:

- Real-world business exposure – Handling pricing, negotiations, and sales.
- Design application – Translating concepts into marketable products.
- Teamwork & leadership – Collaborating in stall management and logistics.
- Customer engagement skills – Direct interaction with buyers for feedback.



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Conclusion:-

COSSART successfully provided a dynamic learning platform for students to apply design management principles in a real-world setting. The event not only enhanced their creative and entrepreneurial skills but also strengthened their confidence in managing a business venture.

The overwhelming response from participants and visitors indicates the potential for COSSART to grow into a larger annual event, further bridging the gap between academia and industry.



Dr. Nandini Kulkarni
Officiating Director
SSPAD, Nagpur.

