



Program

On

Café Economics

25/08/25

Organised by

FoLS

Faculty of Liberal Arts

ATMIYA University, Rajkot

Venue:- Burger King

Faculty's Co-Ordinator

Dr. Ashish Vora

Program Report

1. Activity Information

Title of Activity: Café Económicas – From Cultivation to Cup: An Economic Perspective

Type of Activity: Experiential Learning / Interactive Session

Level of Activity/Event: University

Date: 25/08/2025

Time: 10:00am- 12:00pm

Venue: Burger King

Organized by: Faculty of Liberal Studies (FoLS), Atmiya University, Rajkot

Participants: Liberal Studies Students / Economics Students

Total No. of Participants: 9

Resource Person: Dr. Aashi Vora, Faculty – FoLS, Atmiya University

2. Objective of the Session

The objective of the Café Económicas session was to help students understand the economic value chain of coffee—from cultivation to cup. The session aimed to connect agricultural economics, global trade, pricing mechanisms, branding strategies, and consumer behavior through a practical and relatable product: coffee. It also intended to create an engaging learning environment where students could analyze how everyday commodities reflect broader economic principles.

3. Activity Details

The Faculty of Liberal Studies organized an interactive experiential session titled “Café Económicas – From Cultivation to Cup: An Economic Perspective.” The event was conducted by Dr. Aashi Vora at Burger King, providing students with an informal and application-based learning environment.

Dr. Vora introduced students to the complete economic journey of coffee—starting from cultivation practices, labor involvement, and international procurement to supply-chain logistics, retail pricing, and final consumption. She explained how global coffee markets operate, how prices fluctuate due to demand-supply dynamics, and how branding and café culture significantly influence consumer choices and value perception. The session highlighted the role of intermediaries, sustainability concerns, fair-trade practices, and the economic impact of large café chains on local and global markets. Students also learned about production costs, profit margins, marketing strategies, and the behavioral economics behind consumer preferences. Students actively participated by sharing observations, asking questions about sourcing, pricing, and the café business model. The real-world setting helped them connect theoretical concepts with practical insights, thereby enriching their understanding of applied economics through a hands-on experience.

4. Gallery

