

INSTITUTIONAL DISTINCTIVENESS 2019-20

TITLE: UDYOGINI – Consumer Exhibition organised by Alumni Association and Dept. of Home Economics of the College

OBJECTIVE: To provide a platform for small and budding entrepreneurs from alumni as well as surrounding locality

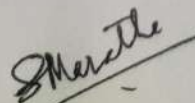
NEED ADDRESSED AND THE CONTEXT: It has been observed since years that majority consumer exhibitions are organised during festivals and vacations in the elite and selective parts of the Nagpur City. Our college is located in the densely populated as well as market area which is the older part of the city. In fact, this locality could fetch good number of consumers as well as entrepreneurs, but one could easily identify the scarcity of such platforms of community exhibitions in this part of the city and in surrounded area. It is also noteworthy that professional platforms are not cost-effective and thus, not affordable for budding and small entrepreneurs. Institution has always strived to imbibe entrepreneurship skills in students and always see to motivate such alumni to take their venture further. Hence, it is sensed and decided that college will take a step further to be innovative to organise a consumer exhibition to create a non-profit platform for the entrepreneurs from the alumni as well as nearing community.

PRACTICE: In the session 2019-20, IQAC of the college brought together Executive Body of recently registered Alumni Association and Dept. of Home Economics. to discuss this innovative idea of organising consumer exhibition in the college premises. Dr. Shubhangi Kukekar, Asst. Professor & Head of the department of Home Economics was instrumental in contacting majority entrepreneurs and offered them to organise their stalls in this exhibition. Seasoned entrepreneurs from the city joined hands with us and it successfully attracted variety of consumers. Thus, this 2 days UDYOGINI Consumer Exhibition came forward as influential platform for budding entrepreneurs, too. At the same time, members of Alumni Association gathered alumni entrepreneurs to have their stalls in the exhibition.

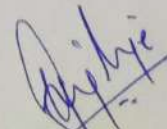
At the same time, college students were asked to have food stalls, which gave them opportunity to plan, prepare, and execute this small yet significant entrepreneurial venture on their own. They found this experience significantly meaningful. It also taught them about how to organise such activities. Total 44 entrepreneurs have retained their stalls in the exhibitions and 12 students had Food Stalls for 2 days. It not only attracted consumers from near locality and also proved to be enterprising to offer a good and stable platform in coming time.

EVIDENCE OF SUCCESS: Feedback from the stall holder and consumers who visited the exhibition.

PROBLEM ENCOUNTERED AND RESOURCES REQUIRED: NIL



IQAC - CO-ORDINATOR
S. B. Mahila Mahavidyalaya
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