

INSTITUTIONAL DISTINCTIVENESS 2019-20

'UDYOGINI'

TITLE: UDYOGINI – A Consumer Exhibition

OBJECTIVE: To provide a platform for small and budding entrepreneurs from students, 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. Another major concern is 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 students and such alumni to take their entrepreneurial 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 students, alumni as well as nearing community.

PRACTICE: 'Udyogini' exhibition was organised for the first time in the session 2015-16 by the department of Home Economics. Dr. Shubhangi Kukekar, Asst. Professor, department of Home Economics was instrumental in contacting majority of entrepreneurs and encouraging students to organise their stalls in this exhibition. Inspired by the success in this venture, the exhibition was again organised in the session 2019-20 jointly by Alumni Association and Dept. of Home Economics. The students and entrepreneurs who had set up their stalls last time were contacted. At the same time, members of Alumni Association gathered alumni entrepreneurs to have their stalls in the exhibition. In this two-day event, Seasoned entrepreneurs from the city joined hands with the organisers and it successfully attracted variety of consumers. 'UDYOGINI' Consumer Exhibition has left its distinct mark as an influential platform for budding entrepreneurs.

Both of the times, college students were encouraged to set up stalls giving 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. The number of stalls prominently increased in number from 37 to total 44 and also in variety of stalls and consumers during second time. It included the stalls of garments, artificial jewellery, cosmetics, gift items, hand-made articles. Thus, the exhibition not only attracted consumers from near locality but also proved to be enterprising to offer a good and stable platform for budding entrepreneurs.

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

PROBLEM ENCOUNTERED AND RESOURCES REQUIRED: NIL
