

BEST PRACTICE - II



Vyaparotsav - Multi Product Fair

An Experiential Learning Initiative



KLE Society's
LINGARAJ COLLEGE, BELAGAVI

College with Potential for Excellence **Autonomous**



Vyaparotsav

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"Multi Product Fair"

An Experiential Learning Initiative

A trade fair is trade event at which a large number of manufacturers and service providers from a particular industry present their products and demonstrate their products to end-users. In view of this, the college has instituted the trade fair on the campus which helps the students to cultivate the habit of generating ideas for developing new products and practical knowledge. The students enthusiastically take part in the event. This creates interest among the students for entrepreneurship and innovations.



2. Objectives of the Practice

1. To have real time immersive experience of setting up and doing business.
2. To experience and learn about marketing and promotion.
3. To learn practical aspects of taxation and maintaining accounts.
4. Identification and evaluation of business ideas/opportunities.
5. Pitching of business idea.
6. Generation of ideas among students through the event.
7. To recognize and reward innovation among students.
8. Experience the functioning of regulatory bodies impacting the business.
9. Understand the nuances of customer interaction and point of purchase display
10. Team work
11. To plan and organize events.

3. The context

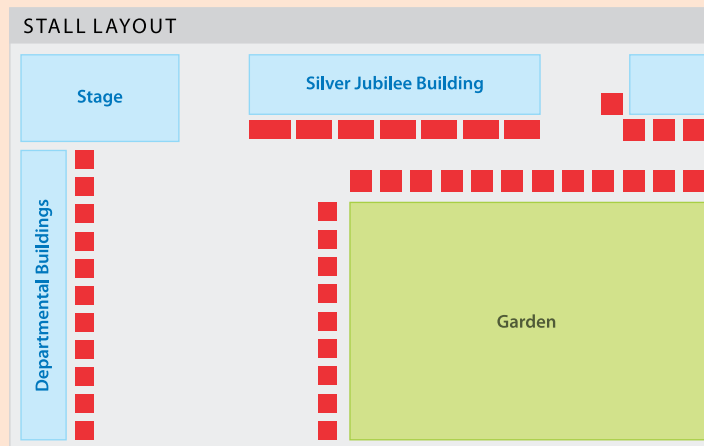
1. A significant portion of courses in commerce are numerical, as a result students tend to have lesser exposure to actual working of the business and markets.
2. Based on the feedback of students for greater practical exposure the institution designed "Vyaparotsav". A multi product fair event to provide experiential learning in 2015.
3. The event provides a real time immersive experience of doing business. From identifying what to sell in the stall among eateries, beverages, games, handicrafts etc to pitching the idea to fellow students, forming a team, deciding on the roles within the team, to setting up of point of purchase display, to deciding on the price and promotional offers to successfully making a sale the students experience the entire gamut of business activities.
4. The event provides an opportunity for interaction among students of the entire campus.

4. Practice

All the Faculties and Students who belongs to various Departments will conceptualize the modus operandi for the trade fair programme. The event covers four phases in the entire process, namely:

a. Conceptualization:

During this phase the schedule of the event is decided like date of the programme, faculty in charges for activities and team of organizers, number of stalls arrangements, stall rent will be collected as deposit at time of registration, rules and regulations will be informed to students. Various stalls were given permission like Food Stall, Jewelry, Handmade bags, Crafts, Games etc. The organizers were also given instructions to the participants as well as to the students about, cleanliness, hygiene and about discipline on the campus. Students were also made it mandatory to wear college ID. The participants also create their own stall banners.



Rules and Regulations:

1. Each team shall comprise of minimum 1 and maximum 5 students
2. Rent of Rs.100/- per stall to be paid at the time of submitting the form
3. The profits earned are taxed at the rate of 10%
4. Teams registering first will have an opportunity to book the stalls of their choice and select the product / type of stall
5. Plastic Free
6. Coupon System
7. Three Prizes will be awarded
8. Stall Description to be submitted in following format:

| | |
|--|---------------------|
| a. Name of the stall | e. Target Customers |
| b. Products/Services to be sold | f. Price Range |
| c. Detailed description about the idea/product/stall | g. Expected Sales |
| d. Details of total investment | |

- b. **Awareness** – Organizers and student secretaries are informed to create awareness among the students through notice on college notice board, website and students groups. The notice was also circulated in all the classes so it will create more awareness among the students to participate in the event. The committee took an entail step to prepare banner and also decides to call media and publicity.

KLE Society
Since 1916

LINGARAJ COLLEGE, BELAGAVI
(AUTONOMOUS)

DEPARTMENT OF COMMERCE
Presents

Trade Fair
Vyapanostava
2023

EXCITING CASH PRIZES

Saturday 26th August 2023

Ms. Jyoti F. Sangoli
Smt. Rajshwari Gurangoudar
Smt. Mitali Patil
Faculty Co-ordinator

Shri. Vinayk Varute
Co-ordinator

Dr. H S Melinamani
Principal
Lingaraj College Belagavi

c. **Executing the programme:** Organizers and Student secretaries will plan to executive the event properly. The Principal of the college inaugurated the event and appreciated the arrangements and facilities given for each stall; students arranged their stalls and demonstrated their products in the apt way during this phase. The organizing committee also took care of Legal advice desk which was managed by legal committee of the students to create awareness about Consumer Protection Act.



Eateries



Textiles



Best out of Waste



Fabrication



Best out of Waste



Paintings



Games



Decorative

STALLS

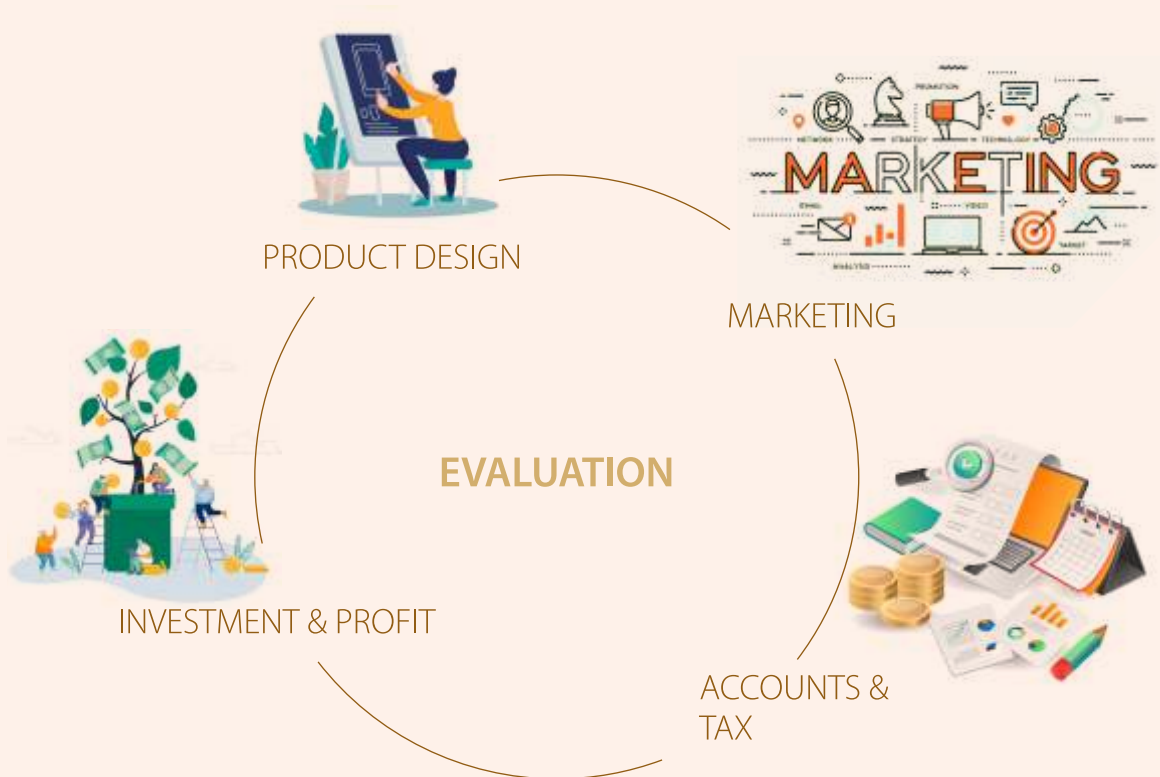
d. Evaluation and reporting of the programme: To summarise the event, participants will prepare and submit the income and expenditure statement to the organizers for verifying the GST levied on goods sold and ascertain profit earned.

The committee of judges will be selected by the Principal from the different departments of the college to choose winners of the programme. The winners are selected by the judges on basis of criteria such as Sales, Profit margin as per the statement, Marketing- Ad-Made, Presentation of stall, Innovation/Creativity and Cleanliness. The amount of profit after tax collected is distributed among the winners by the principal.

An evaluation report on the success and impact of the programme is collected and analyzed. A detailed report along with necessary documents is submitted to the concerned authorities.

After Reporting and Evaluation prizes are awarded based on :

- Stall Description
- Presentation
- Profit After Tax
- Marketing Strategy
- Customer Satisfaction
- Cleanliness



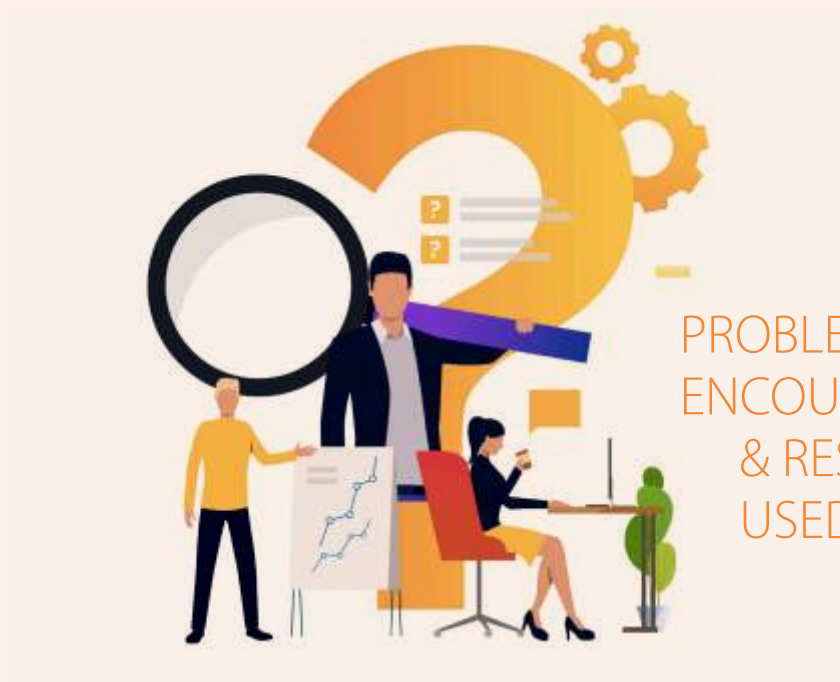
6. Problems Encountered and Resources Required

Problems Encountered:

- Limited space to organize the Multi Product fair. This restricted the number of stalls set up and did not in an ideal way make all the stalls accessible to all the visitors.
- Setting up stalls with limited resources available. As the furniture and other infrastructure required is bought from rent paid for the stalls the resources bought are limited.
- Convincing students, especially students coming from rural areas, to participate in the event to set up stalls overcoming their inhibitions was a challenge.
- Getting students overcome the initial inhibitions to market their product/service to the visitors.
- Scheduling the event without disturbing the academic activities in the campus.
- The fair could not be conducted in 2020-21 due to the pandemic.

Resources required

- Furniture's to set up stalls
- Stage for owners to advertise their products and services.
- Faculty to judge the performance of stalls and decide the winners.



PROBLEMS
ENCOUNTERED
& RESOURCES
USED

5. Evidence of success

- The increase in the number of stalls from 16 in 2015 to 47 in 2023 is a testimony to the interest shown by the students towards the event over the years. Total Sales of Rs.1,80,000/- during the year 2022-23.
- The foot falls during the event showed an increasing trend with each passing year.
- The involvement and participation of students increased in the classes post the event due to the interest generated and the practical exposure the event provides.



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