

# BEST PRACTICE - II



## *Vyaparotsav* - Multi Product Fair

*An Experiential Learning Initiative*



**KLE Society's  
LINGARAJ COLLEGE, BELAGAVI**  
College with Potential for Excellence **Autonomous**



# Vyaparotsav

# ***Vyaparotsav***

"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

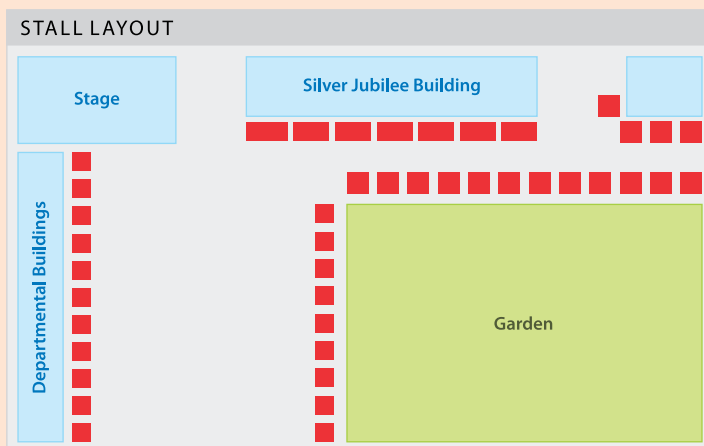
1. A significant portion of courses in commerce are numerical, as a result students tend to have lesser exposure to actual working of the business and markets.
2. Based on the feedback of students for greater practical exposure the institution designed "Vyaparotsav". A multi product fair event to provide 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 class wise students whatsapp 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.

## P O S T E R S



- 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



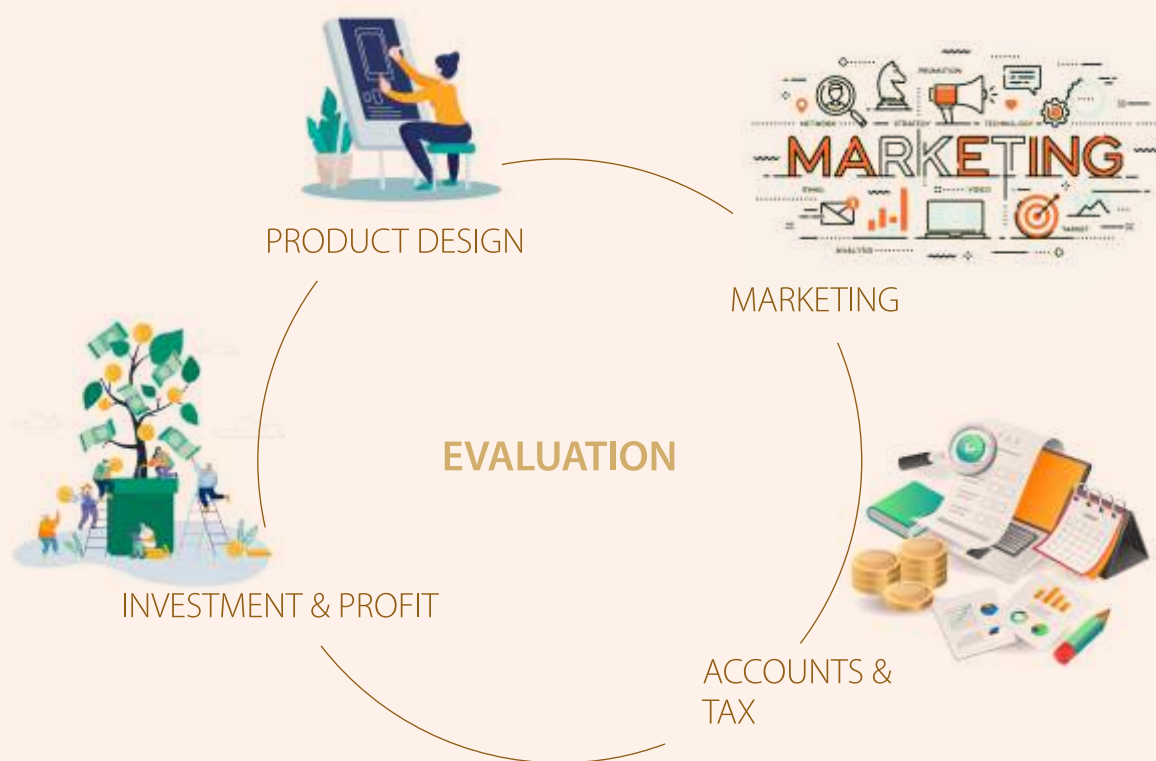
- d. Evaluation and reporting of the programme:** To summarise the event, participants will prepare and submit the income and expenditure statement to the organizers for verifying the GST levied on goods sold and ascertain profit earned.

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





## 5. Evidence of Success

Year	Date	No. of Stalls	Sales (Rs.)	Profit (Rs.)
2016-17	23/01/2016	23	40,235	10,123
2017-18	16/09/2017	34	64,575	25,674
2018-19	03/10/2018	32	61,005	15,374
2019-20	25/02/2020	25	52,525	19,631
2021-22	10/03/2021	52	2,37,400	88,000



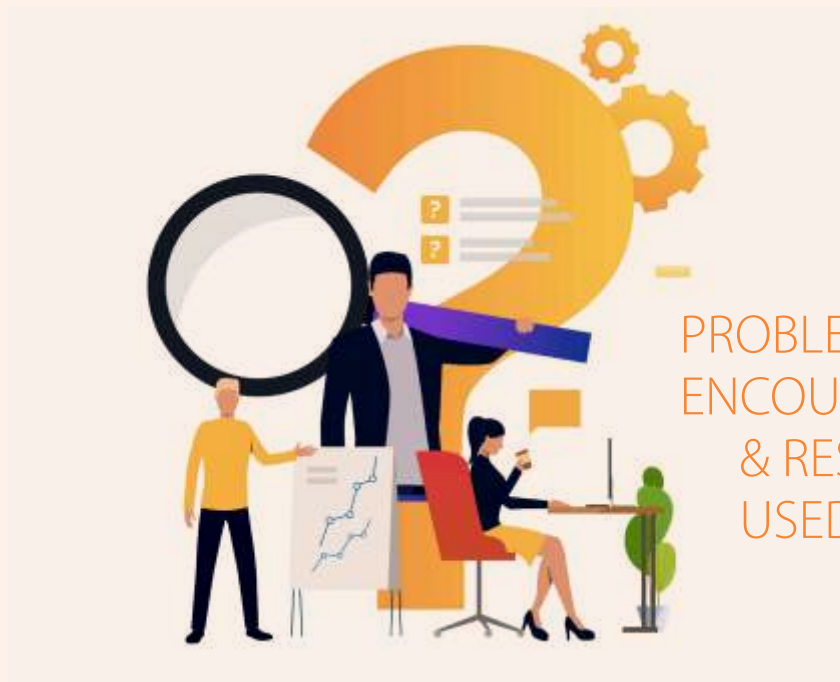
## 6. Problems Encountered and Resources Required

### 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



## VYAPAROTSAV - Trade Convention 2022

KLE's Lingaraj College had organized one day in-house trade fair Vyaparotsav on 10<sup>th</sup> of March 2022. Total 52 stalls were in the event. The function was inaugurated by Mr. Girish Kulakarni, District Industrial Entrepreneurial Trainer, Udyambag, Belagavi in the presence of Dr. B. M. Tejasvi Principal, Lingaraj College. Smt. M. R. Banahatti, Vice-Principal, Lingaraj College. Mr. Vinayak Varute welcomed the gathering. Smt. Laxmi Shivannavar encouraged and addressed the gathering. The fair was organized by Department of Commerce.

It helped the students to enhance their knowledge of business and trade to inculcate the business strategies of accounting, selling products, taxation, digital payment modes, innovation, creativity, presentation etc.,. Total Sales was amounted to Rs. 2,37,400/- profit earned by students was Rs. 88,000/- and three prizes were distributed to winners. First Prize was bagged by Team Streaks and Streets, Second Prize was bagged by team Gaming Corner and the Third Prize was shared between team F2 and team Thandai Mataka.

Prize	Name of Students
First	<b>Team: Streaks and Streets</b> Durgesh Rawal Sanjeevani Yashodha Venky
Second	<b>Team : Gaming Corner</b> Krutika S. Byahatti Hazel Alexendar Priti Rajpurohit Shivprasad Kadkol Mahesh Basmane <b>Team : F2</b> Radhika Itagekar Trupti Patil Vaibhav Arjunwadkar Vani Hiramani Tejas Phadake
Third	<b>Team: Thandai Mataka</b> Payal Rehan Rahul Kesakar





## Vyaparotsav- Trade Convention 2020

KLE's Lingaraj College had organized one day in-house trade fair Vyaparotsav on 25<sup>th</sup> of February 2020. 125 Students participated very actively by putting up 25 stalls in the event. The function was inaugurated by Dr. R. M. Patil, Principal, Lingaraj college. Smt. M. R. Banahatti, Vice Principal, Lingaraj College welcomed the gathering. Prof. G. A. Matapathi encouraged and addressed the gathering. The function was organized by Smt. Sarika Nagare, Shri Vinayak Varute, Smt. Nikita Bedare, Shri Vishwanath Khot and Shri Prashant Gouli.

The Trade Fair helped the students to enhance their knowledge of business and trade to inculcate the business strategies of accounting, selling products, Taxation, digital payment modes, innovation, creativity, presentation etc.,. Total Sales was amounted to Rs.52,525/-, profit earned by students was Rs.19,631/- and three Prizes were distributed to winners.

Prize	Name of Students
First	Tanzila J. Harshada D. Saniya B. Kavya T.
Second	Ayesha B. Sumiksha G. Vaibhavi M. Manasi K. Goutami K.
Third	Super-5 girls



## Vyaparotsav - Trade Convention 2018

Lingaraj College (Autonomous) Belagavi, Department of Commerce (UG) Organized VYAPAROTSAV – 2018 for B.Com, B.A, BBA and PG students on 03/10/2018, at College Campus. 140 students were participated, 32 Stalls with the total Sales of Rs. 61,005/- and profit earned by the students was Rs. 15,374/-.

The objective of this Trade Convention is to enhance marketing, entrepreneurial skills and to give practical approach to the various subjects of commerce. The best stalls were awarded with Cash prize.

Dr. R. M. Patil Principal, Dr. Gurudevi Huleppnavarmath Vice-Principal, Inaugurated, Prof. S. N. Mulimani Head, Department of Geography was present and Head of Department,

Smt. Neeta Gangaraddi, Event Coordinator Mr. Moazam Mulla and Convenor Miss. Divya Palabhavi and all other faculty members of department were present. Mr. Vinayak Varute welcomed on the occasion and Miss. Lata Suvernekar Presented Vote of thanks and Ms. Tanvi Yelvatkar Compeered the function.

Prize	Name of Students
First	Ms. Asiya Imamkhan Ganachari Ms. Asha Patil Ms. Aishwarya R Shriramudu Ms. Asha S Bashetti Ms. Kaveri A Pujeri
Second	Ms. Amruta Kammar Ms. Arpita Patil Mr. Anishjoy A Fernandes Mr. Rohan Marali Ms. Vinuta Yadlapurmath
Third	Ms. Vidhyashri Yadavannavar Ms. Swati Deshapande Ms. Supreeta Shrishail Kajagar Ms. Reshma K





## Vyaparotsav - Trade Convention 2017

Lingaraj College,(Autonomous) Belagavi, Department of Commerce(UG) Organized VYAPAROTSAV - 2017 B.Com., B.A., BBA and PG students on 16/09/2017 at College Campus. 157 students participated, 34 Stalls with the total sales of Rs. 64,575/- profit of Rs. 25,674/-.

The objective of this Trade Convention is to enhance marketing, entrepreneurial skills and to give practical approach to the various subjects of commerce. The best stalls were awarded with cash prize. First Prize was bagged by Tanvi G. Y. & Group, Second Prize - Marina Martin and Group and Third Prize Qurrattulain Choudhary and Group.

Dr. G. N. Sheeli Principal, Dr. Gurudevi Huleppnavarmath Vice-Principal, Inaugurated. Dr. R. M. Patil, Head, Department of Commerce, Event Coordinator Mr. Vinayak Varute, Convenor Ms. Lata Suvarnekar and all other faculty members of department were present. Commerce Secretary – Ms. Ritika Mungarwadi and Rohit Patil managed overall event.

Prize	Name of Students
First	Ms. Tanvi Gajanan Yalvatkar Mr. Prithviraj M Kappalaguddi Ms. Pooja Balappa Madanalli Ms. Rekha Rajpurohit Ms. Dimple Vaishnav
Second	Ms. Marina Martin Ms. Ghandali Umesh Pingat Ms. Harshada Dhamnekar Ms. Tanuja Rajesh Waghchoure Ms. Nivedita Kolekar
Third	Ms. Qurrattulain Javed Choudhary Ms. Kajal Raju Gavali Ms. Nikita Vasant Julekar Ms. Maria Genevie Francis Mr. Basanagouda B Patil





## VYAPAROTSAV - TRADE CONVENTION 2016


K. L. E. Society's Lingaraj College (Autonomous) Belagavi, Department of Commerce (UG) Organized VYAPAROTSAV – 2016 for B.Com, B.A, BBA and PG students on 15<sup>th</sup> October 2016, at College Campus.

The function was inaugurated by Dr. S. S. Masali Principal, Dr. Gurudevi Huleppnavarmath, Vice-Principal, Lingaraj College welcomed the gathering. Prof. M. A. Dombar encouraged and addressed the gathering.

The Trade Fair helped the students to enhance their knowledge of business and trade to inculcate the business strategies of accounting, selling products, Taxation, innovation, creativity, presentation etc.

The best stalls were awarded with cash prize First prize was bagged by Ms. Afiya Quazi & Group, Second prize was bagged by Mr. Anup Kumar Jamboti and Group and third prize received by Ms. Swati Jadhav and & Group. 115 students were participated, 23 Stalls with the total profit of Rs. 40,235/- and profit earned by the students was Rs. 10,123/-.

The function was Co-ordinated by Mr. Vinayak Varute and Ms. Anuradha Patil. All other faculty members of department were supervising and incharge of five stalls each.

Prize	Name of Students	
First	Ms. Afiya Kazi Ms. Manisha Shiroadakar R Ms. Rashmi S Jadhav Ms. Sampada Patil Ms. Saba Bagwan	
Second	Mr. Anupkumar Jamboti Ms. Bhagyashree S Hiremath Ms. Diksha Raghu Sherigar Mr. Nikhil Nagesh Havali Mr. Prathamesh Desai	
Third	Ms. Swati Maruti Jadhav Ms. Sweta Saibannavar Ms. Tanvi Gajanan Yalvatkar Mr. Tarun Laxman Suthar Mr. Singh Gaurav Dhananjay	



**KLE Society's**  
**LINGARAJ COLLEGE, BELAGAVI**  
College with Potential for Excellence **Autonomous**