

## Athawada Bazar 2023

### Objective:

- To nurture entrepreneurial skills among students.
- To provide students with a platform that enables them to promote their businesses
- To engage students with the college community.

### Benefits:

- Students got an equal opportunity to promote their business.
- Students were able to test their business idea among the community.
- Students got invaluable feedback from the customers.

**Description:** The Entrepreneurial Development Cell (EDC) of Sathaye College in collaboration with PTVAIM's IIC organised a weekly event named "Athawada Bazaar," from 15th December 2023 to 22nd December 2023. There were more than 45 stalls for the week and more than 160 students participated in the activity.

## Report on Athawada Bazar 2023

The Entrepreneurial Development Cell (EDC) of Sathaye College, in collaboration with PTVAIM's IIC, orchestrated a weekly event called "Athawada Bazaar," running from December 15th to December 22nd, 2023. The primary objective of this event was to establish a dynamic platform where students could showcase their entrepreneurial endeavours through setting up stalls, promoting their businesses, and engaging with the college community. The initiative aimed to nurture entrepreneurial skills among students while also cultivating a lively business environment on campus. The stalls at the event showcased a diverse array of products, including handmade crafts, artistic creations, food items, accessories, and more.

These stalls were prominently featured during college fests and events from December 15th to December 22nd, 2023. The event commenced with an inauguration ceremony led by Dr. Madhav Rajwade, Principal of Sathaye College, alongside Vice Principal Dr. Dattatray Nerkar, Pramodini Sawant, Smt. Sukruta Pethe, and other EDC staff members. Notably, students were not charged any rental fees for their stalls. The event witnessed the participation of more than 160 students across more than 45 stalls throughout the week.

To enhance the students' experience and visibility, guest visits were arranged daily, with notable guests such as Sameer Samudra, a prominent advocate for the LGBTQ+ community, providing valuable insights and ideas to students for their future endeavours. Additionally, Smt. Primla Hingorani, also known as Aunty-72, a distinguished social activist and marathon runner nominated for the Padmashree for social work in 2023, graced the event, inspiring students with her experiences.



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The event received additional support from PTVA's Institute of Management, showcasing their ongoing dedication to fostering entrepreneurial talent. Dr. Tejashree Deshmukh, I/C Director of PTVAIM, and other staff members visited the stalls to motivate students. EDC facilitated food stall holders by permitting them to accept coupons, with reimbursement managed by the college. Rules were established by EDC on a first-come-first-serve basis, ensuring equal opportunities for all students to promote their businesses and benefit from the 'Athawada Bazaar' initiative.

Students leveraged this opportunity to collaborate with external businesses, thereby improving their marketing skills. The initiative received full support from all teachers at Sathaye College, highlighting the collective effort towards promoting entrepreneurship among students.

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