

28th July 2022 Monsoon Mela organised by EDC Sathaye College in association with IIC

Time: 8:00 am to 4:00 pm

Objective: To promote students to think innovatively and to develop entrepreneurial culture among students and staff.

Benefits: Students and staff got a chance to experience lives of entrepreneurs first hand.

They prepared, pitched and sold their products. They also learnt post sales operations.

Description: With an intention to promote students to think innovatively and to develop entrepreneurial culture among students and staff, Entrepreneurship Development Cell, Sathaye College (EDC) & IIC organised a programme namely "Kick-start Entrepreneurship in You!" in the last week of July 2022.

Report on Monsoon Mela organised by EDC Sathaye College

The Entrepreneurship Development Cell at Sathaye College (EDC) & IIC organised a workshop called "Kick-start Entrepreneurship in You!" in the final week of July 2022 to encourage students to think creatively and to foster entrepreneurial culture among students and staff. Monsoon mela was organized in which students were encouraged to put up stalls of their products. They were given stall space and pre-mela handholding to do marketing etc for their products. 16 stalls from various product categories, including food, clothing, perfumes, cosmetics, jewellery, stationery, toys, and a picture booth, were put up. There were 62 participants (stall owners), and the total sales in 2 days came to Rs. 87,559/-.

Students were evaluated for the following criteria:

- Products range (risk taking ability)
- Innovation in product
- Promotion techniques used (pamphlet, attractive display, jingle, logo, Slogan, mouth publicity, packaging)
- Innovative use of pricing strategy for attracting customer
- (Combo offer, 99 price tag, discount,)
- USP of business
- Revenue generated



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Three winners were felicitated with cash prizes of Rs. 4000/-, Rs. 3000/- and Rs. 2000/-. Each participant was felicitated by giving Participation Certificate at

the hands of the Principal and each stall group was given opportunity talk about the take away from the Monsoon Mela. The mela attracted footfall of 1500 over the period of 3 days.




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