



**Government Pataleshwar College, Masturi
District- Bilaspur (C.G) -495551**

BEST PRACTICE-01

- 1. Title:** “UDDHAMITA-2019” Entrepreneurship Learning: (Anand Mela)
- 2. Objectives:** The primary objective is to introduce students to an experimental approach towards entrepreneurship and empowering them to create opportunities, competence, self-employment, financial stability, confidence building, discipline, improving their knowledge and skills. Students learn to recognize opportunities and also to take well-calculated risks. Implying both boys and girls are linked to the commitment of promoting gender equity and female entrepreneurship.
- 3. Context:** Employment uncertainties and raising a number of educated unemployed manpower, government-initiated start-up plans, and skill development endeavours; all served as an idea to initiate this fair to teach college students some business tactics and related challenges. This activity stands beneficial in budding skills, helping them learn about financial management, sales, marketing, and handle competitors, accounting, and building confidence within them. A practical experience teaches the ability to allocate resources, save money, and also arouse team spirit. The practice was initiated and derived its idea as a promotional activity of annual cultural competition, where Chhattisgarhi cuisines were prepared and presented by students.
- 4. The Practice:** ‘Anand-Mela’ was executed in the model of vendor shopping of preparing, selling, and profit-generating out of multi-cuisine culture and delicacy of India. The Indian dishes item chosen by a group of students with minimum expense incurred (not to exceed 1000 Rs.) on raw material was desired. Meetings were held with students regarding planning, conduct, and proper execution of the fair. They were asked to form a team of 5 or 6 people sharing the same idea of the dish. They were guided to reduce waste and avoid unnecessary littering. Marks were allotted for cleanliness, stall decoration and profit procured. Product selling price was decided by vendors themselves depending on their raw material, preparation cost, and labor. The stalls were permitted to accept coupons provided to them by the college only. Printed coupons of 5, 10 & 20 Rs were exchanged with their value with consumers attending the fair by the college. In the end, all vendors would produce their collected coupons with the

college in charge. Profit earnings ratio was extracted on the basis of bestselling and ranking were based on high profit with less expense. A total of 12 stalls were made by the students offering different delicacies. Throughout the day the fair made a profit of almost twenty thousand. Calculating the profit, actual expense as stated by vendors was then returned back to the vendors leading to zero expenditure on the student's side.

5. **Evidence of Success:** Indian culinary geniuses with mouth smacking dish both savouries as well as sweet were exhibited by the college students. The fair or fete of happiness came about lively and vibrant, reflecting positive impact and excitement. The host who set up the stall displayed their genius, speciality, calibre and talent. People fond of good food and feasting gathered around enjoying their quality time with friends. Profit excelled beyond expectations and recurrences was demandable in the coming years. The event presented a different experience altogether. None of the prepared dishes was wasted as nothing remained to be leftover. Some dishes excelled the demands. An additional stall was set for the supply of packaged water and another beverage. Certainly, this event was completely successful in terms of the goal of entrepreneurship development among students.
6. **Problem Encountered:** The endeavour proved to be successful and its objectives were achieved. Initially, a problem encountered was the setting up of a stall in an open area; however, classrooms were utilized for the purpose. Drawing larger customer, serving hot food and managing fuel may have been encountered by the stall vendors. Otherwise, the practice was accomplished successfully.


PRINCIPAL
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Evidence of Best Practice –“UDHDHAMITA- 2018-19”







Evidence of Best Practice –“UDHDHAMITA- 2019-20”









