

## **Best Practice- 1**

### **TITLE OF THE PRACTICE: “TRADE FARE DAY”**

We are committed to bring in application among students for the prospective business personnel!

#### **1. Goal**

The practice has clearly underlined objectives:

- To nurture and support the business vision among young and enterprising students.
- To align classroom teaching with the experiential learning of marketing.
- To enable students to learn the **7Ps** of marketing viz: Product, Price, Place, Promotion, People, Process and Physical evidence.
- To prepare students to confront challenges, surmount difficulties and capitalize on the available opportunities.
- To teach students to deliberate, analyze and strategize to sustain in the competitive and dynamic market place.
- To provide a good ambience and creative environment for the all- round development of students

#### **2. The Context**

Our college is a reservoir of energy, tremendous potential and immense creativity. It is the challenge on our part to tap these hidden gifted resources and get the best out of them. Channelizing their energies in the right direction and tapping their latent potential was a big task. We have initiated a decent platform to address the entire edifice of marketing.

#### **3. The Practice**

The College provides a platform and an infrastructure to display marketing skills of students. To align textbook learning with practical orientation of Marketing as a subject, the groups comprising **20** students install a stall to sell something on the college campus. Items on sale are entirely prepared by the group. Nearly **35** stalls operate on the day selling various eatables, fun activities, commodities, services etc. Students are instructed to carefully select products to sell, taking into consideration the needs, tastes and current demands of the people. Students themselves, through their brain storming sessions, price the products rightly taking into consideration the purchasing power and capacity of the

people to buy the products. The students come up with innovative schemes and strategies to lure the customers. More than **17000** people that include alumni, parents, and businessmen, eminent personalities from various places visit the Day. The students themselves manage their selling ware from wholesale markets, transportation, several promotional tools and techniques are employed by students themselves. All promotional techniques like Advertising, Sales promotion, Publicity and Propaganda are used by students. The colourful extravaganza of posters & pictures, excitement & energy, zest and zeal turn out to be ‘a talk of the day’ on the College campus.

The students basically learn to segment, target and position their products in the real market. They also get an opportunity to understand complex customer psychology. The new buzz in town is Trade Fare which draws students, teachers and the administration staff not only from the college but also from the neighboring colleges.

#### **4. Evidence of Success.**



# Clouds Visited



## ‘ट्रेड फेअर डे’चा नवा ट्रेड

साताऱ्यात ‘डीजी’मध्ये आयोजन; मैदानच बनले ‘खाऊगल्ली’

सकाळ वृत्तसेवा

सातारा, ता. ८ : कॉलेज म्हटले, की ‘डे’ची रेलवेलेच असतेच. ट्रॅडिशनल, फ्रेंडशिप, टीचर्स, रोड, फेड, साडी... ही यादी लांबलचक होईल. मात्र, त्यात आणखी एका ‘डे’ची मेजवानी देऊन येथील धनंजयराव गाडगीळ वाणिज्य महाविद्यालयाने नवा ट्रेड रूखविला आहे. विद्यार्थींचे इतर विद्यार्थ्यांसाठी खाद्य पदार्थ, सौंदर्य प्रसाधने, शो पीसचे रिटेलिंग करून भविष्यातील आर्थिक जीवनाचा पायाच रचत होते.

विद्यार्थ्यांना वास्तविक व्यापाराचे ज्ञान होण्यासाठी ‘डीजी’ कॉलेजने विद्यार्थ्यांसाठी मैदानातच ‘फूड मॉजिक व रिटेल शॉपिंग’ वापरून ट्रेड फेअर



“ट्रेड फेअर डे’मुळे व्यापाराचे प्रत्यक्षात ज्ञान मिळाले. भविष्यात आम्हाला त्याचा क्षणोक्षणी उपयोग होईल. कॉलेजची ही संकल्पना विद्यार्थ्यांसाठी मार्गदर्शक आहे. त्यात सहभागी झाल्याचा मनस्वी आनंद वाटतो.”

मनाली सावंत (विद्यार्थिनी, ‘डीजी’ कॉलेज, सातारा)

डे’चे आयोजन केले होते. सुमारे १०० स्टाॅल उभारण्यात आल्याने मैदानच ‘खाऊ गल्ली’ बनले होते. सकाळी रयंत शिक्षण संस्थेचे सचिव प्राचार्य डॉ. अरविंद बुरंगले, प्राचार्य डॉ. बी. टी. जाधव यांच्या हस्ते उद्घाटन झाले.

या उपक्रमात विद्यार्थी स्वतः पिश्झा, चायनीज भेळ, पाणी पुरी, भेळ, भजी, वडा पाव, समोसा, ताक, लस्सी, आइस्क्रीम आदी स्वतः बनवून विक्री

करत होते. शिवाय परफ्यूम, अत्तर, बांगड्या, मेंदीच कोन, नेल पेंट आदी सौंदर्य प्रसाधने, फुल्बदानी, कागदी सजावट केलेले कागद आदी शो पीस व साहित्य, तसेच कागदी पिशाव्या, स्ट्रॅबिरीही विकण्यास ठेवली होती. खाद्य पदार्थांचे स्वरूप, त्याची मांडणी, सादरीकरण, विक्री कला, संभाषण कौशल्य, नफा प्राप्ती याला महत्त्व दिले जाणार



सातारा : धनंजयराव गाडगीळ वाणिज्य महाविद्यालयात शनिवारी ट्रेड फेअर डे’मध्ये पदार्थ बनविण्यात गुंतलेल्या महाविद्यालयीन विद्यार्थी- विद्यार्थिनी.

Event Appreciated by News  
paper



Success of the Event



Success of the Event

## **Best Practice- 2**

### **TITLE OF THE PRACTICE: “ENTREPRENEURSHIP DEVELOPMENT CELL”**

We are committed to motivate to the students for the starting their own business and become an Entrepreneur.

#### **1. Goal**

- To promote Self-employment and Entrepreneurship culture among the society.
- To enhance employability of youth through entrepreneurial skill training
- To empower women through entrepreneurship.
- To promote agro processing and allied activities of farmers.

#### **2. Context**

- To create, mentor and nurtures entrepreneurs who in turn create employment opportunities. Our mission is to mentor students and startup entrepreneurs with brilliant minds in harvesting their ideas that revolutionize an industry or even create an industry.

#### **3. Practice**

This centre is to train and motivate Students to become Job Creators rather than Job Seekers by inculcating the entrepreneurial culture into their minds. For this purpose we have decided conduct following programs.

- To conduct Entrepreneurship Awareness Camps in the colleges
- To conduct Entrepreneurship Development Programs
- To organize programs for women for acquiring special skills.
- To assist them Project identification and project report
- To provide consultancy services to newly entered entrepreneurs
- To collaborate with organizations for mutually beneficial activities.
- To organize lectures and interviews of successful entrepreneurs.

- To arrange visits to industries for prospective entrepreneurs

#### 4. Evidence of success /outcomes

Rayat Shikhan Sanstha's

### **Dhananjayrao Gadgil College of Commerce, Satara**

(An Autonomous College affiliated to Shivaji University, Kolhapur)

#### **Entrepreneurship Development Cell and Skill Hub**

*(Under RUSA)*

Programs conducted in the year 2021-22

Sr. No	Date	Name of activity	No of benefiterers	Collaboration with
1	14/10/2021	Entrepreneurship and Employment Opportunity	144	Aaudnyan Institute of Business Management, Satara.
2	24/11/2021	Workshop on Digital Marketing	110	Mr. Sathish Shende
3	14/12/2021	Entrepreneurship opportunities in Direct Marketing	122	1. Mr. Tej Ghanwat 2. Mr. Sambhaji Shewale
4	23/12/2021	One day workshop on women empowerment through Self Help Groups	113	Mrs. Bharthi Kalange
5	28/12/2021 to 15/1/2022	Training Program on Digital Marketing.	25	Mr. Satish Shende
6	14/3/22 TO 16/3/22	Entrepreneurship Awareness Program in collaboration with MCED	127	1. Shital Patil 2. adv. Yogedra Satpute 3. Rajendra Phukane 3. Kulbhushan Patole 4. Subodh Abhyankar 5. Kiran Joshi
7	23/24 march 2022	Entrepreneurship in Import Export management- in collaboration with MCED	120	Kanchan Kulkarni Shri. Burse Sir
8	28/29 March, 2022	Entrepreneurship in Organic Farming and agro processing - in collaboration with MCED	98	1. Sunil Shete 2. Rushikesh Dhane 3. Rajesh Sarak 4. Smt. Deshmukh
9	12/4/2022	Seed Money – Project Viva- voce	12	Shri Nitiraj Sabale ( BOM Lead Bank)

## List of Entrepreneur

2021-22

Sr.	Name	Designation	Organization/ Institute
1	Mr. Deven Jagdish Udhani	Entrepreneur	India furnishing
2	Mr. Sanket Pawar	Entrepreneur	Event management
3	Mr. Sarak Rajendra	Entrepreneur	Goat farming
4	Mr. Badekar Narayan	Entrepreneur	Poultry farming
5	Mr. Mrunal Amit Shethiya	Entrepreneur	Mrunal Customization
6	Mr. Suyash Jayawant Devkar	Entrepreneur	Devkar Official Services
7	Ms. Nikam Sanskuti Sunil	Entrepreneur	Digital Marketing Business services
8	Mr. Shaikh Masharu manisha	Entrepreneur	MS Creation
9	Mr. Shrishail Abhijeet	Entrepreneur	Abhijeet Digital Marketing Services
10	Ms. Minakshi Milind Mote	Entrepreneur	Marvelous Karate Sport Club.
11	Ms. Tanekhan Farheen saba	Entrepreneur	FT Channel
12	Ms. Sakshi Dhananjay Bhosale	Entrepreneur	SB Creation
13	Ms. Tilekar Pooja Sudhir	Entrepreneur	Maharashtras Nature
14	Ms. Shedge Rutuja Shankar	Entrepreneur	Rutujas food stories
15	Ms. Galande Shushma Sambhaji	Entrepreneur	All Macramé design
16	Ms. Tambe Rutuja Chandrakant	Entrepreneur	RT Creation and Digital Marketing
17	Ms. Mandave Nidhi Sopan	Entrepreneur	NM Creation
18	Ms. Pawar Srushti Shivaji	Entrepreneur	SP Digital online Business
19	Ms. Musale Shraddha Dilip	Entrepreneur	Digital Marketing online Business



20	Ms. Kadam Prachi Sanjay	Entrepreneur	Prachi magical innovation service
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