

Sri A.S.N.M. Government College (A), Palakol W.G.Dt. 534260

Affiliated to Adikavi Nannaya University, Rajamahendravaram
(NAAC Re-accredited with 'B+ Grade at 2.67 CGPA)



Department of Commerce and Cultural Committee FOOD FEST AND HANDCRAFT – ENTREPRENEURSHIP DEVELOPMENT COMPETITION 09th JANUARY 2025 ACTIVITIES FOR THE YEAR 2024-25

S.No	1
Name of the activity	Food Fest and Handcraft - Entrepreneurship Development Competition
Date of conducting the activity	09-01-2025
Organised by Dept./Committee	Department of Commerce
Objective or nature of the activity curricular/Extension to community	1.To encourage students to apply theoretical knowledge to practical entrepreneurial ventures. 2.To develop students' marketing and organizational skills by engaging them in setting up stalls and selling products. 3.To foster creativity and craftsmanship in students through exhibitions of handicrafts like lacework, jute bags, and paper bags.
Level of the activity College/Mandal/ district/university	Mandal Level
Name of the Resource Person	1. Dr.Ch.Uma Sharma 2.Smt. S. Vani, 3.Smt. K. Sri Lakshmi 4.Smt. K. Lakshmi Durga
No. Of Participants	50
Skills achieved	1. Entrepreneurial Skills: Students learned to manage small-scale business ventures, including budgeting, resource management, and pricing strategies. 2. Marketing Skills: The event helped students understand consumer preferences, communication strategies, and selling techniques. 3. Leadership and Teamwork: Participants demonstrated teamwork in stall management and event coordination.
Values achieved	1. Ethical Business Practices: Students learned the importance of fairness, transparency, and honesty in business transactions. 2. Self-Confidence and Motivation: The event boosted students' self-confidence by allowing them to execute and succeed in entrepreneurial ventures.

3.Inclusivity: Junior Intermediate students from neighboring colleges also participated, fostering a sense of community and collaboration.

Brief Report

The Department of Commerce and Cultural Committee at Sri A.S.N.M. Government College(A), Palakol, organized a vibrant Food Fest and Handicrafts Exhibition-Cum-Sale on 9th January 2025 as part of the Sankranthi Sambaralu celebrations. The event aimed to nurture students' entrepreneurial, marketing, and organizational skills while promoting cultural heritage and eco-friendly practices.

The fest was a grand celebration of tradition and creativity, featuring 20 food stalls and 5 handicraft stalls. The food stalls offered a variety of traditional Sankranthi dishes such as Ragi Sankati, sweets, and chicken biryani, delighting attendees with authentic flavors. The handicraft stalls showcased an impressive range of eco-friendly products, including lacework, jute bags, and paper bags, reflecting the students' creativity and dedication to sustainability. The event included competitions to encourage participation and innovation. A panel of judges, comprising Dr. Ch. Uma Sharma and other faculty members, evaluated the stalls.

The event was organized under the guidance of Principal Dr. T. Rajarajeswari and the faculty, whose support and mentorship were instrumental in its success. The hands-on experience provided students with valuable lessons in entrepreneurship, teamwork, and customer service. Additionally, the event played a significant role in fostering cultural preservation and promoting ethical business practices among the students.

Conclusion

The Food Fest and Handicrafts Exhibition-Cum-Sale not only celebrated the festive spirit of Sankranthi but also empowered students with practical skills and a deeper appreciation for traditional and eco-friendly values. It was a resounding success, leaving a lasting impact on both participants and attendees.



INVITATION CARD



Food Fest and Handcraft - Entrepreneurship Development Competition
Conducted by the Department of Commerce and Cultural Committee
Sri A.S.N.M. Government College (A), Palakol held on 9th January 2025



MESSAGE BY DR.T.RAJA RAJESWARI, PRINCIPAL, SRI A.S.N.M. GOVT. COLLEGE
(A) PALAKOL.



MESSAGE BY CHIEF GUEST SMT. K. LAKSHMI DURGA



MESSAGE BY CHIEF GUEST DR.CH.UMA SHARMA

FOOD ITEMS MARKETINGS



HANDICRAFT ITEMS MARKETING



PARTICIPATED STAFF AND STUDENTS



CERTIFICATES



గంధంబి గంధంబి తో కూడిన గంధంబి అనంగం నేతిని నిలిపివేయి

PAPER CLIPPING

10/1/2025
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