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संलग्निकरण क्र PU/PN/ACS/493/2019

### Best Practice - 1

#### **Title of the Practice: Vyapar Melawa (Business Fair)**

**The objective of the Practice:** Vyapar Melawa aims to celebrate creativity, innovation, and entrepreneurship among students. The main goals are to cultivate entrepreneurial spirit, resilience and leadership qualities. This event encourages students to dream big, think creatively, innovate, and collaborate. It helps them develop practical skills and confidence that are essential for success in the business world.

**The Context:** At PES's Modern College of Arts, Science & Commerce, Warje, we believe that students have immense potential and groundbreaking ideas. To nurture these abilities, we have introduced Vyapar Melawa, a flagship event designed to explore and showcase students' skills. This event allows students to set up stalls and sell various products, such as food items, jewelry, ready-made garments, bakery goods, snacks, and games. Vyapar Melawa offers a platform for students to apply their business ideas in a real-world setting.

#### **The Practice:**

1. **Event Notice:** An announcement about Vyapar Melawa is displayed on the college notice board to inform students.
2. **Registration:** Students interested in participating fill out a registration form through a Google Form. The link to this form is shared in student groups.
3. **Scrutiny:** The responses are reviewed to ensure that they meet the criteria regarding the products and group members.
4. **Alumni Participation:** Former students (alumni) are also invited to participate. The registration link is shared to alumni groups as well.
5. **Communication:** A separate communication group is created to share information related to Vyapar Melawa with participants.

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6. **Stall Allocation:** After reviewing all entries, stall numbers are assigned to the participants.

During Vyapar Melawa, students get hands-on experience with various aspects of running a business. They are encouraged to think critically and strategically while presenting their products. The event helps students understand market concepts through practical application. They learn to address the following aspects of the Market Mix:

- **Product:** Ensure it meets customer needs and is user-friendly.
- **Price:** Set it at an affordable level for customers.
- **Place:** Decide where to sell the product.
- **Promotion:** Introduce the product to potential customers.
- **People:** Understand the target customer base.
- **Process:** Manage the steps involved in creating and selling the product.
- **Physical Evidence:** Ensure the quality of the product is evident.

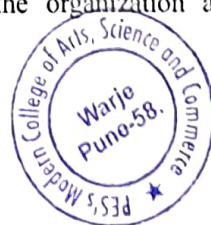
**Evidence of Success:** Vyapar Melawa has proven to be successful in several ways. It instills confidence in students by providing them with a real-world platform to showcase their ideas. This confidence is valuable as students transition into the workforce or start their own ventures. The event also fosters creativity and innovation, allowing students to express and refine their ideas. It contributes to a culture of innovation within the academic community, showing that education extends beyond the classroom.

An alumnus from the 2022-2023 batch has launched a startup in the hotel industry, specializing in momos. Initially starting with a modest stall, their business has rapidly expanded to two outlets in Pune and the surrounding areas. The venture has grown significantly, moving into a larger space, and is now fully self-financed.

#### **Problems Encountered and Resources Required:**

- **Problems Encountered:**
  - **Logistical Challenges:** Organizing and managing stalls can be complex, requiring careful planning and coordination.
  - **Resource Allocation:** Ensuring there are enough resources and space for all participants can be challenging.
  - **Engagement:** Keeping students engaged and motivated throughout the process requires consistent communication and support.
- **Resources Required:**
  - **Venue:** Adequate space to set up stalls and accommodate visitors.
  - **Materials:** Tables, chairs, and other equipment for stalls.
  - **Staff:** Volunteers or staff members to assist with the organization and management of the event.

  
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- **Promotion:** Materials to promote the event within the college and to the wider community.

**Adopting Vyapar Melawa in Other Institutions:** For other institutions considering adopting the Vyapar Melawa practice, here are some recommendations:

1. **Set Clear Objectives:** Define the goals of the event, such as fostering entrepreneurship, creativity, and leadership among students.
2. **Plan the Event:** Develop a detailed plan, including the registration process, stall allocation, and event promotion.
3. **Promote the Event:** Use notice boards, social media, and student groups to spread the word and encourage participation.
4. **Provide Support:** Ensure that students receive guidance on setting up their stalls and managing their products. Offer resources and assistance as needed.
5. **Evaluate and Improve:** After the event, gather feedback from participants and attendees to identify areas for improvement. Use this feedback to enhance future events.

In summary, Vyapar Melawa is more than just an event; it is a transformative experience that helps shape the mindset and skills of future business leaders. By providing a platform for students to showcase their entrepreneurial spirit and creativity, Vyapar Melawa contributes significantly to their holistic development. It celebrates the vibrancy of ideas and fosters an environment where students can thrive and explore endless possibilities.

  
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