Sanjay Ghodawat University, Kolhapur
Established as a State Private University under Govt. of Maharashtra Act no. XL dated 3rd May 2017
Empowering Lives Globally !

FACULTY OF COMMERCE & MANAGEMENT

Diwali Big Sale

STAR BIZ BAZAAR

A Shopping Fest & Competition

A Celebration of Innovation, Enterprise, and Enthusiasm!

On occasion of Diwali, STAR BIZ BAZAAR: *A Shopping Fest & Competition*, a vibrant confluence of entrepreneurial spirit, creativity, and community engagement, unfolded with grandeur on October 17th and 18th, 2024 as *Diwali Big Sale Dhamaka* at the scenic food court of Sanjay Ghodawat University (SGU), Kolhapur. With the lush green campus as its backdrop, the event was a remarkable initiative spearheaded by the visionary Dean of Commerce and Management, Dr. Giri Yogeshwari L., supported by an energetic faculty team and enthusiastic students including Department heads, event coordinators Ms. Pooja Khopkar, Mr. Atul Shinde, and Mr. Prasanna Ingale. This pioneering event was meticulously designed by the Faculty of Commerce and Management to provide students a real-world platform to explore their entrepreneurial potential. It allowed participants to engage in practical business activities, sharpening their skills in marketing, customer interaction, and enterprise management while fostering innovation and creativity. By combining business activities with cultural performances, the event created an engaging and well-rounded experience for all participants. The event was mainly sponsored by *Chakote Bakers, EduAlliance, Girish Sales, GS Tea, etc*.

1. PLANNING, ROLE AND RESPONSIBILITIES ALLOCATION, AND CAMPAIGNING

The **Star Biz Bazaar** was meticulously planned to provide students with an immersive entrepreneurial experience while fostering a festive ambiance.

- **Planning**:

The event planning began two months prior, with a team of faculty members and student coordinators drafting a detailed blueprint covering all aspects: logistics, stall setup, sponsorships, and cultural activities.



Roles were allocated to ensure smooth execution:

- **Faculty Coordinators**: Ms. Pooja Khopkar, Mr. Atul Shinde, and Mr. Prasanna Ingale.
- **Core Team of Student Leaders**: Mr. Tanay Bagade, Mr. Vinit Kajave, Ms. Moksha Parmar, Ms. Pratiksha Khade, and Mr. Shivam Samani.
- **Committees**: Separate student teams were formed for event promotion, logistics, decoration, and hospitality.

Meetings and brainstorming sessions ensured alignment on objectives and timelines.

Sr. no	Core Planning Committee	Name of the Head	Role and Responsibility Distribution
1	Event Head (Finance Department)	Moksha Parmar	Financial Planning and Management Financial Documentation Revenue Management Cost Control Compliance
2	Event Head (Marketing Department)	Pratiksha Khade	Marketing Strategy Digital Marketing Content Management Public Relations Campaign Analytics
3	Sponsorship Coordination Head	Vinit Kajve	Sponsor Acquisition Sponsor Relations Package Management Documentation Value Delivery
4	Logistics and Operations Head	Tanay Bagde	Venue Management Equipment Management Security and Safety Vendor Management Operations Timeline
5	Management Head	Shivam Samani	Team Coordination Event Planning Quality Control Risk Management

2. PROMOTION CAMPAIGN:

A robust promotional campaign was executed through social media platforms (Instagram, Facebook, and Twitter), posters across campus, and word-of-mouth campaigns.

- ✓ Pre-event teasers and countdowns created excitement among students and faculty.
- ✓ Local newspapers featured event announcements, emphasizing its entrepreneurial and cultural significance.
- ✓ Students also visited nearby colleges for promotion.



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Event Posters and Social Media Snapshots







3. EVENT OBJECTIVES

- Provide students with hands-on entrepreneurial experience.
- Provide students with hands-on marketing and teamwork experience
- Engage the community in celebrating the entrepreneurial spirit.
- Blend business with culture to create a holistic learning experience.

4. EVENT HIGHLIGHTS

The two-day event featured a vibrant array of stalls set up by students from SGU, as well as external entities representing a wide range of products, services, and entrepreneurial ventures. This amalgamation of student-led initiatives and external participation created an engaging and stimulating environment for attendees to immerse themselves in the world of business and

innovation. The event was marked by enthusiastic participation from diverse student groups, showcasing their creativity and business acumen.

- **Student Stalls:** 30 entrepreneurial ventures showcased innovative products and services, ranging from handmade crafts to gourmet delights, revealing the creativity and business acumen of the young minds.
- **Business Owner Stalls:** 8 seasoned entrepreneurs added their professional flair, making the event a collaborative blend of youthful energy and seasoned expertise.
- **Total Participants:** 152 enthusiastic individuals contributed to the event's success.
- **Visitor Footfall:** Over 2,000 visitors thronged the venue over two days, creating a buzz of excitement, networking, and business activity.

Stall Layout



Picture: A detailed Stall layout at venue

Stalls were systematically arranged into zones (e.g., Food Zone, Handicrafts, Accessories) to ensure efficient navigation.

Each stall was identified by a unique Stall Number and Team Name.

Total Participants: Over 50 stalls were set up, each manned by a team of 3–5 students.

5. THE VIBRANT BUZZ OF STAR BIZ BAZAAR

The venue transformed into a bustling marketplace where entrepreneurial dreams came alive. Visitors indulged in an array of products and services while participating in engaging activities and competitions. The electrifying atmosphere, amplified by the students' infectious enthusiasm, made Star Biz Bazaar an unforgettable experience for all attendees.

6. A GRAND BEGINNING

The event kicked off with a magnificent inauguration ceremony, graced by the Hon. Vice-Chancellor, Dr. Udhav Bhosle, whose inspiring words set the tone for the two-day extravaganza. Joining him were the esteemed Registrar, Dr. Vivek Kayande, the dynamic Dean of Commerce and Management, Dr. Giri Yogeshwari L.**,** and department heads – Dr. Vishwas Pendase (Management) and Dr. Revati Deshpande (Commerce)**.** The event coordination was masterfully handled by Ms. Pooja Khopkar, along **with** Mr. Atul Shinde and Mr. Prasanna Ingale, ensuring flawless execution. The ceremony witnessed enthusiastic participation from faculty, staff, and students, making it a true community celebration. This ceremonial inauguration officially marked the beginning of the BizBazaar entrepreneurial showcase, setting the stage for the exciting activities and exhibitions to follow.





The overall experience for visitors was overwhelmingly positive. Attendees appreciated the diversity of stalls, the quality of products available, and the festive ambiance created by the decorations and live performances. The food counters were particularly popular, with many visitors expressing their enjoyment of the variety and quality of the offerings.

7. STAR PERFORMERS AND WINNING MOMENTS: *Prize Categories and Winners*

Under the Business Stall Category

- **First Prize:** Team "Wall Aura" (Stall 26), for their impeccable presentation and innovative offerings.



- **Second Prize:** Team "Artfinity" (Stall 08), celebrated for their creative craftsmanship.



Under the Food & Beverage Stall Category,

- **Prize Winner**: **Team "Coco & Cup" (Stall 11)**, which delighted everyone with their delectable menu and vibrant hospitality.



The competition fostered a healthy spirit of rivalry, inspiring participants to showcase their best in creativity, business acumen, and customer service.

8. SPONSORSHIP: *Support That Made It Possible*

The success of Star Biz Bazaar would not have been possible without the generous contributions of our sponsors:

- ✓ **Chakote Bakers:** Funding support for treating visitors to scrumptious baked delights.
- ✓ **Edualliance:** Providing promotional materials and funding that fueled the event.
- ✓ **Girish Sales:** Funding support for smooth logistics and stall setups.
- ✓ **GS Tea:** Funding support for refreshing participants and attendees with their exquisite tea offerings.



Their contributions were integral in creating a professional and festive atmosphere.



9. ATTRACTIONS OF THE EVENT

- **Entrepreneurship Meets Entertainment:** The event masterfully combined business and cultural activities. A live band rocked the stage, while singing and dance performances kept the crowd entertained.
- **Competitive Spirit:** Prizes for the best stalls ignited motivation and brought out the best in every participant.
- **A Diwali Feast for the Senses:** Vibrant decorations, festive-themed setups, and engaging activities created an immersive and unforgettable experience.

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Star Biz Bazaar 2024 – a star-studded celebration of business brilliance! *17th & 18th October 2024*



10. FEEDBACK FROM PARTICIPANTS AND SPONSORS

At the end of the event all the students appreciated the opportunity given them to implement their theoretical knowledge practically and practicing managerial and leadership skills in the real world. The participated business owners and community members were impressed by the professionalism and creativity displayed by the teams in organizing and executing the entire event so well. Sponsors expressed their satisfaction with the event's visibility and its alignment with their brand values. Few of the participant feedbacks noted here –

Shreya Malpani: *Taking part in BizBazaar 2024 was an incredibly rewarding experience! My team and I ran a stall serving homemade snacks and beverages, and the response was overwhelming. The foot traffic at the food court location was excellent, and we learned valuable lessons about inventory management and customer service. The two-day format gave us enough time to adjust our strategy based on Day 1 feedback. While we did face some challenges with crowd management during peak hours, the overall experience enhanced my practical understanding of running a business.*

Siddhi Notani: *Participating in BizBazaar at SGU was eye-opening! Our stall featuring handcrafted accessories and personalized gifts attracted significant interest from both students and faculty. The event's timing in mid-October was perfect as it coincided with the pre-Diwali shopping season. Though setting up took longer than expected on Day 1, the support from the Faculty of Commerce and Management was tremendous. This hands-on experience taught me more about entrepreneurship than any classroom session could.*

Chakote Group: *The BizBazaar exceeded our expectations! Our traditional food stall specializing in authentic Maharashtrian snacks was a huge hit. The food court venue provided excellent infrastructure, and the steady flow of visitors kept us busy throughout. Managing finances and maintaining food quality*

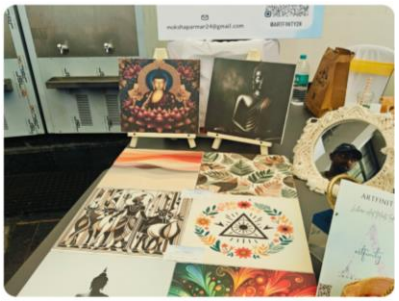
while handling large orders was challenging but educational. This event has definitely motivated us to consider food entrepreneurship more seriously.

Manthan Malu: *What an amazing learning experience at BizBazaar 2024! Our tech accessories and gadget repair stall attracted many tech-savvy students. The competitive environment pushed us to be creative with our marketing strategies. Although we faced some initial pricing strategy issues, we quickly adapted based on market response. The networking opportunities with external vendors and fellow students were invaluable. This event has given me the confidence to pursue my entrepreneurial dreams.*

Feedbacks are also recorded in the form of videos.

11. EVENTS GLIMPSE

A dedicated photo section titled showcasing:



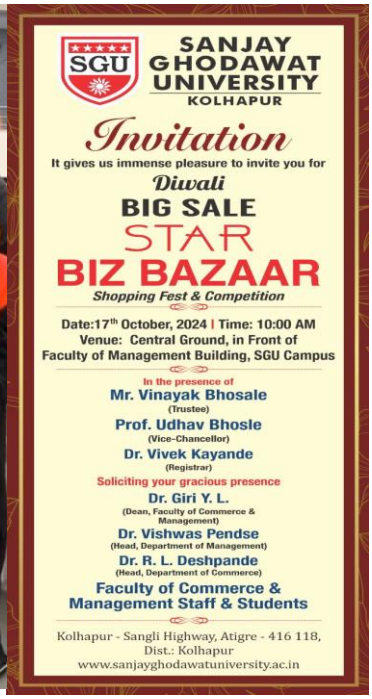







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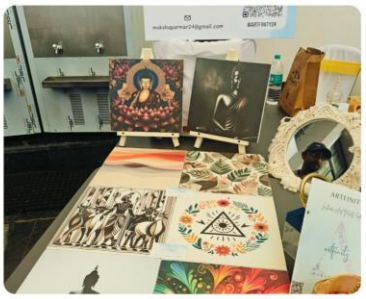




















For this event we got a vital support from the Chairman Mr. Sanjayji Ghodawat, Trustee Shri. Vinayakji Bhosale, Vice Chancellor Dr. Uddhav bhosale, Registrar Dr. Vivek Kayande. The event was a testament to the relentless teamwork and unwavering leadership of Dr. Giri Yogeshwari L. (Dean FoCM) and the collective efforts of the entire Faculty of Commerce and Management. The students' like Mr. Tanay Bagade, Ms. Moksha Parmar, Mr. Vinit Kajave, Ms. Pratiksha Khade, Mr. Shivam Samani and faculty like Mr. Prasanna, Ms Pooja and Mr. Atul passionate involvement reflected their readiness to embrace real-world challenges, aligning perfectly with the event's mission to build a bridge between academic learning and practical business experiences. It was not just an event but a celebration of ideas, innovation, and collaboration, leaving an indelible mark on everyone who attended.



12. CONCLUSION

The Star Biz Bazaar was not just an event but a testament to SGU's commitment to nurturing entrepreneurial talent. It successfully transformed the university campus into a hub of innovation, commerce, and community bonding. This incredible initiative left an indelible mark on everyone, promising to inspire even greater endeavors in the future.

Kudos to the students and faculty team of Faculty of Commerce and Management for igniting the entrepreneurial spark and empowering the stars of tomorrow!

Star Biz Bazaar 2024 – a star-studded celebration of business brilliance!

Ms. Pooja Khopkar **Mr. Atul Shinde** **Mr. Prasanna Ingale** **Dr. Giri Y.L.**
Star Biz Bazaar 2024 Event Coordinator