FACULTY OF COMMERCE & MANAGEMENT

REPORT

UDYOG.EXPO BUSINESS EVENT

08 FEB 2025, Lotus Banquet Lawn, Kolhapur.

INTRODUCTION:

Udyog Expo.in, is a platform introduced to bring franchisors and willing franchisees together. This is an opportunity for all businesses and willing investors to find their prospective ventures and partners. They aim to provide well-designed franchise systems, startups to invest in, businesses to collaborate with, and expertise to operate businesses for first timers.

From an academic perspective, this event presented invaluable learning opportunities for students who aspire to build careers in business and entrepreneurship. The hands-on experience of interacting with franchisors, investors, and business experts allowed students to understand the dynamics of starting and managing a franchise or a business venture. For faculty members, it presented an opportunity to enhance their knowledge and share firsthand industry trends, thereby enriching the learning experience for students.

PURPOSE:

To document and reflect on the insights gained from participating in the UdhyogExpo event, from both the student and faculty perspectives. For students, the event provided a unique opportunity to bridge the gap between theoretical knowledge and real-world applications in the franchising and business sectors. It allowed students to explore various franchise systems, investment opportunities, and business collaborations, helping to deepen their understanding of the business landscape. The report aims to analyze key takeaways that will contribute to shaping students' future careers in business and entrepreneurship.

This report seeks to assess the educational value and practical learning outcomes derived from the event. The participation in Udyog Expo enhanced the academic curriculum by offering firsthand industry exposure and fostering interactions between students and professionals. It also provided faculty with the opportunity to stay updated on the latest

industry trends and business models, which can be incorporated into future courses to better prepare students for the evolving business environment. Ultimately, this report reflects on the overall impact of the event on both students and faculty, highlighting its value in enriching academic and professional development.



EVENT OUTCOME:

This event aimed to cultivate Management spirit, develop crucial business skills, practical exposure about conducting events and experience being a part of exhibition management and provide a platform for UG and PG students to showcase their innovative ideas.

The expected outcome was:

1. Practical Exposure to Event Management: Students will gain hands-on experience in organizing, managing, and attending a large-scale business event, which will enrich their understanding of event logistics, vendor coordination, and audience engagement.

2. Networking Opportunities: Students will have the chance to connect with industry professionals, franchisors, and potential investors, expanding their professional network.

3. Real-world Application of Theoretical Concepts: The event will allow students to apply their classroom knowledge of marketing, finance, and business strategy in a real-world setting. Observing and analyzing how businesses showcase their franchises can deepen their

understanding of business operations.

4. Skills Development: Participating in the event will help students build skills like communication, negotiation, and strategic thinking, which are crucial for future business leaders.

CONCLUSION:

In conclusion, the UdhyogExpo event proved to be an invaluable experience for both students and faculty. For students, it provided a hands-on opportunity to explore the practical aspects of franchising, business investment, and collaboration, offering insights that will aid in their academic and professional development. By engaging with franchisors, investors, and industry experts, students were able to bridge the gap between classroom learning and real-world business practices, gaining a deeper understanding of the dynamics shaping the entrepreneurial landscape.

STUDENT EXPERIENCE & FEEDBACK:

1.Pratiksha Khade (SYMBA) : "Attending Udyog Expo was a transformative experience as it allowed me to witness the latest innovations and advancements in various industries. The interactive sessions and live demonstrations provided practical knowledge beyond textbooks. This event not only inspired me to think creatively but also encouraged me to develop skills that are essential for future job opportunities."

2. Pratibha Deshmukh (FYBBA) :
"Udyog Expo was an enriching experience that gave me exposure to different industries and career prospects. I had the chance to interact with recruiters and industry leaders, which helped me gain clarity on my career path. The event also enhanced my communication skills and taught me the importance of networking in professional growth."

3. Tejas Patil (FYMBA):
"Participating in Udyog Expo was a great learning experience that broadened my perspective on career opportunities. The event gave me a platform to interact with professionals, ask questions, and gain practical knowledge about industry expectations. It also motivated me to work on my skills and stay updated with the latest trends to enhance my career prospects."

4. Harshad Sawant (FYMBA):
"Udyog Expo was an excellent opportunity to gain industry exposure and understand the practical applications of my studies. Engaging with professionals and recruiters helped me learn about current job market demands and the skills needed to succeed. The experience boosted my confidence and motivated me to work towards my career goals with a clearer vision."


Rane's
Creamberg
Ice-cream
A taste you will enjoy forever
Follow your Heart




AI GENIE
THE FUTURE OF SMART INVESTING


Samrudhi
Cooking Classes Available
9527982528 | 8624843977




Sphurti


PrintKartStudio
T-shirts
Mugs


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EVENT ORGANIZER FEEDBACK:

Mr. Atharav Gaikwad (Event Organizer)

"On behalf of the event team, I would like to express my sincere gratitude to the students who contributed to the success of the Udhyog Expo. Their hard work, innovative ideas, and attention to detail were crucial in ensuring the event's smooth operation and overall success. Also each student demonstrated exceptional teamwork and professionalism. Their enthusiasm and commitment were truly commendable, and they played an integral role in making the event memorable.

Mr. Praveen Patil (Event Organizer)

I would like to extend my heartfelt appreciation to the students who played a key role in the success of the Udhyog Expo. Their exceptional dedication, enthusiasm, and professionalism were evident throughout the event. Each of them contributed in meaningful ways, from planning to execution, ensuring the smooth running of the expo. I commend their efforts and look forward to seeing more of their achievements in future endeavours



Felicitation Ceremony at FoCM.

Overall, Udyog Expo was a highly productive and enriching platform, fostering learning, networking, and collaboration. It highlighted the growing importance of franchise opportunities in today's business world and provided both students and faculty with the necessary tools and insights to navigate and succeed in this field.