

Annexure-C-2(2.12.3)

Career Counseling & Placement Cell

iii) Self employment Modules organized

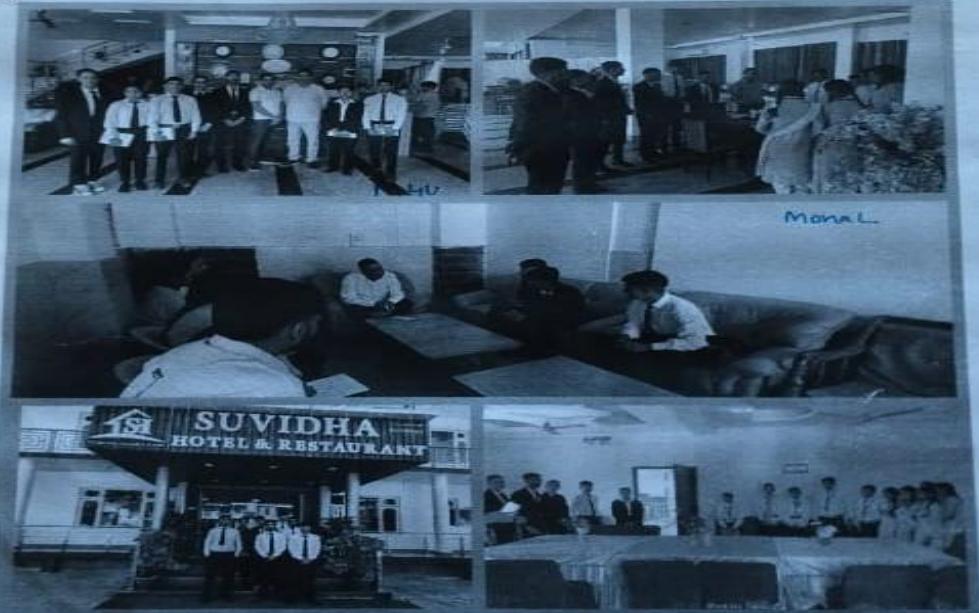
1. Local Market Research

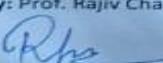
Students conducted local market research in hospitality to understand industry needs and build confidence. Market research activity overview was organized by the department of B.Voc. 31 students participated in market research on hospitality and engaged with local Hotels. Students interacted with hotel owners of M4U, Monal and Suvidha to learn about hotel ethics and local market needs. The main goal was to understand local Cuisine, the market demands and enhance students' confidence.

Name of Activity: Market Research by Hospitality Final Year Student

Date: 24-Oct-2024
Students Present: 31

Swami Vivekanand Government College Ghumarwin Students completed market research on topic Hospitality market Research. B.voc Hospitality and Tourism Level -7 students have examined the Hotel market and spoken with Hotel M4U, Hotel Monal and Hotel Subidha owners in order to better understand Hotel ethics, local market needs, business potential,local cuisine and how to deal with the Hotel. students also visited the main departments in the Hotel. The main goal of this activity was to know about local market needs in the hospitality industry and build self confidence of students.



Prepared by: Prof. Rajiv Chauhan (VT H&T)
Signature: 

Nodal Officer: Prof. Sita Ram
Signature: 

Principal
S.V. Govt. Degree College
Ghumarwin, Distt. Ajmer (Raj.)

2. Innovation into a start-up

The students of retail management of SVGC Ghumarwin organized the retail shop where they displayed hand crafted products. They also ran food stalls. Through the activity they learned skills like - marketing skills, sales, production and promotion skills, time management skills and human resources.