

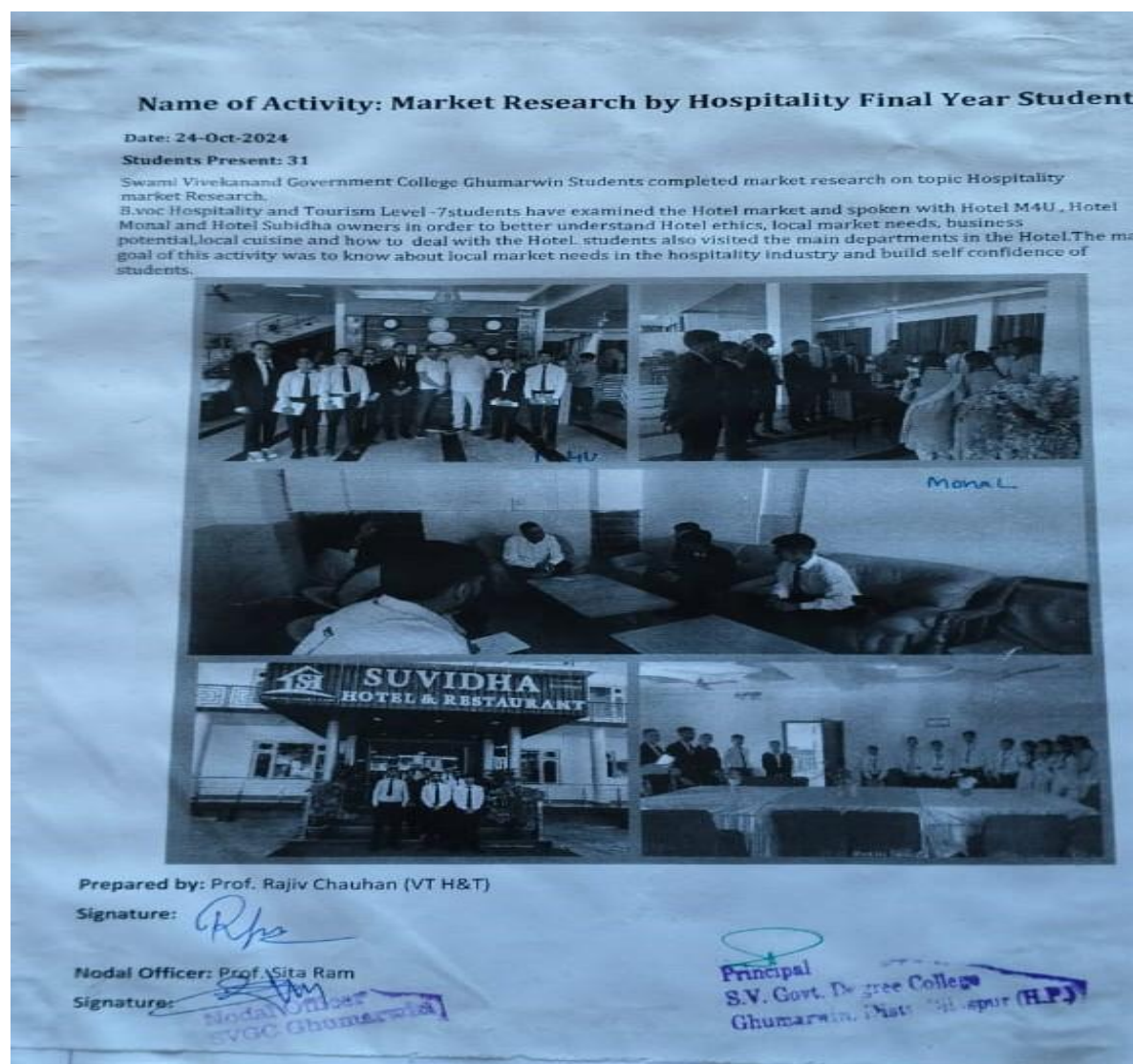
Annexure-C-2(2.12.3)

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.



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.

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Date ..19..10..24.....	
RETAIL SHOP	
Retail Shop	
Date:-19/10/2024	
<p>Retail Management students of Swami Vivekanand Government College Ghumarwin organized a Retail Shop on 19th October 2024 in the college ground. The retail shop was inaugurated by Principal Professor Ram krishan. Who said that such initiatives can help students to become business leaders and motivate them to pursue entrepreneurship When Sir commented that the college will take more initiatives to promote such activities that will not only generate business but can also provide more employment to others, we were mesmerized by his wonderful words.</p> <p>Nodal Officer Prof. Sita Ram congratulated the students for their efforts and said that practical knowledge is more useful than theoretical knowledge.</p> <p>The aim of organizing the retail shop was to make the students practically aware about marketing skills, sales skills, promotion and production skills, manufacturing skills, cost management, time management, human resource value.</p> <p>The students beautifully displayed the catering dishes and handmade products. The students of Retail Management and English Department won a lot of accolades by selling handmade products and delicious dishes.</p> <p>Students can innovate limitlessly in the vast field of retail. All the students of Retail Management department were present there along with the teaching staff Puja Sharma, Kunal Kashyap, Rajeev kumar, Akshay Kumar from Hospitality & Tourism department, Prof. Reena Sharma and Dr. Chanchal Sharma from English department and lab attendant Anju Devi.</p>	
	
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