

## Annexure-C-5(5.4)

### Special New Innovative Initiatives Ideas Adopted in the College.

#### 1. Local Market Research

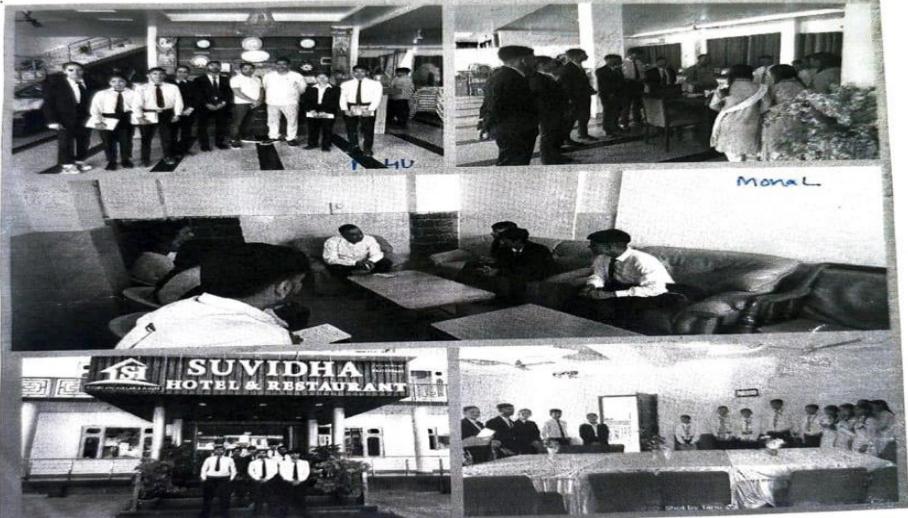
Students conducted local market research in hospitality to understand industry needs and build confidence. Market research activity overview was organized by the department of B.Voc. 31 students participated in market research on hospitality and engaged with local Hotels. Students interacted with hotel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

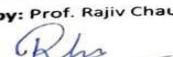
**Objectives of the research.** : The main goal was to understand local Cuisine, the market demands and enhance students' confidence.

**Name of Activity: Market Research by Hospitality Final Year Students**

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 -7students 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. Bilaspur (H.P.)



## 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.

25

Date ...19/10/2024

~~SVGC Ghumarwin~~ ~~10/10/24~~

~~-/- RETAIL SHOP -/-~~

**Retail Shop** Date:-19/10/2024

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.

Nodal Officer Prof. Sita Ram congratulated the students for their efforts and said that practical knowledge is more useful than theoretical knowledge.

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.

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.

Students can innovate endlessly 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.



विद्यार्थियों ने लगाए रिटेल शोप

नमस्कार, जल्दी करने वाले नवीनीकरण के लिए इस बारे में जानकारी देते हुए, विद्यार्थियों ने लगाए रिटेल शोप। यह एक विशेष अवसर है जिसमें विद्यार्थियों ने अपनी उत्पादन की क्षमता और विक्री की क्षमता का प्रदर्शन किया है। यह एक विशेष अवसर है जिसमें विद्यार्थियों ने अपनी उत्पादन की क्षमता और विक्री की क्षमता का प्रदर्शन किया है। यह एक विशेष अवसर है जिसमें विद्यार्थियों ने अपनी उत्पादन की क्षमता और विक्री की क्षमता का प्रदर्शन किया है।

8. V. S. G. Ghumarwin  
Distt. Billeswar (H.P.)

Notifical Officer  
SVGC Ghumarwin  
FREEMIND

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### 3. Holistic Cultural Understanding

The students of M.A. 4<sup>th</sup> semester of the Department of English celebrated *Chhath Puja*.

The aim of the activity was to promote cultural understanding of diverse traditions and ethics prevalent in India.

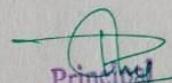
*Chhath Puja* takes place during 6th day (*Shasthi*) lunar fortnight (*Shukla Paksha*) of Karthik month according to Hindu calendar. It generally falls in the month of October-November. *Chhath Puja* is also known as *Dala Chhath*. In this important festival setting Sun (dawn) is worshiped. The festival is observed with the faith that the Sun God fulfills wishes if '*araghya*' is offered with complete dedication and devotion. It is a festival connected with purity, devotion to the Sun God who is considered as the source of life on this earth and is regarded as the deity who fulfills all our wishes. The festival is with an aim to express thanks to Sun God for offering energy to earth continuously enabling the environment suitable for the people to live. Along with the Sun God people worship '*Chhathi Maiya*' on this day. On this festival devotees assemble at the ghats at rivers and ponds and take a holy dip before preparing offerings (*Prasad*). The main constituent of the offerings are *Thekua*, which is a wheat based cake. Offerings are preferably cooked on earthen *Chulha* (oven). During the offerings, offerings are contained in small, semicircular pans woven out of bamboo strips called *soop*. She expressed her gratitude and wished everyone on the occasion of '*Chhath Pooja*'. On this occasion, in the end Dr. Chanchal Sharma presented the vote of thanks.

Prof. Reena Sharma

*Reena*

Dr. Chanchal Sharma

*Chanchal*

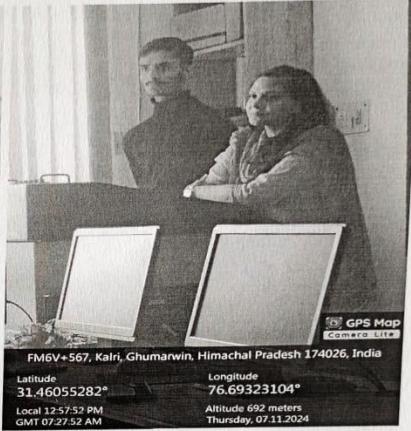
  
Principal  
S.V. Govt. Degree College  
Ghumarwin, Distt. Bilaspur (H.P.)

## A Report on *Chhath Pooja* Celebration by the Students of the Department of English

The students of the department of English celebrated 'Chhath Mahotsava' with great fervor and zeal on 7<sup>th</sup> November, 2024 in collaboration with 'Ek Bharat Shresth Bharat Club of the college. Students of the Department of English presented speeches, poetry, songs etc. to add glory and prestige. Students have also prepared and presented various dishes during the event.

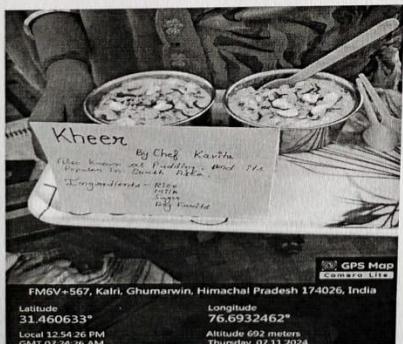


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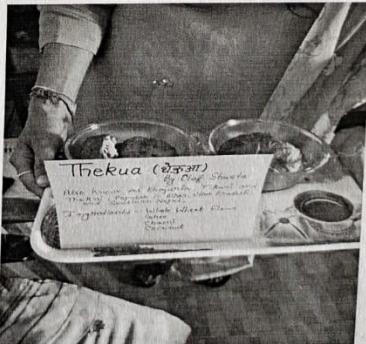


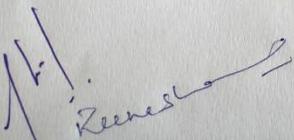
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In her address Prof Reena Sharma avers that '*Chhath Pooja*' is a famous festival of Hindus. It is celebrated in Bihar and Uttar Pradesh and many other parts of India. It is also followed in some parts of West Bengal, Jharkhand, Odisha, Assam and also Mauritius and Nepal. It is celebrated mainly among the Bhojpuri and Maithali speaking people.



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Prof. Reena Sharma

#### **4. Exposure Visit**

The department of BBA has started a new initiative “Exposure visit” for the students of BBA . These visits help the students to live their vision and acquaint them with the required future skills in technology and management which can help the students to keep pace with the fast evolving world. The detailed report is available in the department.

