

Maheer-Bazaar

To develop entrepreneurship skills and experience market and marketing strategies, **Communication Skills**; "Maheer Bazaar" an Exhibition-Cum-Sale programme is organized every year by the college. The Forum Members are trained to earn and serve the society by donating the share from their earning. Other than this under this domain we organize Workshops and Seminars, Guest Lectures, role plays to give them practical knowledge, hands-on equipments, up date with current scenario. These initiatives targeted students and faculties interested in entrepreneurial ventures, providing insight into business planning, startup management, innovation and fostering an entrepreneurial mindset.

a) Exhibition-Cum-Sale Program ("Maheer Bazaar"):

- **Entrepreneurial Exposure:** The "Maheer Bazaar" program provides students with practical exposure to entrepreneurship. They get firsthand experience in market dynamics, sales, and marketing strategies by organizing and participating in the exhibition-cum-sale.
- **Skill Development:** Through this program, students can develop essential entrepreneurial skills such as market analysis, customer interaction, salesmanship, and teamwork. This aligns with requirement of skill development for overall student growth.
- **Innovation and Current Scenario Updates:** The inclusion of activities helps students and faculties stay updated with the current business scenario and fosters innovation and the importance of keeping educational programs aligned with industry trends and developments.
- **Entrepreneurial Mindset:** These initiatives are designed to target students and faculties interested in entrepreneurial ventures, aiming to instill and foster an entrepreneurial mindset. This is crucial for promoting innovation and entrepreneurship. In summary, the described activities demonstrate a comprehensive approach to promoting entrepreneurship and innovation within the institution. The combination of experiential learning through "Maheer Bazaar" focus on providing students with a holistic understanding of entrepreneurship, practical skills, and a mindset conducive to innovation.

This activity assesses the active involvement of students in extracurricular activities, particularly those that contribute to their overall development, employability, and leadership.

1. **Student Participation:** The Maheer Bazaar event showcases enthusiastic participation by Maheerbanu Forum Members in organizing the exhibition-cum-sale. This aligns with the criterion, emphasizing active student involvement in extracurricular activities.

2. **Organizing and Marketing Skills:**Students not only participated but were actively involved in organizing the event, demonstrating organizational and marketing skills. This involvement goes beyond mere participation, contributing to their skill development and aligning with the criterion's focus on holistic development.
3. **Guidance and Mentorship:**The keen guidance of the visionary Principal, HODs of B.B.A. and B.C.A, and coordinators of Training and Placement Cell and Entrepreneur Cell highlights a supportive environment. This aligns with the criterion's emphasis on mentorship and guidance for students involved in extracurricular activities.
4. **Diverse Display of Stalls:**The inclusion of various stalls like food, cosmetics, clothing, books, electronic devices, stationary, and handmade articles indicates a diverse range of activities. This contributes to students' exposure to different aspects of marketing and entrepreneurship, fulfilling the criterion's objective of holistic development.
5. **Earning Profit and Gaining Experience:**Students earning a good profit and gaining valuable experience through the exhibition-cum-sale aligns with the criterion's focus on activities that enhance students' employability and real-world skills. Also they learn, earn and apportion the profit in society for differently able people.

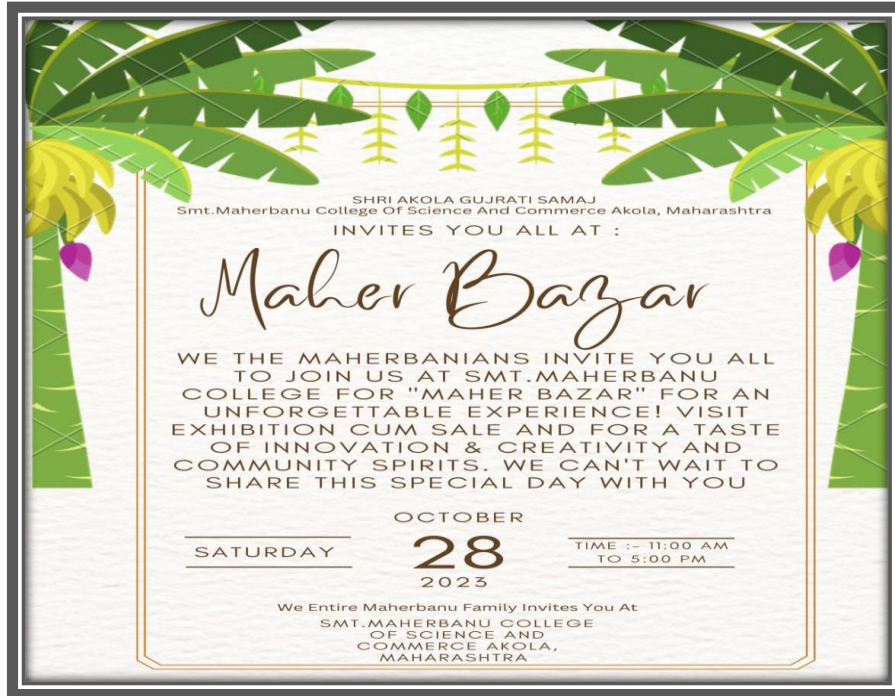
The incorporation of an idiosyncratic theme into the Mehar Bazar event each year adds an extra layer of creativity, enjoyment, and uniqueness to the initiative. This aspect not only aligns with the event's goal of being enjoyable but also contributes to the overall ambiance and spirit of the occasion. Some potential benefits of having a distinct theme are-

1. **Enhanced Engagement:**Theme can capture the attention and interest of participants and visitors, enhancing their overall engagement with the event. It creates a sense of anticipation and excitement.
2. **Creativity and Innovation:**Themes encourage participants to think creatively and innovatively in aligning their stalls or presentations with the chosen theme. This contributes to a vibrant and dynamic atmosphere.
3. **Memorable Experience:**Attendees are more likely to remember and talk about an event that has a unique and memorable theme. The distinctiveness adds to the overall experience, making it stand out in their memories.
4. **Idealistic Atmosphere:**The use of the term "idealistic" suggests that the theme aims to create an atmosphere aligned with certain ideals or values. This can contribute to a positive and inspiring environment, reinforcing the objectives of the event.
5. **Brand Building:**Over time, if the Mehar Bazar event becomes known for its idiosyncratic themes, it can contribute to brand building. This can attract more participants and attendees, creating a tradition associated with creativity and uniqueness.

6. **Community Building:** Themes can foster a sense of community among participants as they work together to align their contributions with the chosen theme. It creates a shared experience and a sense of unity.
7. **Expression of Diversity:** Different themes each year allow for the expression of diverse ideas, interests, and cultural aspects. This inclusivity can appeal to a broad audience and promote diversity within the event.
8. **Adaptability:** The introduction of a new theme each year showcases the event's adaptability and willingness to evolve. It keeps the initiative fresh and relevant, attracting both new and returning participants.

Overall, incorporating idiosyncratic themes into the Mehar Bazar event not only adds an element of fun but also contributes to the event's success by creating a unique and memorable experience for participants and attendees. The above mentioned points are the essence of entrepreneurship skill.

‘Mehar Bazar’- Marketing Exhibition-cum-Sale Programme : 28th October 2023. The event was inaugurated in the hands of our respected Management Member. Maherbanu Forum Members enthusiastically participated in organizing the event along with marketing, arrangement of resources to decoration and theme was all set by them only. The event was successfully executed under the keen guidance of visionary Principal Dr. Smita Shingrup, HOD of B.B.A. Dr. Rakhi Malhi and HOD of B.C.A Department Ms. Avani Kulkarn along with Coordinator of Training and Placement cell and Coordinator of Entrepreneur Cell Mr. Yogesh Biyani and Mr. Harshvardhan Deshpande along with respective faculty members motivated students from organizing till execution.



Invitation: Maher Bazar



Team Maher Bazar: Management Forum and Volunteers





- **‘Mehar Bazar’- Marketing Exhibition-cum-Sale Programme :**
7thOctober 2022- In this year students contributed the share from their profit earned in Maher Bazar. This share was gifted to motivate visual impaired cricket players.







- **‘Mehar Bazar’- Marketing Exhibition-cum-Sale Programme :27th November 2021**
In this year students contribute the share from their profit earned in Maher Bazar. This share was gifted to motivate mentally challenged students of Indrayni School.



- **‘Mehar Bazar’- Marketing Exhibition-cum-Sale Programme : 27th September 2019**
The eminent industrialists and businessmen motivate and provide their valuable directions to our students. Hon. Shri Ashish Chandrana, Entrepreneur & Owner ‘RasoiSpices’, MIDC, Akola and Hon. Nikesh Gupta, Entrepreneur and Vice President, Vidarbha Chamber of Commerce & Industry, Akola guided our students on this occasion.



Mr. Ashish Chandrana, Director, Rasoi Spices inaugurating and motivating the budding Managers and Entrepreneures

- **‘Meher Bazar’- Marketing Exhibition-cum-Sale Programme : 2nd Oct 2018**

The Renowned club Inner Wheel Club of Akola Queens (IWC, an international women’s club organization) was the part of Maher Bazar. The participants of the stalls earned and decided to donate profit amount to the club and the college collaborated in the Noble Cause of Tree Plantation.