SAMANA- A STUDENT FAIR

Aim:

Keeping in mind of the practical life aspects, the implementation of an event to demonstrate and inculcate core essential skills within the student community.

Objectives of the Practice:

An event is to be conducted to tap the talents and potential of the students. The objectives of the practice include:

- To showcase the latent skills and inculcate entrepreneurial abilities among the students.
- To create awareness on the preparation of a budget proposal, banking transactions, and project proposals for start-ups.
- To provide first-hand experiences on consumer behaviors
- To empower the students on how to market their skills
- To help the students earn while they learn

The Context:

The "SAMANA" Student Fair is an initiative by the Department of Commerce that commenced in 2015 and was celebrated once every two years. It was initially aimed at students enrolled in Commerce programs, intending to foster their entrepreneurial skills. The Department of Commerce actively encouraged all the students to participate in SAMANA . By establishing and operating stalls as entrepreneurs, students could practically apply the business skills taught in their curriculum.

However, since 2020-21, this practice was embraced institution-wide, allowing participation from students across the college. This expansion elevated SAMANA to a college-wide event, recognized and adopted by the institution as a best practice. Consequently, it is now conducted annually under the eminent supervision and control of the Department of Commerce, which has assumed the role of the Coordinating Department.

The success and acceptance of SAMANA within the college have led to further development. SAMANA is now on the verge of evolving into a district-level activity, symbolizing its growth from a local college initiative to an anticipated regional event. This progression exemplifies SAMANA's journey from an exclusive internal affair to an upcoming district-wide engagement

Practice:

Higher education institutes aim to impart knowledge, but in the current competitive landscape, this is not enough. Students require employment and entrepreneurship skills as well. It's essential for graduates to possess more than just academic knowledge to succeed in the present economic climate. Institutes offer courses to develop these skills.

The Department of Commerce invites proposals for stalls at the fair, which is later informed to the students. On the day before the fair, necessary arrangements are made by relevant teachers. Each student is charged a fee for their stall and assigned a stall number. On the day of the fair, students set up their stalls and get ready for the inauguration by a local prominent person and the college Principal.

The "SAMANA" student fair provides students a platform to use their skills and creativity commercially. It is a rare opportunity as students may possess skills but not know how to commercially utilize them. With the guidance of teachers, students learn project planning, budgeting and production based on demand. They also gain the ability to calculate profit/loss, estimate costs, and selling prices. These skills are particularly beneficial for female students who may not want to work after marriage and can start their own businesses.

Evidence of Success:

Initially the fair arranged in 2015 saw few stalls and only 50 commerce students participating. Over the years, the number of stalls and participants has grown significantly. By 2022-23, the stalls improved in both quantity and quality. Hence 81 students were participated in the year 22-23 with 27 stalls each stall organized by 3 members and 800 members visited to watch the stalls included not only students, but also locals, parents, and junior college students. The students also earned a good profit on their investments and submitted income and expenditure statement by each stall.

Problems Encountered and Resources required:

The foremost problem encountered upon initiation of the practice was the low motivation of the students. The teachers had to work hard to motivate them. Another major problem encountered was the time that both the teachers and the students had to spend on planning and preparing for the fair, due to the hectic academic schedule in the semester. As the majority of the students in the institution come from low and marginalized families, investing a small amount in setting up a stall was also a big challenge for the students. The parents of the students were skeptical about getting back the amount invested by their children, and it was therefore very difficult to convince them.

This approach exposes students to a business-like atmosphere and enhances their abilities to plan and carry out projects, comprehend business profit and loss, and improve marketing skills. Such experience obtained during their time as students can pave the way for those who aspire to establish their own start-ups post completion of their academic education.

SAMANA - A Student Fair – 11-08-2023

It's an initiative by the department of commerce. It's started to inculcate entrepreneurial skills, marketing skills, budgeting skills, experience on customer behavior etc among the students. Students setup various stalls with different products for sale. This best practice boosted the morale of the students. The program was inaugurated by honorable Smt. Ragi reddy Chandrakala Deepthi - KUDA Chairman and also pride alumnus of this College, Special invitee N. Sreedevi., Founder of Green Leaf Solutions, KakinadRajamahendravaram, Guest of honor CA Radha .V.,Chairman SIRC, ICAI Bhavan, Kakinada and in the great leadership of Dr. V. Anantalakshmi., Principal, ASD Government Degree College for (W) (A), Kakinada

ASD GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS), KAKINADA

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)
(Re-accredited by NAAC with B Grade in Cycle III)

ORGANISED BY

DEPARTMENT OF COMMERCE

"SAMANA 2023- STUDENT FAIR"

As a part of Samana event Students arranged different stalls related to food & innovative creation

Sale of Saplings by Staff & Students in SAMANA-2023 on 11-08-2023

STUDENTS RECEIVING CERTIFICATES AND PRIZES

A.S.D.GOVT.DEGREE COLLEGE FOR WOMEN(A), KAKINADA.
DEPARTMENT OF COMMERCE
SAMANA – 2022-23
STALLS LIST

S.NO.	NAME OF THE STUDENT	CLASS & GROUP	STALL NAME	REGISTRATION FEE
1.	S.Satya Veera Lakshmi	M.Com.(Final)	Fancy Store	100
2.	P. Santhi,K.Santhi,U.Poojitha, V.M:anju group	II B.Com,Sec-II	Pani Puri & Sweet Corn	100
3.	P.Gowri Durga Bhavani	B.A(HEP)	Dress Materials	100
4.	B.Lakshmi Prasanna &M.Bhargavi		Pani puri & Mixture	100
5.	P.Jaya Sravani	B.A(HEP)	Handy Crafts	100
6.	D.Manasa	B.Com(G)	Biryani, Mocktails, Gobi Manchuria	100
7.	Ramyajaan, ch.Indu, K.Nagasushma sri, M. Geetha	II B.Sc.,(MPC)	Nursery	100
8.	P.Vara Lakshmi, P.Sujitha, G.Megana, T.Akshaya		Ice-cream, Gulabjam Noodles	100
9.	Y.Abhishiktha, K.Harsha Priya, B.Drakshayani, M.Mamata	II.B.A	Games (Glass game)	100
10.	K.Gnana Nageswai & Group	III B.Sc(AQAT)	Vegmanchuria, potato pops	100
11.	B.Jahnaavi,B.Vineela	IB.A(HEP)	Ice-cream,, Fruit salad	100
12.	Md.Zakiya,Ch.Pavani	IB.A(HEP)	Chicken Biryani, Veg Manchuria	100
13.	G.Durga Hema malini	IIB.Sc(CBZ)	Panipuri	100
14.	K.Rupa Devi	B.A(HEP)	Cheese(Junnu)	100
15	P.Dhana Kumari	III B.Com(EM)	Noodles, Sweet Corn	100
16.	S.Prasanna Kumari		Bajji	100
17.	V.Renuka	III B.Com	Blouse Design,Mehandi	100
18.	B.Susila	M.Com.,(Previous)	Gift Articles	100

19.	M.Pavani	M.Com(Final)	Biryani	100
20.	Main Hostel Stall		Sweet Corn, Mixtures	100
21.	K.Pravallika	II B.Sc.,(MPC)	Bajji, Pulihora Upma	100
22.	Sree Lekha	III B.Com.,(EM)	Veg Manchuria	100
23.	Home Science Department Stall			
24.	Main Hostel		Veg Boryani, Sweet Corn , Fruit Salad	100
25.	E.Lahari Group	II B.Com.,	Games	100
26.	K.Anusha	IB.Sc(CBHT)	Cheese (Junnu)	100
27.	PAVANI	IIB.Com (C.A)	Thati garri	**100**
16.	S.Prasanna Kumari		Bajji	100
17.	V.Renuka	III B.Com	Blouse Design,Mehandi	100
18.	B.Susila	M.Com.,(Previous)	Gift Articles	100
19.	M.Pavani	M.Com(Final)	Biryani	100
20.	Main Hostel Stall		Sweet Corn, Mixtures	100
21.	K.Pravallika	II B.Sc.,(MPC)	Bajji, Pulihora Upma	100
22.	Sree Lekha	III B.Com.,(EM)	Veg Manchuria	100
23.	Home Science Department Stall			
24.	Main Hostel		Veg Boryani, Sweet Corn , Fruit Salad	100
25.	E.Lahari Group	II B.Com.,	Games	100
26.	K.Anusha	IB.Sc(CBHT)	Cheese (Junnu)	100
27.	PAVANI	IIB.Com (C.A)	Thati garri	**100**