

### **Business Baazigar: A fest to put pupils' business skills to test**

If you are really passionate about being an entrepreneur the best thing you can do to yourself is just put your business skills to test and discover where your potential lies. This is exactly what Commerce Forum of Jain College has put forward for all aspiring entrepreneurs in the campus, through an initiative called 'Business Baazigar'.

This one-day event that has entered its second year of celebration, is an initiative taken by the college to look beyond curriculum and encourage creativity among students. As many as 18 stalls have been set up to put all the creative ideas of students to display and offer them an opportunity to transform that idea into a venture in the form of stalls.

Talking about the initiative Dr B T Venkatesh, Director of PU Programs at Jain College has said, "This event is designed with an aim to promote creativity and motivation among students. We have given each group of students an activity where they have to prepare a product, and then promote and sell that product. The students have come up with innovative business ideas and a range of stalls has been set up in the campus."

Decked with unique and innovative stalls, the V V Puram Campus of Jain College turned into a business expo where different booths displayed products of creativity.

The coordinator of this event Harish Babu termed the initiative as an opportunity for the students to put their innovative ideas into action and encourage creativity among all. "It is a part of Commerce Forum event, during which the aspiring business leaders are given the scope to put their creative skills to test. Every stall represents unique business ideas with which it has been set up and the way the stall owners actually promote their products and draw attention of customers is where their objectives lie."

Large number of students thronged all the stalls showcasing different products that ranged from juices, cookies, snacks, cosmetics, and even gaming booths as well. The stalls that have been set up with a limited budget provided by the Commerce department, will be evaluated in terms of business idea, decoration and revenues. Three judges, who are the teachers of different departments of the college will evaluate the participants based on these three criteria.

Himanu Sidoshi, one of the stall owner, who also aspires to be an entrepreneur, hailed this initiative as a remarkable opportunity for commerce students who yearn to get practical sense of entrepreneurship and activities that help them analyze their abilities. His stall displaying popular Indian mouth-freshener betel leaf, has an innovative approach towards it. He says that although this ancient Indian herb is widely known to be used for its mouth-freshening purpose but it has also some amazing health benefits and to put those factors in front of all the stall has been set up.



Professor Deepa, from Commerce department, who is also one of the judges in the event said that of all 18 stalls nine of them are into food category and the rest nine are a combination of both food and entertainment. “It actually helps them to get real idea of business development and how well they are able to manage within a given time and budget”, she added.

This event is a part of many entrepreneurial initiatives taken by Jain College to extend an exclusive opportunity for its students to encourage creativity among all and help them transform their innovative ideas into plans.