



# **GURU NANAK COLLEGE (AUTONOMOUS)**

Affiliated to University of Madras

Re-accredited at 'A++' Grade by NAAC & An ISO 9001:2015 Certified Institution

Guru Nanak Salai, Velachery, Chennai – 600 042

## **GURU NANAK CENTRE FOR INNOVATION INCUBATION ENTREPRENEURSHIP & STARTUPS**

### **Guru Nanak Institution's Innovation Council**

## **REPORT OF THE EVENT**

<b>Event Title</b>	<b>:</b>	<b>PONGAL MELA – THE MEGA ENTREPRENEURIAL FAIR</b>
<b>Event Date</b>	<b>:</b>	<b>12<sup>th</sup> January – 13<sup>th</sup> January, 2023</b>
<b>Event Mode</b>	<b>:</b>	<b>Offline</b>
<b>Number of Stalls</b>	<b>:</b>	<b>60</b>
<b>Number of Participants:</b>		<b>225</b>

The Guru Nanak Centre for Innovation Incubation Entrepreneurship & Startups of Guru Nanak College (Autonomous), Guru Nanak Salai, Velachery, Chennai organised the “PONGAL MELA”- The Mega Entrepreneurial Fair on 12.01.2023 & 13.01.2023 to give a chance to students to develop their business skills. The Pongal Mela started at 10.00 a.m. and ended at 5.00 p.m. on both the days. The General Secretary and Correspondent Mr. Manjit Singh Nayar inaugurated the mega event in the august presence of the Advisor Dr. Marlene Morais, Principal Dr. M. G. Rangunathan, Dean GNCIIES Dr. Umadevi. K, Vice Principal of SFS I & SFS II, Deans of various school and the members of the GNCIIES.

60 different stalls were regimented by the students and faculty members in the college premises. Stalls on Food & Beverages, Clothing & Dress Material, Accessories, Handicrafts, Homemade Products and Personal Hygiene Products were so engrossing and the Students and Faculty members, all partook in the fiesta. There were various game stations for fun and entertainment and grooming stalls offering Mehendi for increasing the style quotient of visitors.

Several departments participated excitedly and also conducted many attractive games. This entrepreneurial fair has included products or services such as self-made handicrafts, cards, fine arts, handmade soaps, face painting. The students were encouraged to be creative, successful and profitable in their ventures. Both the school and college students of Guru Nanak Institution enjoyed the “Pongal Mela”. The two main objectives of the Pongal Mela were to celebrate the most vibrant harvest festival and to let the students to get the experience in Entrepreneurship. The students and faculty members from various departments took part in setting up stalls and had furnished their entrepreneurial skills by learning business techniques, handling customers and selling products in a professional way and enjoyed the festival. Students were challenged to develop innovative ideas and apply critical thinking and problem-solving skills on setting a price that is high enough to bring a net Profit, yet low enough to encourage customers and to identify some Costs and benefits; a business name and location; utilize resources to minimize costs. The students were able to get business ideas and tactical strategies to run their business more successfully was the outcome of the entrepreneurial fair. The fair was a huge success with students showcasing all aspects of being an entrepreneur starting from idea generation to its successful implementation.