

Food Festival – Entrepreneurship Development Cell Activity

Date: 17 December 2025

The Entrepreneurship Development Cell of Sinhgad College of Commerce organised a **Food Festival on 17 December 2025** with the objective of providing students with practical exposure to entrepreneurship and small business management.

The festival witnessed enthusiastic participation from students, with a total of **13 food stalls** offering a variety of food items and refreshments. Students were responsible for planning their stalls, selecting products, purchasing raw materials, deciding prices, promoting their stalls and interacting with customers.

The activity provided students with hands-on experience in the following areas:

- **Business Planning:** Students learned how to plan and execute a small business idea.
- **Costing and Pricing:** They understood the importance of calculating costs and deciding suitable selling prices.
- **Marketing and Promotion:** Students used creative methods to attract customers and promote their food stalls.
- **Customer Interaction:** The activity helped them develop communication, persuasion and customer service skills.
- **Teamwork:** Students learned to divide responsibilities, coordinate with team members and work towards a common goal.
- **Financial Management:** They gained practical knowledge of managing expenses, sales revenue and profit calculations.
- **Time Management:** Students experienced the importance of preparation, quick service and managing customer demand.
- **Problem-Solving:** They learned to handle practical challenges such as stock management, customer preferences and competition.
- **Creativity and Presentation:** Students understood the role of attractive stall decoration, food presentation and branding in attracting customers.

The Food Festival successfully transformed the college campus into a practical learning space where students could experience the basic stages of entrepreneurship. The activity encouraged creativity, confidence, teamwork and business thinking among students.

The festival was not only an enjoyable event but also an effective example of **experiential learning**, enabling students to understand that entrepreneurship involves planning, calculated risk-taking, customer understanding, financial discipline and continuous innovation.

