



MARATHWADA MITRA MANDAL'S
COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University, Re-Accredited by NAAC with "A" Grade
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REPORT ON CAKE MAKING WORKSHOP

Organised by

STUDENT DEVELOPMENT CELL

In a bid to foster entrepreneurial skills among students while delving into the realm of baking, a Cake Making Workshop was organized by Student Development Cell. Total 87 students participated in this workshop. Miss Shraddha Ghanekar, a seasoned entrepreneur in the baking industry and alumnus of MMCC, served as the resource person for this workshop. The event aimed to equip students with practical baking skills while nurturing their entrepreneurial mind-set.

Date and Venue:

- Date: 29th Feb 2024.
- Venue: Student Forum, MMCC Campus.

Organizers: The workshop was organized by Student Development Cell.

Total attendees

Objectives:

1. Introduce students to the art of cake making and decorating.
2. Inspire entrepreneurial thinking among students.
3. Provide practical insights into starting a baking business.
4. Encourage creativity and innovation in baking.

Miss Shraddha Ghanekar delivered a keynote address, sharing her entrepreneurial journey in the baking industry and highlighting the potential opportunities for aspiring bakers. She conducted a hands-on demonstration of baking a basic sponge cake, guiding students through the essential steps and techniques. Participants learned various cake decorating techniques, including frosting, piping, and fondant decoration, through practical demonstrations by her. She has facilitated a session on market research and business planning, helping students understand the importance of identifying target markets, analyzing competition, and formulating a business strategy. A session on marketing and branding strategies tailored to

the baking industry was conducted, focusing on social media marketing, packaging design, and brand differentiation. Participants engaged in a hands-on baking session under expert guidance, where they had the opportunity to bake and decorate their own cakes. A tasting session was organized, allowing students to sample each other's creations and provide constructive feedback.

Miss Ghanekar shared success stories and insights from her entrepreneurial journey, inspiring students and offering practical tips for success in the baking business.

Outcomes:

- Enhanced baking skills and knowledge of cake decorating techniques.
- Increased awareness of entrepreneurial opportunities in the baking industry.
- Development of essential business skills, including market research, business planning, and marketing strategies.
- Boosted confidence and motivation to pursue entrepreneurial endeavours.
- Networking opportunities and potential collaborations among participants.

The Cake Making Workshop, spearheaded by Miss Shraddha Ghanekar, served as a catalyst for nurturing entrepreneurial skills among students while honing their baking talents. By providing practical training and invaluable insights into starting a baking business, the workshop inspired participants to explore their entrepreneurial aspirations with confidence and determination. Such initiatives are instrumental in fostering a culture of innovation and entrepreneurship among students, empowering them to embark on their entrepreneurial journey with zeal and creativity.



Dr. Devidas Golhar
Principal