



**MARATHWADA MITRA MANDAL'S  
COLLEGE OF COMMERCE**

Affiliated to Savitribai Phule Pune University, Re-Accredited by NAAC  
ISO 9001:2015 Certified, Awarded as Best College by Savitribai Phule Pune University  
202/A, Deccan Gymkhana, Pune – 411004  
[principal@mmcc.edu.in](mailto:principal@mmcc.edu.in), [enquiry@mmcc.edu.in](mailto:enquiry@mmcc.edu.in), [www.mmcc.edu.in](http://www.mmcc.edu.in)

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**Department of Commerce  
Report on Trade Fair**

- Nature of the event:** One-Day event
- Title of the event:** Trade Fair
- Organized by:** Department of Commerce
- Date:** Wednesday, 04th February 2026
- Time:** 09:00 AM – 1:30 PM
- Venue:** Outside Vocational Wing

**7. Objectives of the Program:**

The primary objectives of conducting the Trade Fair were :

- Practical Exposure:** Give students hands-on experience in marketing, sales, and customer interaction beyond classroom theory.
- Entrepreneurial Skills:** Encourage creativity, innovation, and risk-taking by simulating real business environments.
- Teamwork & Collaboration:** Build teamwork, leadership, and communication skills through group participation.
- Understanding Market Dynamics:** Help students learn about demand, supply, pricing strategies, and consumer behavior in a live setting.
- Financial Management:** Teach budgeting, cost control, and profit calculation through managing stalls and resources.
- Networking Opportunities:** Provide a platform to connect with peers, faculty, and industry professionals.
- Confidence Building:** Boost self-confidence by presenting ideas, products, and services to a wider audience.
- Application of Theory:** Bridge the gap between academic concepts (like marketing, accounting, and business management) and their practical application.
- Innovation & Creativity:** Motivate students to design unique products, services, or promotional strategies.
- Career Orientation:** Expose students to entrepreneurial and business career paths, inspiring future ventures.

**8. Audience:**

The workshop was specifically arranged for students of all streams, gaining exposure to practical business activities. The event was an attempt to enrich their knowledge base, enhance critical thinking, and equip them with practical skills essential for carrying out successful business.

## 9. Number of Participants:

A total of 112 participants actively took part in the Trade Fair, contributing to its overall success.

## 10. Brief description of the event:

The Commerce Department organized a lively **Trade Fair on 4th February 2026**, providing students with a platform to showcase their entrepreneurial skills. Various stalls were creatively set up by the students, featuring:

- **Eatables** – offering snacks, beverages, and homemade delicacies.
- **Games** – engaging activities and fun challenges for visitors.
- **Merchandise** – unique products, crafts, and everyday items.

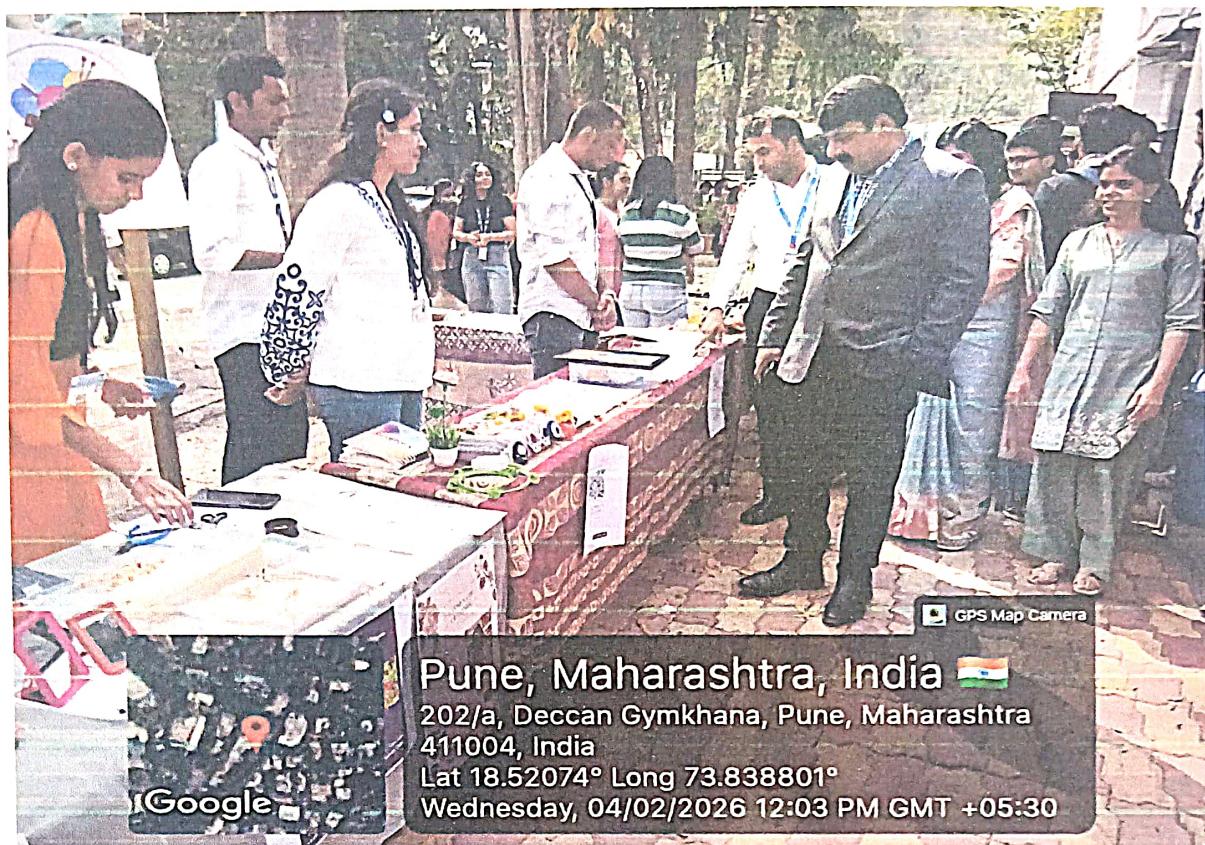
The event created a vibrant atmosphere, blending learning with entertainment. It allowed students to apply classroom knowledge in a practical setting, while visitors enjoyed an interactive and

## 11. Learning Outcome:

The activity achieved its intended goals and resulted in several positive outcomes:

- **Entrepreneurial Skills:** Students learned how to plan, set up, and manage stalls, simulating real business ventures.
- **Marketing & Sales Techniques:** They gained practical experience in attracting customers, promoting products, and handling competition.
- **Financial Management:** Exposure to budgeting, pricing, profit calculation, and cost control through stall operations.
- **Customer Interaction:** Improved communication and interpersonal skills by engaging directly with visitors.
- **Teamwork & Leadership:** Strengthened collaboration, coordination, and leadership abilities while working in groups.
- **Problem-Solving:** Developed quick decision-making skills to handle challenges such as resource shortages or customer demands.
- **Creativity & Innovation:** Encouraged innovative ideas in designing stalls, products, and promotional strategies.
- **Confidence Building:** Boosted self-confidence by presenting and managing their stalls in a public setting.
- **Application of Theory:** Bridged the gap between classroom concepts (commerce, economics, business studies) and practical application.
- **Event Management Skills:** Learned how to organize, plan, and execute an event successfully.

## 12. Photographs:



Principal Dr. Kishor Nikam visiting the students' stall



Students explaining their display at the trade fair

### 13. Feedback:

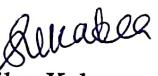
Students gave **positive feedback** on the Trade Fair, stating that it was **informative, well-organized, and highly beneficial**. The event provided valuable exposure to **real-world business practices**, helping students understand **marketing strategies, consumer behavior, pricing, and entrepreneurship** beyond classroom learning. Interaction with traders and entrepreneurs enhanced their **communication and practical skills** and motivated them to explore **career opportunities in commerce and startups**. Overall, students found the Trade Fair **enriching and impactful** and recommended organizing such experiential learning activities **regularly**.

### 14. Acknowledgement:

The success of the activity was made possible by the collective efforts of many individuals. The Department extends its deepest gratitude to:

- **Principal Dr. Kishor Nikam** for sparing his valuable time, sharing his expertise, and motivating the students with his insightful talk.
- **Head of Department, Dr. Ganesh Patare**, for his constant encouragement, support, and guidance in planning and executing the activity.
- Cultural Incharge of the Department, Dr. Shilpa Kabra, and Asst Prof. Yogita Renuse, for their minut planning and tireless efforts.
- The **student volunteers** who worked with enthusiasm, dedication, and teamwork in handling logistics, registrations, venue arrangements, and technical support ensured the smooth flow of the event.
- All the **faculty members** of the Department of Commerce for their presence and cooperation.

Prepared By:

   
Asst. Prof. Yogita Renuse & Dr. Shilpa Kabra  
Event In Charge

Verified By:

  
Dr. Ganesh Patare  
Head of Department

Authorized By:

  
Dr. Kishor Nikam  
Principal