

1. A Glance at History

1.1. How Trade Fair Evolved

Hans Raj Mahila Maha Vidyalaya has a glorious history of 94 years and ever since its inception has been dedicated to the cause of women education. Besides achieving academic excellence, every little effort is made for holistic development of the students by imparting practical knowledge to them as well as making them part of different extra-curricular activities. The college follows a decentralized and participative style of management for taking all major decisions and has created responsibility centres for successful implementation of same. The administration of college works ardently for planning and organising a number activities and one of the major and important events organised by the college has been its Annual Fete wherein all levels of management are involved actively. However, this event was transformed into a grand event '*Trade Fair*' and was organised with the active participation of administration, faculty, non-teaching staff, supporting staff, and the students.

1.2 Transition from Fete to Trade Fair: Idea Generation

The college has been running various skill oriented courses for the past twenty years and it was a proud moment for the college when it added a feather in its cap by venturing into Vocational Courses with a view to impart employability skills to the students. So an idea was generated by the administration in the year 2016 to provide impetus to the students of the said courses to showcase their talent by providing them a platform. Considering the same, a meeting was held with the Heads of Skill Oriented Departments to discuss the matter. It was decided after discussion that with a view to provide practical exposure to the students, the scale of Fete must be expanded by incorporating Trade Fair in it. This would give exposure to the students for dealing with the outside world as a number of visitors witness their presence in the fete every year.

As this change required application of commercial and managerial skills, so another meeting was held with the Head of Commerce Department to discuss the feasibility of organising the Trade Fair. It was suggested by the Head of Commerce Department that besides providing a platform to the students of skill oriented courses, the students of Commerce Department must also be made a part of this event as it will give them a chance to hone leadership and management skills. After discussing all the technical details, PG Department of Commerce and Management took the responsibility of being the organizer of event. So this lead to the *Transition from Fete to Trade Fair* and the event was named as '**HMV UTSAV 2017**'. The unique idea consisted of teaching professional management skills to the students by continuing the existing practice of following the participative style of management.

1.3 Visualization

An effective communication of the idea was equally important to ensure its effective implementation. So meetings were held with members of different committees which are as follows:

- **Fete Committee:** Discussion was held with the members of fete committee regarding the organisation of whole event. As it involved addition of a number of stalls so it was decided that besides an overall coordinator of the event, there will be an event

coordinator also (from Commerce Department) to look into the trade fair focusing on following aspects:

- ✓ Making a liaison with stall and activity co-ordinators.
 - ✓ Providing updates about the trade fair to Principal
 - ✓ Providing guidance to the faculty and students
 - ✓ Handling all enquiries related to trade fair
 - ✓ Maintain record of all stalls
 - ✓ Resolve disputes-if any
- **Student Council:** As the event was to be managed by students, so a meeting was held with student council. The idea was explained to them and it got a positive response from the students.
 - **Faculty:** After consensus, a meeting of HOD and event coordinator was held with the faculty to discuss different aspects of the programme. The faculty being in direct contact with the students was given the task of motivating the students to actively participate in the programme.
 - **Non-teaching Staff:** A meeting was held with the non teaching staff to explain the layout of stalls and the duties to be performed by them.
 - **Supporting Staff:** The supporting staff was given a view about the event to be held and were explained about the duties to be performed by them.

2. Planning

After the decision to organize the Trade Fair and assessing its purpose, the subsequent step is to do a detailed planning of different activities. It consisted defining the goals, the budget, expected outcome and discussion of operational aspects such as management and promotion of the event.

- **Site survey:** The basic planning initiated with site survey to ensure maximum footfall of the visitors. As the fete used to be held in the Hostel Lawn so the passage opposite the hostel lawn was decided to be just right place of trade fair. The feasibility of the site was discussed with the overseer. After analysing the technical details like size of the stalls and tentative number of stalls to be put, the site was finalised. However, with the passage of time as the number of stalls increased the scale of trade fair also expanded to cover more area.
- **Event Management:** The success of any event is contingent on the way it is managed. Commerce Department being the organizing committee of the event was designated the task of managing the same. The students of commerce department were designated as event managers. These students would work under the guidance of teachers. The emphasis will be on imparting following skills to the students:
 - ✓ Organizational skills
 - ✓ Public relations
 - ✓ Marketing
 - ✓ Advertising

- ✓ Decor
 - ✓ Human relations
 - ✓ Coordination
- **Planning for students:** The event was planned keeping in mind the development of entrepreneurial skills among the students. So it was decided that an opportunity will be given to the students of skill oriented courses like Fashion Designing, Cosmetology, Multimedia and Journalism to put their stalls in the trade fair and display their merchandise.
 - **Role of office bearers:** It was discussed that the office bearers of student council will be actively involved in making regular announcements in classes regarding the trade fair through Class Representatives.
 - **Revenue generation:** As it was planned to be a grand event wherein even the outside visitors will be allowed so it was decided that some of the stalls will be outsourced to outside agencies. This will be a source of revenue generation for the college. It will serve twofold purpose as besides generating revenue to the college, the students will be given an opportunity to learn the marketing skills and were assigned the task of promoting the stalls.
 - **Cultural Programme:** It was decided that to add fun and frolic to the event, a cultural programme will also be held. Dean, Youth Welfare was assigned the task to deal with this aspect.

3. Promotion and Communication

With a view to ensure the achievement of trade fair's target by having maximum participation (both in qualitative and quantitative terms) of the visitors as well as the exhibitors, it was decided that promotional aspect must be given due consideration. So the different modes of promotion were decided as follows:

- The information regarding the event must be available on the website of college.
- Use of social media
- Creating whats app group
- Use of grapevine
- Banner display at central places in the city

4. Implementation

After the planning part, the next task was to successfully implement the same. A detailed programme chart was prepared after discussion with different committees. It included preparation of pre event and on the day of event

4.1 Pre-event implementation

The organizing committee performed following duties in the day preceding the trade fair:

- Inspection of all premises and venue of event to ensure their setting as per specifications in the site planning and layout (**Principal, Convener, Event Coordinator, and Overseer**)
- Briefing the staff and students about the code of conduct during the event (**Event Coordinator**)
- Rehearsing the welcome speech for guests (**Faculty and Students**)

- Placement of banners, posters and signboards at appropriate places (**Supporting staff**)
- Ensuring the availability and layout of furniture as per specifications (**Overseer and Supporting staff**)
- Ensuring the cleanliness of venue (**Supporting Staff**)

4.2 On the day of event

- Ensuring that standards are maintained during the event.
- Maintaining discipline
- Actively checking the satisfaction of exhibitors and providing assistance as and when required.
- Making regular announcements to promote the stalls of exhibitors

5. Outcome of the Event

The event was one of its kind as the focus of show was ‘**of the students, for the students and by the students**’ with the active participation of different levels of management. The major outcomes of the event were as follows:

5.1 Practical exposure to the students:

- It provided practical exposure to the students as they were given an opportunity to showcase their talent and sell their merchandise. The main products sold by students included:
 - ✓ handicraft,
 - ✓ artificial jewellery,
 - ✓ handmade chocolates,
 - ✓ handmade cards
 - ✓ photography
- It taught them the marketing skills.
- Besides this, the students learnt the skills to deal with the customers.
- It gave an impetus to the students to become entrepreneurs.

5.2 Good way of networking

It proved a good way of establishing network with a number of exhibitors and helped to maintain good relation with them. The outside agencies were very much satisfied as they were given an opportunity to deal with a huge gathering. Besides generating revenue they were also able to successfully market their product.

5.3 Expanded Scale of Trade Fair

The event was successful in true sense as the number of stalls increased over the years. It increased from just 16 stalls in the year 2017 to 37 stalls in 2019. The increased number itself speaks about the success of efforts put in by the organizing committee as well as the satisfaction of exhibitors. The efforts of organizing committee were applauded by administration.

5.4 Honouring the exhibitors and faculty

With a view to express gratitude of exhibitors and appreciate the efforts of faculty following practice was adopted by the college:

- The loyal partners i.e. those who have been repeatedly a part of the event as exhibitors were honoured.

- The faculty and students bringing maximum stalls were also honoured in the event. The event was very well managed. Hence, all the members were actively involved in the event which makes it clear that the institution practices decentralized and participative management.

THE JOURNEY OF PROGRESSION.....

2017

The inception of an innovative idea.....



Skill and talent showcased by our students



2018

Media Coverage.....

सुरत-ए-हाल आइआइएम कोच्चि के स्टडी टूर में समझी थी दुनिया के बाजार की डिमांड

एचएमवी के ट्रेड फेयर में दिखेगा स्टूडेंट्स का कौशल

लल्लोज ओझा • जालंधर

हंसराज महाविद्यालय (एचएमवी) में 11 फरवरी को होने जा रहे ट्रेड फेयर में कॉमर्स के स्टूडेंट्स का बिजनेस कौशल देखने को मिलेगा। आइआइएमके (आइआइएम कोच्चि) में एजुकेशनल टूर के दौरान बिजनेस प्लान का हिस्सा बनी एचएमवी में कॉमर्स की स्टूडेंट मानसी आदि ने वहां दुनिया के बाजार की डिमांड को नब्ब को टटोला, उसी के अनुरूप योजना तैयार कर बिजनेस प्लान विभिन्न कंपनियों को दिया तो वे स्टूडेंट्स के प्लान को मुरीद हो गईं। बैंक से लेकर फैशन, सौंदर्य और परिधानों के क्षेत्र में देश व दुनिया में नाम कमा चुकी 35 नामी कम्पनियों अपने स्टॉल इस फिफ्टा ट्रेड फेयर में लगा रही हैं।

ट्रेड फेयर के कोआर्डिनेटर व कॉमर्स



11 फरवरी को एचएमवी में होने जा रहे ट्रेड फेयर की चल रही तैयारियां • जालंधर

डिपार्टमेंट में एसोसिएट प्रोफेसर मीनू कोहली ने बताया कि ट्रेड फेयर का प्लान कॉलेज की स्टूडेंट्स मानसी, कामना, रिधि व विधि ने तैयार किया है। फिफ्टा की ओवरऑल ईंचार्ज ज्योति कौर हैं। स्टॉल लगा रही कंपनियों के लिए अपने प्रोडक्ट की एड, बिजनेस प्रमोशन,

मार्केटिंग की रणनीति भी इन्होंने छात्राओं ने तैयार की है।

ट्रेड फेयर की इवेंट मैनेजर्स में से एक मानसी ने बताया कि पिछले साल कॉलेज कैम्पस में लगे ट्रेड फेयर में 16 कंपनियां पहुंची थीं। इस बार 35 कंपनियों ने स्टॉल बुक कराए हैं।

क्या होगा खास

मानसी ने बताया कि महिलाओं के लिए ये फेयर खास होगा। यहां पर देश व दुनिया की अत्याधुनिक वैरायटी मिलेंगी। बनारसी लहंगे, दुल्हन के लहंगे, रीतू कॉलेटब्लान (सैलून), आइस ब्यूटी एंड स्या इस्टीट्यूट के अलावा, फुटबियर, स्पोर्ट्स, ज्वेलरीज के स्टॉल खास पसंद होंगे।

कॉरियर के भी मौके

एसोसिएट प्रोफेसर मीनू कोहली ने बताया कि पिछली बार जब 16 कंपनियां ट्रेड फेयर में थीं, उस समय भी छात्राओं के बिजनेस रिस्क को देखकर कुछ छात्राओं को कंपनियों ने यहीं पर जॉब ऑफर कर दी थी। इस बार दो गुने से ज्यादा कंपनियां हैं, ऐसे में छात्राओं के लिए जॉब के ज्यादा अवसर होंगे।

स्टूडेंट कॉलेज से सिर्फ किताबी ज्ञान हासिल करके ही न निकले, बल्कि वे यहीं से दुनिया के बाजार की हर चुनौतियों का सामना करने के लिए तैयार होकर निकले, इसी उद्देश्य के साथ इस प्रकार के आयोजन कॉलेज कैम्पस में किए जाते हैं। अच्छी बात यह है कि इस पूरे इवेंट को खुद स्टूडेंट्स ने डिजाइन किया है, वही मैनेज भी कर रहे हैं।

-डॉ. अजय सरीन

सौम्या, कामना व रीगा के हौसले बुलंद, बनीं नई पीढ़ी की आइकॉन

एचएमवी के ट्रेड फेयर में स्टाल लगाकर करेंगी अपनी बिजनेस स्किल का प्रदर्शन

सत्येन ओझा • जालंधर

हंसराज महाविद्यालय (एचएमवी) में फिफ्टा द ट्रेड फेयर का आयोजन रविवार को होगा। 11 फरवरी को सुबह 10 बजे रिटायर्ड जस्टिस व डीएमवी सीएमसी के वाइस प्रेसीडेंट एनके सुद व अरुनिमा सुद उद्घाटन करेंगे। दोपहर तीन बजे लकी ड्रा मेयर जगदीश राजा, पार्षद सुनीता राजा निकालेंगी।

प्रिंसिपल प्रो. डॉ. अजय सरिन के अनुसार प्रदर्शनी सभी के लिए सुबह दस बजे से शाम तक खुली रहेगी। सिर्फ 14 साल से ज्यादा बड़े लड़कों को अकेले प्रवेश नहीं मिलेगा। इसमें एचएमवी की तीन छात्राएँ जो अभी से अन्य छात्राओं के लिए मिसाल बन चुकी हैं। वे भी अपने स्टाल लगाएंगी।

युवाओं को भाने लगे हैं सौम्या के बनाए गए गिफ्ट : बेचलर ऑफ चोकेशनल (बैकिंग एंड इश्योरेंस) की स्टूडेंट सौम्या को क्रिप्टिविटी का शौक था। वेस्ट मटीरियल से गिफ्ट बनाती रहती थी, एक बार उन्होंने ऐसा ही कुछ आकर्षक गिफ्ट बनाकर फेसबुक पर डाल दिया, जिसे खूब सराहना मिली, कुछ ने इसकी डिमांड भी की। बिजनेस एजुकेशन से जुड़ी सौम्या ने सोचा कि क्यों न इस हुनर का इस्तेमाल बिजनेस के रूप में किया जाए।

प्रिंसिपल डॉ. अजय सरिन, एसोसिएट प्रोफेसर मीना कोहली ने सौम्या की इस प्रतिभा को निखारने में सहयोग दिया। इसी का परिणाम है कि वेलेंटाइन वोक के मौके पर सौम्या ने कई मनमोहक



एचएमवी की संग आंत्रिप्रेन्योर बनीं स्टूडेंट्स कामना कपूर, सौम्या व रीगा प्रिंसिपल डॉ. अजय सरिन, एसोसिएट प्रोफेसर मीना सहगल के साथ • जागरण

कामना 15 से ज्यादा ऑर्डर्स पर कर चुकी हैं काम

एमकॉम फोर्थ सेमेस्टर की स्टूडेंट कामना कपूर को ब्यूटी विद स्किल कहा जाय तो कम नहीं होगा। वे पिछले पांच साल से शादियों के गिफ्ट पैक, रेप कर रही हैं। अब तक 15 से ज्यादा शादियों के ऑर्डर पर काम कर चुकी हैं। शादियों में कामना के गिफ्ट पैक व साड़ियों की रेपिंग इस कदर पसंद की जा रही है कि जो भी उसे देखता है, अपने परिवार की शादियों के लिए कामना कपूर को भी ऑर्डर ऑफर करता है। ये स्थिति तब है जब कामना ने अपने बिजनेस प्रमोशन के लिए कुछ नहीं

किया। गिफ्ट पैक के साथ वे होममेड चॉकलेट व केक भी ऑर्डर पर तैयार करती हैं। कामना बताती हैं कि पिता सीए हैं, लेकिन उनकी खाहिश है कि वे अपने टैलेंट के बल पर लाइफ में अलग पहचान बनाए। वेलेंटाइन सीजन के लिए उन्होंने खास चॉकलेट व केक तैयार किए हैं, उनके ये प्रोडक्ट ट्रेड फेयर में सबको लुभाएंगे। पीजी डिग्री से पहले ही कामना यूजीसी वलीयर कर चुकी हैं। लाइफ में वे सफल आंत्रिप्रेन्योर बनकर ज्यादा से ज्यादा लोगों को रोजगार देना चाहती हैं।

गिफ्ट तैयार किए, लेकिन मिस्ट्री बॉक्स साथी छात्राओं को सबसे ज्यादा पसंद आया। दो तीन दिन में ही वे 2 हजार से ज्यादा की बिक्री कर चुकी हैं। रविवार

को सौम्या ट्रेड फेयर में अपने गिफ्ट का स्टाल लगाने वाली हैं, जिसमें युवाओं को लुभाने वाले तमाम आकर्षक गिफ्ट होंगे।

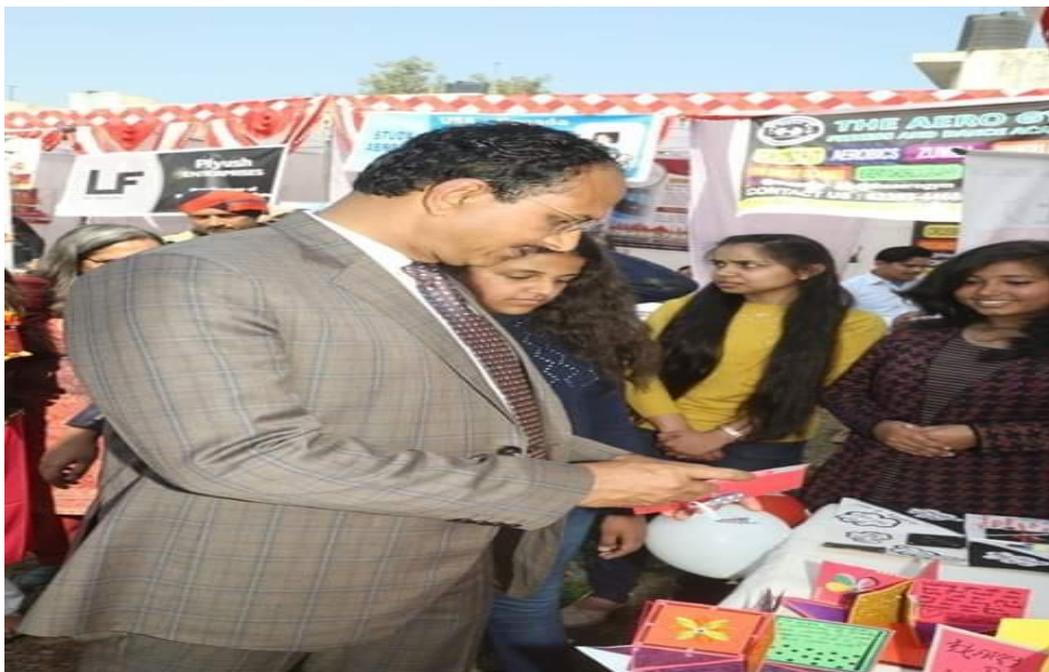
ये स्टाल होंगे मुख्य आकर्षण

- ज्वेलरी ज्वाइंट्स
- हैंडमैड हॉट
- ग्रूमिंग स्टेशंस
- एपील्स स्पोर्ट्स
- नॉलेज हब
- टिकल योर प्लेट फूड स्टाल्स
- सेल्फी कॉर्नर
- एजुकेशन हब
- मीडिया ज्वाइंट
- पुडल पेट ज्वाइंट
- स्विगरस

रीगा गिफ्ट आइटम सेल कर करती है चेरिटी

मल्टीमीडिया की स्टूडेंट रीगा ने कदम आगे खुद बढ़ाए। गिफ्ट आइटम सेल करने के साथ ही उससे होने वाली अर्निंग से चेरिटी भी करती हैं। वे स्लम बस्तियों के दो गरीब परिवार के बच्चों को गोद भी ले चुकी हैं, जिस उम्र में युवा अपने जीवन की राह दिखाने की उम्मीद दूसरों से करते हैं, उस उम्र में रीगा गरीबी से जूझ रहे परिवार के बच्चों में खुशियां बिखरने के अलावा उन्हें प्रेरित भी करती हैं कि वे इसी प्रकार का छोटा-मोटा काम करके कमाई का जरिया भी बनाए, ताकि वे स्वयं भी आत्मनिर्भर बन सकें और परिवार का पालन पोषण ठीक से कर सकें। बच्चों के लिए वे आकर्षक गिफ्ट तैयार करती हैं, उन्हें स्लम बस्ती के बच्चों को देती हैं।

Deputy Commissioner, Mr. Varinder Kumar Sharma interacting with the budding entrepreneurs



The treasure of talent.....









A show well managed by students









2020





.....*and there are miles to go*