



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of B.Voc Retail Management

Date: 13th August, 2022

Report on 'Rakhi Stall Activity' (Date: 05th August 2022 to 10th August 2022)

The Department of B.Voc Retail Management organized "Rakhi Stall". The aim of this activity was to know the exact concept of Consumer Behavior, how to handle customer, how to attract customers. Further, the objective of this activity was giving practical knowledge of Retail Management and Consumer handling.

The duration of this Rakhi stall was 05th August 2022 to 10th August 2022 of 4 days excluding holidays. For this activity students collected capital of Rs. 7200/- for Rakhi Stall. After that Prof. Mahesh Phule, Prof. Sudhir Taware and two students went to Baramati local market for purchasing Rakhi from Distributors. Sejal Pingale made the poster for Rakhi Stall advertisement. We made groups and went to each classroom of our college for promoting our Rakhi Stall.

Dr. Vikas Kakade Sir inaugurated the event and motivated the students through his motivational words. Dr. Wajid Khan, Prof. Rahul Choudhary, Prof. Shubhada Patvardhan & Prof. S. Sorate were also present. After that Students engaged in convincing customers and sold the Rakhi and made **profit of Rs. 3,077/-**

From this activity students were aware about how the retail store runs and what efforts are made to develop their business for long term. Students are also known about their skills to attract customers towards their store and how to make them as a final consumer and how to multiply their customers by giving attractive offers to customers. All students organized this activity by enthusiastically and with highly motivation. In all 40 students benefited through this activity. There was a very good response from students, teaching & non-teaching staff.

We express our special thanks to Dr. Chandrashekhar V. Murumkar Principal, for inspiring and encouraging every time for us. We also thank to Dr. Ajit Telave for his kind support and valuable guidance.

The entire activity was coordinated by Prof. Mahesh Phule and supported by Prof. Sudhir Taware, Prof. Amruta Bapat, Prof Archana Kadam who took efforts to make this activity successful.

Prof. Mahesh S. Phule



Coordinator

Account Details of Rakhi Stall

Final Detail

Total Sales Collection	10025
(-) Total Purchase	6948
Total Profit	3,077

Collection from Students – Rs. 7200		
Purchase Amount	02/08/2021	5730
	06/08/2019	1218
	Total	6948
Sales Collection Amount		10025

