

## **A Report on FOODIE FIESTA**

### **Department of Commerce in association with Rotaract club of MSRCASC organises FOODIE FIESTA**

**Date:** 20<sup>th</sup> October 2023

**Time:** 10.30 AM to 4.00 PM

**Venue:** MSRCASC

**Event Coordinator:** Ms. Srivaideshwari S

**Rotaract Convenor:** Ms. Sunitha N Gurukar

**Number of Participants:** 13 TEAMS

Ramaiah College of Arts, Science, and Commerce was founded in 1994 by our founder, the late Dr M. S. Ramaiah, and offers both undergraduate and graduate degrees in Arts, Science, Commerce, and Management from Bengaluru City University. The college is authorised by AICTE in New Delhi and recognised by the Karnataka government. The college is also recognised by UGC under Sections 2(f) and 12(B) of the UGC Act of 1956 and has been reaccredited with an "A" grade by NAAC. Our college is a one-of-a-kind educational institution that has been a pioneer in providing academic excellence. Constantly, we strive to employ innovative teaching methods that will assist and develop our students into future professionals.

#### **Objective of the event:**

This event was designed to foster practical knowledge among students in the field of entrepreneurship, with the registration fees being utilized to support food donation drives coordinated by the Rotaract Club of MSRCASC.

The Food Fest, held on 20<sup>th</sup> October 2023 at MSRCASC was a remarkable event that provided students with a unique opportunity to gain practical insights into entrepreneurship and related skills. Organized by the Department of Commerce associated with Rotaract Club, the event aimed to encourage students to explore the world of business and develop entrepreneurial competencies.

The heart of the Food Fest was the stalls, each managed by enthusiastic student teams. These teams showcased their entrepreneurial spirit by designing unique stalls, creating delectable dishes, and implementing their pricing strategies and enticing features to attract customers. This hands-on experience allowed them to understand the intricacies of running a business.

Before the event, the organizing committee provided teams with essential information, dos, and don'ts. This guidance ensured that the students were well-prepared to handle the responsibilities of their stalls. It was a great opportunity for them to learn about planning, marketing, and customer service. The event received strong support from the teaching staff who actively engaged in exploring

the stalls and encouraging students. Their presence and interest added to the students' motivation and enthusiasm. Students were eagerly looking forward to exploring the stalls and satisfying their appetites.

The primary objective of the Food Fest was to expose students to various aspects of entrepreneurship and business management. By participating in this event, students had the chance to test their interest in a potential career before making permanent commitments. It served as a bridge between theoretical knowledge and practical experience. This event aimed to help students develop practical skills based on theoretical knowledge and gain insights into their future careers.

Through this hands-on experience, students not only gained a deeper understanding of entrepreneurship but also developed vital skills. These included decision-making, problem-solving, financial management, teamwork, and effective communication - all of which are directly applicable to their future careers.

Students pursuing specific degrees and career paths found this event especially valuable, as it briefly exposed them to the procedures, processes, work environments, and management efforts related to their chosen fields. It allowed them to connect classroom learning to real-world scenarios.

### **Outcome of the event:**

The Food Fest at MSRCASC was a resounding success, offering students a unique opportunity to explore entrepreneurship and business management. By providing hands-on experience, guidance, and real-world exposure, this event played a significant role in preparing students for future careers and fostering their entrepreneurial spirit. It was a testament to the college's commitment to holistic education and practical skill development.



