**ENTREPRENEURSHIP DEVELOPMENT CELL** 

**Name of the event: Selling of chocolate modaks (GANESH CHATHURTHI)**

**Date:**  16th September 2015

**Start Time:** 10:00am

**End Time:** 1:00pm

**AIM:**

The most awaited Ganesh festival, Vinayaka Chavithi or Ganesh Chaturthi was getting close, EDC decided that it will make and sell chocolate modaks in the college premises.It was a task where team communication and coordination were important among members. The task of making the chocolate modaks was well planned and executed.

**GROUNDWORK:**

In order to make chocolate modaks following groundwork involved was:

* The idea was approved in the meeting.
* Then permission for using the college microwave and fridge were approved.
* Then permission for keeping the desk in the college foyer was approved.
* In order to make chocolate modaks arrangements were made.
* To build the marketing skills, every member were taught how to sell chocolate modaks to students in the college premises.





**SUMMARY:**

**DAY 1:**

* EDC had put up desk at 10:00am.
* EDC directors appointed few core students for making the chocolate modaks and others member’s job was to sell and do the PR for modaks.
* The cost of small chocolate modaks were Rs 20/- and normal chocolate modaks were 30/-
* Each modak were packed and sealed in the small plastic bags.
* Various shapes of modaks were designed.
* Professor Anita Agarwal was invited to see our chocolate modaks.
* EDC made a good profit from the chocolate modaks.
* The stall got closed at 1:00pm.

The event went very well and was brilliantly executed by the organising team and all the members of Entrepreneurship development cell.