

## **Title of the Best Practice: *Entrepreneurial Premiere League***

### **1. Goal:**

- To provide a platform for them to develop entrepreneurship and managerial skills
- To enable students to engage with innovation and creativity in various areas like advertisement, marketing, sales, packaging, public relation etc.
- To give a hands-on experience with regards to handling accounts and finance.
- To enable them to learn methods of fund raising
- To make students understand the factors that play an important role in attracting customers

### **2. The Context:**

Students of Commerce have a theoretical exposure to the entire world of Business and the methods used to develop and sustain businesses in today's world. But in order to give them hands on experience and develop their entrepreneurial skills is very important. The theory needs to be applied in real life and this EPL aimed to provide this experience to our students.

### **3. The Practice:**

The Department of BMS has been conducting the event – the ENTREPRENEURIAL PREMIER LEAGUE (EPL) for the past 5 years.

This year it was on 4th of October 2018.

Students are encouraged to think of the using this day to market and sell their products in the college campus in the stalls provided. Stalls of 5 x 5 stall and 10 x10 stalls are booked by groups of budding entrepreneurs who collectively decide what products are to be sold on their stall. A total of 54 stalls were put up in the college foyer and 37 groups of entrepreneurs consisting of 200 members from all the courses of the college sold their products in the EPL.

The college turned into a live market with enthusiasm of the budding young entrepreneurs.

Every year students sell innovative products. This time the stalls consisted of gaming, packed food, keychain, novels, jewelry, accessories, chocolates, mobile covers, cloths, mehendi, etc. The theme of the year was “Mumbai Market” Each stall was given a name of various markets of Mumbai and the participants decorated their stalls with the market theme. They marketed their products by calling out the specialty of their product. Some even dressed in tradition attire to attract the customers. EPL this year experienced a very tough competition as the number of participants were high.

The numbers of stalls are increases every year. As students pay for the stalls, the students are motivated to book the stalls. Also students are to be motivated to bring innovative products so that the same products don't get repeated year after year. Customized products are more in demand. So students are motivated to opt for innovative products.

EPL is a platform to learn new things, apply new ideas and reach for more.

Every year the number of participants are on the increase. This year we had installed a total of 54 stalls = 5 x 5 stall and 10 x10 stalls in the college foyer.

**4. Evidence of Success:**

Every year the foot fall approximately 800 people visit the stalls

People from the Sundar nagar vicinity also visit the stalls.

INDICATE THE PROFIT MADE BY THE YOUNGSTERS

TELL ABOUT THE STUDENTS WHO HAVE STARTED THEIR OWN BUSINESS

**5. Problems Encountered and Resources Required:**

As the event is a mega event of BMS the event has to be conducted in a smooth way is a concern. So lot of attention is to paid on the security. Students volunteers are appointed for the security duty to ensure that proper frisking is done before the customers enter the stalls. This is a time consuming process.

Along with that as the event is a much awaited that crowd management is an area of concern. Measures are taken to ensure proper crowd management. But it requires lot of human resources.

Every year more that 50 volunteers from the BMS department volunteer are involved in crowd management.

**6. Contact Details:**

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