

Bharti Vidyapeeth (Deemed to be University), Pune
Institute of Management & Entrepreneurship Development
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**COMMUNITY WORK THROUGH
ENTREPRENEURSHIP DEVELOPMENT
2022**

PRESENTATION COMPETITION

Turning Adversity into Opportunity



**On 26th February
2022
10.00 am**

Initiated By:
Dr. Sachin S. Vernekar
Dean FMS, BV(DU),
Director IMED

Organizing Team:

Sonal Surve: 9137568137
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Faculty Co-ordinators:

Dr. Bharati Jadhav
Dr. Shradha Vernekar

**REPORT: CWTED- Community Work Through
Entrepreneurship Development**

-Sonal Surve

MBA (g) 2021-2023

Under the guidance of Assistant Prof. Bharati Jadhav, Bharati Vidyapeeth
Institute of Management and Entrepreneurship Development

Introduction

For the past couple of years, IMED has been encouraging and providing ample opportunities to students to help entrepreneurs having small unorganized businesses, that include various street vendors like vegetable and fruit sellers, grocery stores, set ups like tea stalls, snack stalls, and many more. This initiative takes shape in the form of CWTED i.e (Community work through Entrepreneurship development) which is conducted under the mentorship of the ED cell. Covid-19 left a significant impact on various businesses. But as the saying goes “when the going gets tough, the tough get going”. The mentors of ED cell motivated and inspired the students to turn the Adversity into Opportunity by coming forward and lending a helping hand to society by providing innovative ideas and effective solutions which will help to uplift the business, sustain growth and run for a long period.

Objectives

- To do community work by focusing on the key area of improving small, unorganized businesses
- To help vendors in improving their business
- To understand their real business problems and to find a solution to deal with them
- To embrace them with the trend and relevant information so that they can run their business with maximum profits

Overview

Several student teams were formed. By communicating and building rapport with such unorganized entrepreneurs, students have been able to get visibility of current status of their business and measure their overall performance by identifying internal and external factors having positive and negative impact on the business. The teams had to go through various stages of this project which are as follows :-

- Finalizing vendor and submitting a brief profile of vendor
- SWOC analysis of the business
- Identification of major challenges and suggestions to overcome them
- Implementation plan (How to implement the suggestions)
- Outcome of project and final project submission
- Submission of power point presentation

- CWTED Competition

Key Outcomes

The outcome of this activity has proven to be beneficial for the small businesses as well as the students. A huge improvement has been noticed in the status of the unorganized businesses which were undertaken by the students. This has also helped the students to widen their horizons as they learn various skills like critical and strategic thinking, team building and leadership skills, problem-solving skills etc. This has inculcated real life values within the students.

Conclusion

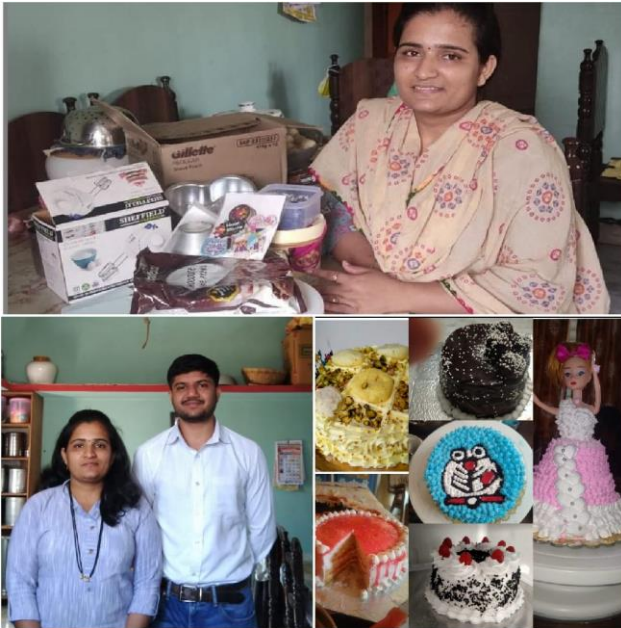
CWTED has helped the students to think outside the theoretical teachings of the classroom and has highlighted the unorganized businesses that go unnoticed, yet plays a very imperative role in our lives. Robert Ingersoll once said “We rise by lifting others”. Inspired by that the students have played a major role in turning the Adversity into Opportunity’.

Photo Gallery



Students of IMED mentoring a Self help group 'Gurudas Seva Ashram'. The name of the business is Jeevan Jyoti Haldi Udyog.

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The homemade bake and cake by Gayatri - The local business is that of a Baker named "Gayatri Swapnil Nandre" who sells homemade cakes from a small town Sakri in Dhule District, Maharashtra.



Mr. Rajat from Navi Mumbai Vashi used to own a small stall serving finger licking egg recipes when students of IMED first approached them.

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The team helped Mr. Rajat to tie up with a general store because of which there has been increase in the growth of his business and it has also solved the problem of Municipality officers asking him to vacate the place anytime.