



NATIONAL EDUCATION DAY

(Celebration of National Education Day and New Education Week)

WEDNESDAY, 2ND OCTOBER to TUESDAY, 8TH OCTOBER, 2019

VENUE: CMS-KANPUR & KANPUR CITY, UTTAR PRADESH

HIGHLIGHTS OF THE PROGRAM

- Prep talk
- Cleanliness in and around the College
- Visit to Entrepreneurs, Wage earning in low income group
 - Sweet Manufacturers
 - Potters
 - Village & Craft designers

Dr. Virendra Swarup Group's **College of Management Studies, Kanpur** organized a week of '**New Education Week**' on the occasion of the 150th Birth Anniversary of Late Mahatma Gandhi Ji, the Father of India from 02.10.2019 to 08.10.2019.

The week started with a prep talk and celebration of Gandhi Jayanti and followed by cleaning and around the college premises and garden area in support of Swatch Bharat Abhiyan.

On the next consecutive days, students visited various MSMEs in Kanpur City. MBA Senior year students visited the different outlets of Thaggu Ke Laddoo and then Craft Designer (Gol Chauraha) and finally to Kumhar Gali (Kakadev) and learned how people have started their start-ups and selling their local products

with or without any brand. Very good and enriching interaction with the various kinds of people provided them with the in-depth knowledge and insights related to farming business models of MSMEs and methods use to commercialize agricultural produce.

Demonstration of craft production and finishing of pottery units for seasonal sales in Diwali provided them with an outline of logistics to finishing of products for the local market.

The week ended with the maintenance of greenery in the garden area and repairing of damaged water outlets in the premises.

The purpose of 'New Training Week' was utilized to its full potential and it also sparked the minds of the new generation of our society for better business practices in entrepreneurial life ahead.

Program Facilitators

Prof. (Mr) Mohit Srivastava, Prof. (Dr) Govind Kumar, Prof. (Mr) Aditya Vaish

