

1. Title of the Program: Khadi Fest

2. Name of the Coordinator/s: Dr. Krishnakumar U R

3. Organising Department/Cell: Commerce

4. Date: 21-08-2023

5. No. of participants: 95

6. Venue: College Auditorium

7. Resource person/s: Nil

8. Objective of the Program: Provides a platform for artisans to market their khadi products such as khadi apparel, honey etc. Promotion of khadi products and create self reliance among the students to build up a strong rural community spirit. To promote and develop khadi and village industries and produce khadi and village industries products. This program also targets to familiarize the students about the marketing efforts.

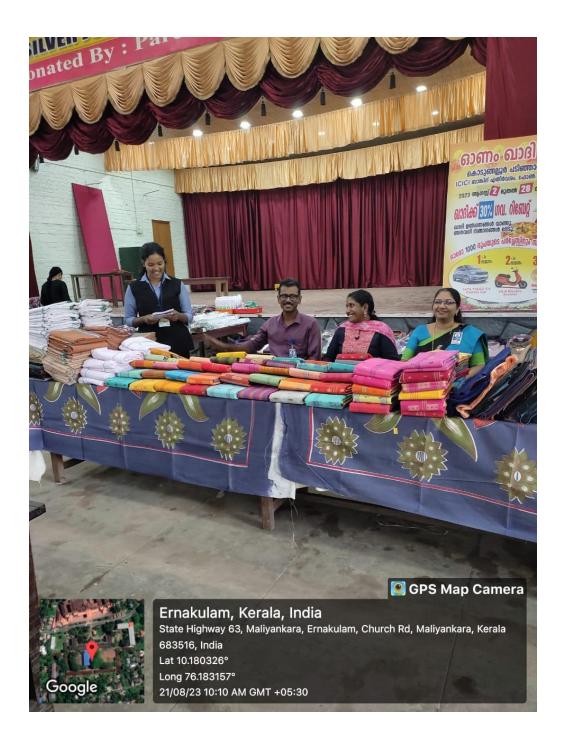
9. Detailed description of the event: Department of Commerce organized Khadi fest on 21 August 2023 from 10AM to 4PM in the college auditorium. Khadi clothes and handmade products were displayed for sale. The event was inaugurated by Principal, Dr. T H Jitha. The teachers and students of various departments purchased the products and clothes. Special discounts and rebates were provided. The products were of affordable price. This encouraged the students to buy more of the products. Khadi dress materials like sarees, churidars, blanket, pillows, organic skincare products and natural honey were the main attractions of the exhibitions.

10. Outcome of the event/Evaluation by Program Coordinator: Several Khadi products from Khadi Paravur and Kodungallur branch were displayed in the college auditorium. The students and the teachers from nearby institutions purchased different Khadi products. It is a great opportunity for the students of the collage to experience such fest.

11.Brochure:



12. Photos:



13. List of Participants:

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