

CHITKARA MANDI

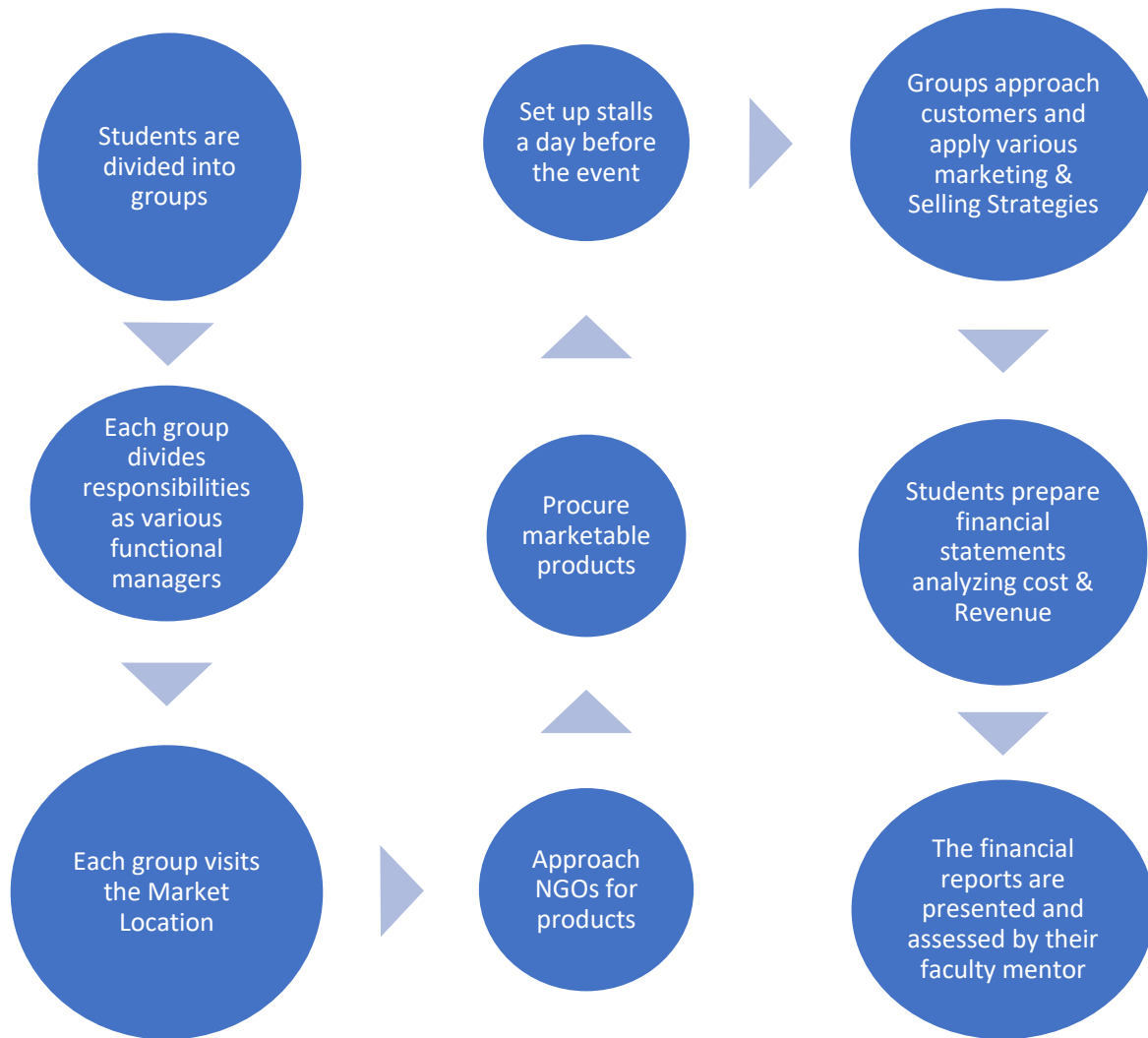
EXPERIENTIAL LEARNING ACTIVITY - AIMING HOLISTIC DEVELOPMENT WITH REAL-WORLD LEARNING



PREFACE

To groom and make our students industry ready, the pedagogy at Chitkara Business School comprises several student driven activities. One such activity is a field project comprising Direct Selling wherein the students are expected to float their own marketing ventures. This activity is named “*Chitkara Mandi*”. The students are required to set up their own stalls/canopies stocked with goods bought from NGOs. This activity is conducted at different places every year. The students undertake such projects under faculties who remain present all through the day to guide and mentor them.

The concept was visualised and executed in the year 2011, when the students collaborated with 5 NGOs to figure out supply chain and logistics related to the marketable products. With time, the scale and scope of the activity grew and by year 2015-16, the students were able to coordinate with 15 plus NGOs for marketable products. The activity aims to bring a vibrant experiential learning endeavour to the students. Driven by strong pedagogical linkage, the students get to learn the practicalities of Marketing & Selling strategies, Supply Chain Management, Business Communication, Negotiations and Customer Relationship Management. At Chitkara University, we believe in contribution to the society in every action we take. Chitkara Mandi has addressed this in a unique way by involving nearby adopted villages and along with NGOs taking their products to the market. Students also attempt to decipher the consumer’s mind and bridge the gap between class theories of market plan and the consumer behaviour.



CHITKARA MANDI PROCESS

Chitkara Business School has taken several initiatives for the inclusive growth of following villages while advocating the importance of community engagement and development.

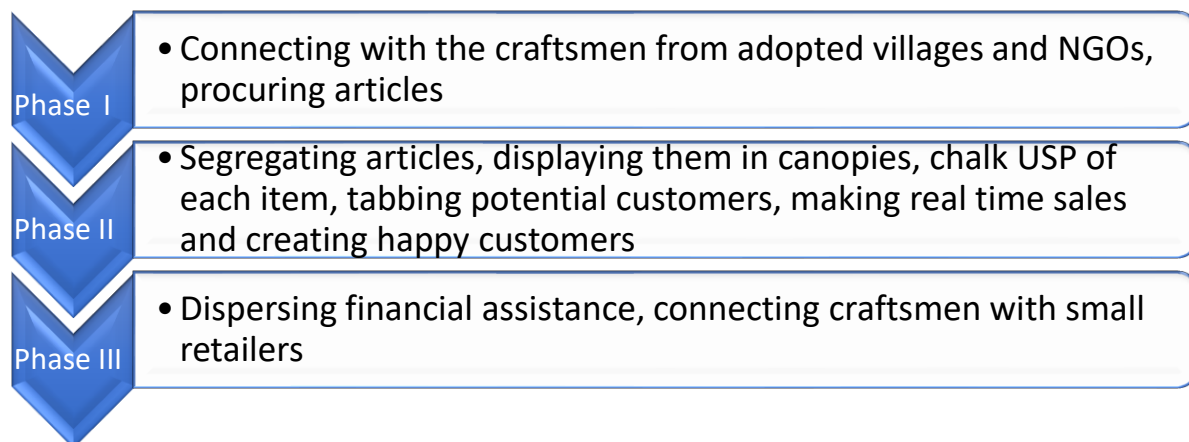
S. No	Name of Villages
1.	Jansla
2.	Thuha
3.	Ramnagar
4.	Kalo Majra
5.	Fatehpur Garhi

Chitkara Mandi also gives opportunity to the students to collaborate with Several NGOs situated in tricity and working for different causes. This gives them the opportunity to work for the betterment of society. Students collect hand made










products from these NGOs and sell them at Chitkara Mandi. Following are the list of NGOs.

S.No.	Name of NGOs	Location
1	Little Hope Foundation	Mohali
2	Society for Blinds	Chandigarh
3	Make A Difference (MAD)	Panchkula
4	Choti Si Asha	Panchkula
5	Vatika Special	Chandigarh
6	Saadhna (NAC , Manimajra)	Chandigarh
7	Navchetna Women and Children empowerment centre	Panchkula
8	Mother Teresa Home	Chandigarh
9	Society for Rehabilitation for Children with mental retardation , Autism and Cerebral Palsy	Chandigarh
10	Roopnagar network of HIV +ve persons	Ropar

With experience of 5 years we updated the new face of Chitkara Mandi Process.



Extended family of Supporting NGO's

Vatika Special School	
Srijan Foundation	
SANKALP Foundation	
SOSVA (N) PUNJAB	
Choti si Asha	
OORJAA — Harnessing Social Energy	
Arrive Safe	
Help Age India	
Nanhe Kadam	
Institute For Blind Sector - 26 Chandigarh	

Different Stages Involved – A New Version Started From 2017 -2019 Of Chitkara Mandi

Objectives of this Program

- To acquaint students with experiential learning related to various pedagogical aspects studied in the classroom.
- To familiarize students with real life marketing and selling strategies.
- To enhance business communication skills of students.
- To imbibe the spirit of social entrepreneurship among students.

Sustainable Developmental Goals (SDGs):

The “Chitkara Mandi” Initiative is based on the SDGs: **4 (Quality Education), 8 (Decent Work and Economic Growth), 9 (Industry Innovation and Infrastructure) and 16 (Peace, Justice and Strong Institutions)** which goes hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth.

S. No.	Name of Activity	Year of Activity	Date of Activity
1	Chitkara Mandi	2024-2025	10-05-2024 to 11-05-2024
2	Chitkara Mandi	2023	06-11-2023 to 07-11-2023
3	Chitkara Mandi	2019-20	19-10-2020 to 20-10-2020
4	Chitkara Mandi	2018-19	22-01-2020 to 27-01-2020
5	Chitkara Mandi	2017-18	26-10-2017 to 27-10-2017
6	Chitkara Mandi	2015-16	06-11-2015 to 07-11-2015
7	Chitkara Mandi	2014	17-10-2014 to 18-10-2014
8	Chitkara Mandi	2013	26-10-2013 to 27-10-2013
9	Chitkara Mandi	2012	12-10-2012 to 13-10-2012
10	Chitkara Mandi	2011	21-10-2011 to 22-10-2011

Event Name	Exhibition: Chitkara Mandi
Date	10-11 th May, 2024
Venue	VR Punjab, Mohali
Organizer	Dr. Rashmi Aggarwal
Resource Person	Mr. Siddaq Singh
Number of Participants	80
SDGs Covered	1 to 17
Duration	2 days

About the Activity

The "Chitkaramandi" summer Carnival 2024 was a well-run, interesting workshop with a social cause. Throughout the workshop, the students engaged in a variety of activities that demanded their complete focus and participation and produced a variety of learning outcomes. The students procured most of the material from villagers directly thus providing them with business opportunities. With the aid of various exercises, students defined all of the sustainable goals during the workshop. Students engaged in a variety of interesting activities, such as flash mob dances, bhangra, and *nukkadnatak*, to draw attention to the event in the PVR mall, Mohali. Overall, it was a thorough learning experience with lessons in collaboration and creativity.





1. Name of the Event: Chitkara Mandi Winter Carnival (10th Edition)

VR PUNJAB
CHANDIGARH KHARAR ROAD

2. Date of the event: 06-11-2023 to -07-11-2023

3. Timings of Event: 10:00 AM to 06:00 PM

4. Introduction

To encourage the spirit of entrepreneurship among students, Chitkara Business School, Chitkara University, Punjab, organised Chitkara Mandi – an annual fair that is fully planned, organised, and executed by students of Chitkara Business School. The activity in 2023 took place at VR Punjab Mall, Chandigarh-Kharar Road, Punjab.

5. Objective

The aim of the activity is to help students imbibe the spirit of true entrepreneurship while pursuing their business ventures by making a significant contribution to the society. The activity offered students of Chitkara Business School a hands-on learning opportunity and by selling the stuff sourced from NGOs, students got insights into the World of Selling in real life business scenario. In addition to learning, imbibing, and enhancing their marketing and sales skills, the Chitkara Mandi also helped students to master the interdisciplinary approach by focusing on

finance, supply chain, analytics, and allied strategic and tactical skills required for operating successfully in the field of Business.

Chitakra Mandi Event Promo



6. Activity Details - Students sourced the goods from various NGOs that they sold to customers during the two-day (16-17 December 2023) Chitkara Mandi Winter Carnival (10th Edition) event at VR Punjab Mall, Kharar. The selling of goods took place between 10:00 AM and 06:00 PM on both days.

7. List of Participating NGOs

S/N	Participating NGOs
1	Ashiyana Foundation
2	Chhoti Si Asha
3	Bachpan Save The Innocence
4	Aabhar Dil Se
5	Sarvani
6	Safe Hands Rehabilitation Society
7	Kasturba Seva Mandir Trust

8. Snapshots of Activity outcomes



The students received marketing and sales exposure through the Event and by sourcing products from NGOs, they also became sensitive to the needs of the underprivileged sections of the society. The activity also helped the students in imbibing the spirit of entrepreneurship while making them aware of their responsibilities towards larger sections of the society. These outcomes coupled

with the interdisciplinary approach led to the all-round learning as students got exposure to both strategic and tactical aspects of conducting the business.



Chitkara Mandi (2019-20)

19th October to 20th October, 2019

Introduction

With a collaboration across more than 20 NGOs, the 8th edition of Chitkara Mandi proved the ultimate opportunity for our budding managers and business professionals to explore, understand, and learn the real-world selling skills with us. The Chitkara Mandi, which is in its eighth season in 2019 was organized at Paras Downtown Square in Zirakpur.

Objectives

The activity aims to bring real feel of sales and marketing among MBA students through real life experience. MBA students of Chitkara Business School contacted many NGOs, brought more than hundreds of products and placed those products in 9 shops set up by them for customers visiting the mall. The MBA students from Marketing and Supply Chain Management participated and grabbed the feel of ‘Real Sales @ Real Marketplace’! The annual activity, conducted on 19th October to 20th October 2019, at Paras Downtown, Zirakpur.



Dr. Sandhir Sharma, Dean, Chitkara Business School said this is the first such effort ever undertaken by any business school in the region with an aim to make their students of business management more capable in handling the

practicalities of business world. This initiative is part of our constant endeavour of developing workplace-ready graduates who are employers' candidates of choice.

Activity Outcomes

The students tied up with several NGOs, Suppliers and Manufacturing concerns in and around the region to procure the products. The products being offered to customers included joggers, fancy toys, track suits, paintings, handbags, mats, stationery items, sports shoes, sport goods, household decorative, garments, specs, candles, antique goods, cosmetics etc. The students pooled in some amount by themselves and selected the products to be placed at Chitkara Mandi. The students contacted and developed the customer & supplier contacts to raise profit through this effort.



The students were encouraged to participate in such activities so as to promote sense of entrepreneurship among them and making them understand the inside out of running business & relating theories of business management with practical world.

Chitkara Mandi (2018-19)

22nd Jan to 27th Jan 2019

Introduction

20+ NGOs, 100+ Products, 10 Shops – Chitkara Mandi 2018-19, Edition 7 saw Chitkara Business School MBA students from Marketing and Supply Chain Management raring to go – and grabbing the feel of ‘Real Sales @ Real Marketplace’! The annual activity, conducted on 22nd Jan to 27th Jan 2019, at Paras Downtown, Zirakpur.

Objectives

The activity was aimed at promoting a sense of social responsibility and brings the real feel of Sales & Marketing among MBA students through real-life experience. MBA students of Chitkara Business School contacted 20+ NGOs, bought more than 100 varieties of products and placed those products in 10 shops set up by them for customers visiting the mall.

Students selling NGO Products at Chitkara Mandi



Dr Madhu Chitkara, Vice-Chancellor, Chitkara University; congratulated Chitkara Business Students and appreciated their efforts. She said, “Real-world experiences are crucial for students. Chitkara University lays special emphasis on infusing its curriculum with more project-based learning and exposure to real-world examples, which help our students develop these crucial tools while still in University.”

Speaking about this unique initiative Dean, Chitkara Business School. Dr Sandhir Sharma said that this is the first such effort ever undertaken by any business school in the region with an aim to make their students of business management more capable in handling the practicalities of business world. This initiative is part of our constant endeavour of developing workplace-ready graduates who are employers' candidates of choice.

Activity Outcomes

The students tied up with several NGOs, Suppliers and Manufacturing concerns in and around the region to procure the products. The products being offered to customers included joggers, fancy toys, track suits, paintings, handbags, mats, stationery items, sports shoes, sport goods, household decorative, garments, specs, candles, antique goods, cosmetics etc.

Glimpses of Chitkara Mandi



The real-world settings of the activities equipped the students with invaluable experience of handling customers on a real-time basis. Not only it honed their customers' skills but also helped them understand the real-world challenges of handling customers and their queries about the products.

Chitkara Mandi (2017-18)

26th October to 27th October 2017

Introduction

Chitkara Mandi – 2017 annual activity of Chitkara Business School concluded on a very high note. The activity took place at Paras Down Town Square, Zirakpur on October 26 and 27, 2017 and very well-received by all stakeholders including students, faculty, customers, sellers, etc.

Objectives

The activity aims to bring real feel of sales and marketing among MBA students through real life experience. 72 MBA students of Chitkara Business School contacted 37 NGOs, bought more than 100 varieties of products and placed those products in 11 shops set up by them for customers visiting the mall. The students also raised social concerns of various NGOs through Nukkad Nataks during the activity.



Students near their canopies and enjoying working for the Chitkara Mandi Project

Activity Outcomes

The students tied up with several NGOs, Suppliers and Manufacturing concerns in and around the region to procure the products. The products being offered to customers included joggers, fancy toys, track suits, paintings, handbags, mats, stationery items, sports shoes, sport goods, household decorative, garments, specs, candles, antique goods, cosmetics etc.



The real-world settings of the activities equipped the students with invaluable experience of handling customers on a real-time basis. Not only it honed their customers' skills but also helped them understand the real-world challenges of handling customers and their queries about the products.

Chitkara Mandi (2015-16)

06th November – 07th November 2015

Introduction

Based on the spirit of entrepreneurship, Chitkara Mandi – annual activity of Chitkara Business School is a business fair that is planned and organised by students. It concluded on a very high note. The activity took place at Paras Down Town Square, Zirakpur.

Objective

The aim of the activity is to imbibe the spirit of true entrepreneurship in the students. Additionally, Chitkara Mandi brings in experiential learning and real life experiences to students. Students learn, understand, experience and practice their marketing, financial and operating skills.

Activity Outcomes



Students working on their counter at Chitkara Mandi

The students also raised social concerns of various NGOs through Nukkad Nataks during the activity. The activity brought real feel of sales and marketing among MBA students through real life experience. 70 MBA students of Chitkara Business

School contacted 37 NGOs, bought more than 100 varieties of products and placed those products in 11 shops set up by them for customers visiting the mall. The activity pinned social entrepreneurship spirit among students.



MBA Students at Chitkara Mandi 2015

Chitkara Mandi - 2014

17th to 18th October, 2014

Year	Date	Beneficiaries	Location
2014	17 th -18 th October 2014	MBA Batch 2014	Paras Down Town Square, Zirakpur

The activity was aimed at promoting a sense of social responsibility and brings the real feel of Sales & Marketing among MBA students through real-life experience. MBA students of Chitkara Business School contacted 20+ NGOs, bought more than 100 varieties of products and placed those products in 10 shops set up by them for customers visiting the mall. Dr Madhu Chitkara, Vice-Chancellor, Chitkara University; congratulated Chitkara Business Students and appreciated their efforts. She said, “Real-world experiences are crucial for students. Chitkara University lays special emphasis on infusing its curriculum with more project-based learning and exposure to real-world examples, which help our students develop these crucial tools while still in University.”

In year 2014, this event held on 17th-18th October, in Paras Down Town Square, Zirakpur. It was two days activity and all the marketing and supply chain students of Batch 2014 were the beneficiaries of this experiential activity.



Students selling NGO Products at Chitkara Mandi

Chitkara Mandi - 2013

26th to 27th October 2013

Year	Date	Beneficiaries	Location
2013	26 th -27 th October 2013	MBA Batch 2013	Paras Downtown Square, Zirakpur

The students tied up with several NGOs, Suppliers and Manufacturing concerns in and around the region to procure the products. The products being offered to customers included joggers, fancy toys, track suits, paintings, handbags, mats, stationery items, sports shoes, sport goods, household decorative, garments, specs, candles, antique goods, cosmetics etc. The students pooled in some amount by themselves and selected the products to be placed at Chitkara Mandi. The students contacted and developed the customer & supplier contacts to raise profit through this effort. The students were encouraged to participate in such activities so as to promote sense of entrepreneurship among them and making them understand the inside out of running business & relating theories of business management with practical world. Dr. Sandhir Sharma, Dean, Chitkara Business School said this is the first such effort ever undertaken by any business school in the region with an aim to make their students of business management more capable in handling the practicalities of business world. This initiative is part of our constant endeavour of developing workplace-ready graduates who are employers' candidates of choice.



Students of Chitkara Business School and convincing customers to buy the products procured from craftsmen of adopted villages and supporting NGOs.

Chitkara Mandi - 2012

12th to 13th October 2012

Year	Date	Beneficiaries	Location
2012	12 th - 13 th October, 2012	MBA Batch 2012	Market space at Zirakpur

With a collaboration across more than 20 NGOs, Chitkara Mandi 2012 proved the ultimate opportunity for our budding managers and business professionals to explore, understand, and learn the real-world selling skills with us. The Chitkara Mandi 2012 was organized at market space in Zirakpur. Chitkara Mandi involved various stake holders including students, villagers, NGOs, Marketers, and Customers. In this event, students helped to sell the products which they collect from NGOs and nearby villages adopted by Chitkara University. In this event students have five distinct advantages of experiential learning over traditional classroom, instructor-centric methods that are: ability to immediately apply knowledge, access to real-time coaching and feedback, promotion of teamwork and communication skills, development of reflective practice habits, accomplishments and sense of achievement.



Glimpses of Chitkara Mandi 2012

Chitkara Mandi - 2011

21st to 22nd October 2011

Year	Date	Beneficiaries	Location
2011	21 st -22 nd October,2011	MBA Batch 2011	DT Mall, Panchkula

Chitkara Mandi gives opportunity to the students to collaborate with Several NGOs situated in tricity and working for different causes. This gives them the opportunity to work for the betterment of society. Students collect hand made products from these NGOs and sell them at Chitkara Mandi. Some of the popular products are Diya, Buddha Herbal Soap, Artificial Flowers, Toys for children, Rangoli colours and accessories, Handicrafts, Aggarbatti and Dhoop, File / Folders (Recycled Paper), Notepads (Recycled Paper), Candles (Different shapes, types and designs), Shagun Cards, Jewellery items (Handmade Necklaces, wrist bands, earrings), Craft Carry bags, Paper Bags etc. Chitkara Mandi encourages students for taking initiatives for community building by collaborating with NGOs.

In year 2011, this event held on 21st-22nd October, in DT Mall Panchkula. It was two days activity and all the marketing students of Batch 2011 were the beneficiaries of this experiential activity.



Student getting practical exposure of selling at Chitkara Mandi 2011