



ಶರಣಬಸವ
Sharnbasva



ವಿಶ್ವವಿದ್ಯಾಲಯ
University



Kalaburagi-585 103 - Karnataka - India

Department of Tourism & Travel

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Event: SWAWALAMBAN MELA 2024

Swawalamban Mela 2024, a remarkable 3-day Exhibition cum Sale on 16, 17 and 18 Jan 2024 at Kannada Bhavan, Kalaburagi organized by the Association of Women Entrepreneurs of Karnataka in collaboration with SIDBI Bengaluru and District Industries Centre, Kalaburagi. This event served as a platform for entrepreneurs in the Kalaburagi District to showcase and promote products manufactured by women entrepreneurs. Our departments six female students had the privilege of participating in this event.

Our students played a vital role in ensuring the success of the event. Their responsibilities included facilitating the registration process for participating entrepreneurs, coordinating with customers, handling VIP interactions, Collect feedback from the participated Entrepreneurs and gaining insights into the strategies used for sales and marketing in small-scale industries. This hands-on experience allowed our students to contribute actively to the promotion of women-led businesses in our community.

The Swawalamban Mela provided a unique opportunity for our students to engage with entrepreneurs. It was an enriching experience that aligned with our commitment to empowering and supporting local businesses.

We extend our gratitude to the Association of Women Entrepreneurs of Karnataka, SIDBI Bengaluru, and the District Industries Centre, Kalaburagi, for inviting our students to be a part of this impactful initiative. We believe such engagements contribute significantly to the holistic development of our students and strengthen our ties with the local business community.



Inauguration Stage of Swawalamban Mela 2024 at Kannada Bhavan, Kalaburagi on 16,17 and 18 Jan 24 organized by the Association of Women Entrepreneurs of Karnataka in collaboration with SIDBI Bengaluru and



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Shreya, Shivamma K, Gouramma, Bhavani, Shivalingamma and Aishwaraya of BBA-TT III Semester Participated in Swavalamban Mela 2024 for various task.



Students on Stage with



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Students with Namrata S Phatate, Entrepreneur of Aller Technologies Private Limited and at Registration Desk