



Created On :06/03/2025

## Activity Proposal

Participation/Organization	:Organization
Event Id	:P2503308
Event Name	:Sustainable Entrepreneurship Development - Mastering Organic Colour Production and Marketing
Academic Year	:2024-25
Activity Type	:Workshops / Training Programmes
Reach of the Event	:Local
Mode of the Event	Offline
Date of the Event	:2025-03-10 To2025-03-14
No of Day(s)	:one day
Objective of the Event	:1 To inspire and encourage students to explore entrepreneurship opportunities in organic and eco-friendly products, specifically focusing on organic colours and their commercial viability. 2 To offer students practical experience in both the making of organic colors and the strategic planning involved in their marketing. 3 To teach students the techniques of making organic colors from natural sources, highlighting its benefits over synthetic alternatives.

### Outcome of the Event :

1. Skill Development Students will acquire practical skills in making organic colors, which can be applied in entrepreneurial ventures, as well as a comprehensive understanding of marketing strategies for eco-friendly products. 2. Business Opportunity Awareness The event will increase awareness among students about the growing market for organic and sustainable products, enabling them to explore new business opportunities. 3. Increased Environmental Awareness Through this event, students will better understand the environmental benefits of using organic colors over synthetic options, fostering a mindset focused on sustainability. 4. Innovation in Marketing Students will learn how to market a niche product sustainably, making use of modern marketing tools and strategies such as digital marketing, social entrepreneurship, and branding. 5. Networking



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PRABODHAN EDUCATION SOCIETY'S  
**VIDYA PRABODHINI COLLEGE**

OF COMMERCE, EDUCATION, COMPUTER AND MANAGEMENT,  
VIDYANAGAR, ALTO-PARVARI, GOA. (INDIA) 403521

(APPROVED BY GOVT. OF GOA, AFFILIATED TO GOA UNIVERSITY AND RECOGNIZED BY NCTE)  
(RECOGNIZED BY U.G.C. UNDER SECTION 2(F) AND 12 (B) OF THE UGC ACT 1956)

ACCREDITED BY NAAC WITH 'A+' GRADE (3.42 CGPA, SECOND CYCLE, 2024) ON A SEVEN POINT SCALE UNDER NEW FRAMEWORK

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and Partnerships The event will provide a platform for students to network with industry professionals, innovators, and entrepreneurs, potentially leading to internships, collaborations, or mentorship opportunities. 6. Student-Led Ventures Students will be encouraged to develop their own organic colour products, with potential for future entrepreneurial ventures or initiatives supported by the college.

**A brief write-up about your Event (in about 300 words) :**

Following the success of the Organic Colour Making Workshop conducted by the Nisarg Club, of the College is organizing an event focused on Sustainable Entrepreneurship Development – Organic Colour Making and Marketing. This follow-up event will provide students with an opportunity to expand their knowledge of creating organic colours and the strategies to market them in a sustainable manner. It aims to foster an entrepreneurial mindset, emphasizing the importance of eco-friendly, ethical, and sustainable business practices. SDG 12: Responsible Consumption and Production The focus on organic colour production encourages responsible production and consumption, reducing the environmental impact of synthetic products and supporting sustainable manufacturing processes.

**Participants Details**

Local	State	National	International	Total Delegates
100	0	0	0	100

**Resource Person Details**

**Name of the Resource Person :**Rudresh Uttam Mhamal

**Institutional Affiliation :**Vidya Prabodhini College of Commerce, Education, Computer and Management

**Expertise :**Sustainable Entrepreneurship

**Any Other Details :**NA

**Proposed Registration Fee to be Collected from Delegates**

Sr. No	Delegates	Amt. Per Person
1	Local Delegate	0
2	State Delegate	0
3	National Delegate	0
4	International Delegate	0
	Total Registration Fees	0



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### Proposed Source of Funds

Sr. No	Particulars	Amt.
1	Registration Fees :	0
2	Sponsorship :	0
3	Support from funding agencies/ departments/ institutions :	0
4	Other Self financed :	0
	TOTAL Funds in Rupees	0

### Proposed Expenditure

Sr. No	Particulars	Amt.
1	Hall/Venue Booking :	00
2	Remuneration/Honorarium :	0
3	Accommodation	0
4	Local Conveyance	0
5	Food and Refreshments	0
6	Travelling Expenses	0
7	Printing, Stationary, Seminar Kit, Stage decoration etc.	500
8	Miscellaneous	2000
9	The activity is self financed and the fund will be generated through the sale of colours . :	0
	Total Expenditure in Rupees	2500

### Co-ordinator Details

**Name of the Event Co-ordinator :**Shri. Rudresh U. Mhamal

**Co-ordinator Department :**Commerce

**Event Co-ordinator Mobile Number :**8788807952

**Working Committee :**No Working Committee

**Keywords :,** Environment, Sustainability, Capacity building, Sustainable Development Goals

**Date:**06-03-2025



## Remarks

**HOD Remark :** APPROVED

**IQAC Remark :** Approved

**Principal Remark :** Approved

**Head Clerk's remark by the Principal :**

**Accountant's remark by the Principal :**

## Signatures

**User Signature :**

**HOD Signature :**

**IQAC Signature :**

**Principal Signature :**





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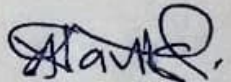
**NOTICE**  
**(2024-25)**  
**STUDENTS**

This is to inform all the students that the Institutional Innovation Council in association with Department of Commerce is organizing the Institutional Innovation Council in association with Department of Commerce is organizing an event focused on Sustainable Entrepreneurship Development – Organic Colour Making and Marketing. This follow-up event will provide students with an opportunity to expand their knowledge of creating organic colours and the strategies to market them in a sustainable manner. It aims to foster an entrepreneurial mindset, emphasizing the importance of eco-friendly, ethical, and sustainable business practices.

Interested students are required to give their names to Assistant Professor Rudresh U. Mhamal on or before 9<sup>th</sup> March 2025.

Date: 5<sup>th</sup> March 2025



  
(Prof. Bhushan V. Bhawe)  
**PRINCIPAL**





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**VIDYA PRABODHINI COLLEGE OF COMMERCE,  
EDUCATION, COMPUTER AND MANAGEMENT**

**INSTITUTIONAL INNOVATION COUNCIL**

**&**

**DEPARTMENT OF COMMERCE**

**LET'S CELEBRATE**

**This**

**HOLI**

**With**

**100% NATURAL COLOURS**

**For 100 gm Rs. 40/-**

**1 Kg @ Rs. 400/-**

**For Orders more than 5 Kg @ 360/- Per Kg**

**Colours made from flowers and leaves**

**No Hazardous Chemicals**

**Easily Washable**

**No Side-Effects**

**Contact:**

**Falgun - +91 9146524118**

**Rohit - +91 8007605185**

**MANUFACTURED BY:**

**SANJIVANI ORGANIC COLORS**

**BHUIPAL HONDA SATTARI-GOA**

**PROP:**

**JYOTMA SURYAKANT GAONKAR**





VIDYA PRABODHINI COLLEGE OF COMMERCE,  
EDUCATION, COMPUTER AND MANAGEMENT, ALTO PARVARI-GOA

ATTENDANCE RECORD

Name of the Event: Sustainable Entrepreneurship Development - organic colour  
 Department/ Committee: Dept. of Commerce  
 Event Date: 10/03/2025 - 13/03/2025 Time: 9:00 AM to 4 P.M.

Sr. No.	Roll No.	Name of the Participant	Class & Div.	Signature
1	2303122	Riya Kenaudekar	SYB Com. A	Riya Kenaudekar
2	2303146	Padmesh chori	SYB Com. A	Padmesh chori
3	2303103	Aditi Allickar	SYB Com. A	Aditi Allickar
4	22030203	Vinay Kumar Keshwani	T.Y.B. Com. B	Vinay Kumar Keshwani
5	2203133	Vignesh Anandan	T.Y.B. Com. A	Vignesh Anandan
6	2203115	Pushpa Vishwakarma	T.Y.B. Com. A	Pushpa Vishwakarma
7	2303137	Salgun Rohidas Priolkar	SYB Com. A	Salgun Rohidas Priolkar
8	2303202	Arrogh Ajiit Terge	SYB Com. A	Arrogh Ajiit Terge
9	2303183	Aman Bharat Mascare	SYB Com. B	Aman Bharat Mascare
10	2303139	Jeswin Kamaleen	SYB Com. A	Jeswin Kamaleen
11	2303237	Smruti haldankar	SYB Com. A	Smruti haldankar
12	2303233	Rohit chavan	SYB Com. A	Rohit chavan
13	2303110	Dnyanesh Ghoshkar	SYB Com. A	Dnyanesh Ghoshkar
13	2303156	Tanish Bagkar	S.Y. Com. A	Tanish Bagkar
14	2303124	Saloni Nark	S.Y. Com. A	Saloni Nark
15	2303230	Neha Dabholkar	S.Y. Com. B	Neha Dabholkar
16	2303253	Priyanka S. Agarwadekar	S.Y. Com. B	Priyanka S. Agarwadekar
17	2303249	Mahek jamadar	SYB Com. A	Mahek jamadar
18	2303211	Rahul kerkar	SYB Com. B	Rahul kerkar
19	2303131	Aarti Uppin	SYB Com. B	Aarti Uppin
20	2303141	Karun Lamani	SYB Com. B	Karun Lamani
21	2303135	Bindu Poojeri	SYB Com. B	Bindu Poojeri
22	2303149	Rohit Goudar	S.Y. Com. B	Rohit Goudar
23	2303144	Neha L. Nark	S.Y. Com. A	Neha L. Nark
24	2303186	Sanish Chodankar	S.Y. Com. A	Sanish Chodankar
25	2303105	Anish Valvankar	S.Y. Com. A	Anish Valvankar
26	2303115	Maresh Tadkar	S.Y. Com. A	Maresh Tadkar

Name & Sign of Coordinator: Rudresh N. Narkar

Principal's Signature: [Signature]  
25/04/2025





### ATTENDANCE RECORD

Department/Committee: - Dept. of Commerce <sup>Colour Marking & Marking</sup>

Event Date: 10/03/2025 - 13/03/2025 Time: 9.00<sup>am</sup> - 4.00 P.M

[illegible]

Name & Sign of Coordinator:- Rudresh

Principal's Signature: -

25/04/2015





पर्वरी : नैसर्गिक रंग कार्यशाळेत सहभागी विद्यार्थी आणि मान्यवर.

# नैसर्गिक रंग कार्यशाळेत विद्यार्थ्यांचा सक्रिय सहभाग

पर्वरी : पुढारी वृत्तसेवा

विद्या प्रबोधिनी कॉलेज ऑफ कॉमर्स, एज्युकेशन, कॉम्प्युटर आणि मॅनेजमेंट, पर्वरी, मधील निसर्ग क्लब आणि गोवा राज्य जैवविविधता मंडळ यांच्या संयुक्त विद्यमाने नैसर्गिक रंग कार्यशाळेचे आयोजन करण्यात आले.

या उपक्रमाचा उद्देश विद्यार्थ्यांमध्ये पर्यावरणपूरक रंगांचा वापर प्रोत्साहित करून टिकाऊपणा आणि पर्यावरण जागरूकता वाढवणे हा होता.

कार्यशाळेसाठी मनस्वी औखाळे यांनी प्रमुख संसाधन व्यक्तीची ओळख करून दिली. यानंतर सूर्यकांत गावकर

यांनी मुख्य सत्र घेतले. गावकर यांनी हळद, बीट, पालक आणि जास्वंद यांसारख्या सेंद्रिय घटकांचा वापर करून रंग कसा तयार करावा याचे प्रात्यक्षिक दाखवले. विद्यार्थ्यांनी तयार केलेले नैसर्गिक रंग स्थानिकांना वितरित केले.





Created On :28/04/2025

## Activity Report

**Event Id :** A2503143

**Event Name :** Sustainable Entrepreneurship Development - Mastering Organic Colour Production and Marketing

**Academic Year :** 2024-25

**Activity Type :** Workshops / Training Programmes

**Reach of the Event :** Local

**Mode of the Event :** Offline

**Date of the Event :** 2025-03-10 To 2025-03-14

**No of Day(s) :** one day

**Venue :** College Campus

**Objective of the Event :** 1 To inspire and encourage students to explore entrepreneurship opportunities in organic and eco-friendly products, specifically focusing on organic colours and their commercial viability. 2 To offer students practical experience in both the making of organic colors and the strategic planning involved in their marketing. 3 To teach students the techniques of making organic colors from natural sources, highlighting its benefits over synthetic alternatives.

**Outcome of the Event :** 1. Skill Development Students will acquire practical skills in making organic colors, which can be applied in entrepreneurial ventures, as well as a comprehensive understanding of marketing strategies for eco-friendly products. 2. Business Opportunity Awareness The event will increase awareness among students about the growing market for organic and sustainable products, enabling them to explore new business opportunities. 3. Increased Environmental Awareness Through this event, students will better understand the environmental benefits of using organic colors over synthetic options, fostering a mindset focused on sustainability. 4. Innovation in Marketing Students will learn how to market a niche product sustainably, making use of modern marketing tools and strategies such as digital marketing, social entrepreneurship, and branding. 5. Networking and Partnerships The event will provide a platform for students to network with industry professionals, innovators, and entrepreneurs, potentially leading to internships, collaborations, or mentorship opportunities. 6. Student-Led Ventures Students will be encouraged to develop their own organic colour products, with potential for future entrepreneurial ventures or initiatives supported by the college.





**A brief write-up about your Event (in about 300 words) :** In a forward-thinking initiative promoting sustainable entrepreneurship, students of Vidya Prabodhini College of Commerce, Education, Computer and Management, Parvari - Goa have successfully mastered organic colour production and marketing. Led by Assistant Professor Rudresh Uttam Mhamal, this hands-on learning experience has equipped commerce students with essential skills in branding, production, and distribution while aligning with key Sustainable Development Goals (SDGs) such as responsible consumption, environmental conservation, and sustainable economic growth. A Vision for Sustainability and Entrepreneurship With a rising global demand for eco-friendly products, Assistant Professor Mhamal devised this initiative to blend sustainability with entrepreneurship. The project received strong support from the college's Principal, Dr. Bhushan Bhavé, and Vice Principal & Head of the Commerce Department, Dr. Ujvala Hanjunker, who aimed to prepare students for emerging opportunities in the organic products market. Hands-On Training in Organic Colour Production The journey began with a workshop organized by the Nisarg Club of the College, where renowned environmentalist Shri Suryakant Gaonkar introduced students to organic colour production. He emphasized the environmental benefits of organic alternatives to synthetic dyes and provided practical training on creating eco-friendly colours. This session not only enhanced students' technical skills but also deepened their awareness of sustainability. From Production to Market: A Practical Business Approach Following the training, students collaborated with Shri Suryakant Gaonkar and Dhavrukh NGO to understand marketing and distribution strategies. They engaged in designing labels, creating promotional materials, and utilizing digital marketing tools to boost product visibility. Social media campaigns, including reels and promotional videos, played a crucial role in reaching a broader audience and enhancing their understanding of branding and sales strategies. Real-World Entrepreneurship: Student Success Stories The initiative yielded remarkable results, with students successfully selling over 200 kg of organic colour. The experience provided insights into real-world business challenges, including pricing strategies and customer persuasion techniques. Rohit Gaounder, a SYBCom student, shared how the project exposed him to practical challenges in pricing and sales, while Falgun Priyolkar highlighted the importance of discounting strategies and consumer engagement. Key Learnings and Impact • Skill Development: Students gained practical experience in organic colour production and marketing. • Market Awareness: The initiative highlighted opportunities in the growing organic product industry. • Environmental Consciousness: Participants learned the benefits of eco-friendly products over synthetic alternatives. • Marketing Innovation: Exposure to modern marketing techniques, including digital branding and social media strategies, enhanced their entrepreneurial outlook. • Industry Networking: Collaboration with experts and NGOs opened avenues for internships and future business ventures. Encouraging Student Entrepreneurship The project was made possible through the dedication of Assistant Professor Rudresh Uttam Mhamal, whose innovative teaching approach transformed learning into real-world application. Special appreciation was extended to Principal Dr. Bhushan Bhavé and Vice Principal & HOD Dr. Ujvala Hanjunker for their support. Additionally, Shri Suryakant Gaonkar's expertise and generosity in providing organic colours for marketing significantly contributed to the project's success. A Sustainable Future Through Education This initiative exemplifies how educational institutions can bridge practical learning with sustainability to create meaningful



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business opportunities. By equipping students with entrepreneurial skills and a sustainability-driven mindset, the project serves as a stepping stone towards a greener, economically viable future.



## Participants Details

Local	State	National	International	Total Delegates
33	0	0	0	33

## Resource Person Details

**Name of the Resource Person :** Rudresh Uttam Mhamal

**Institutional Affiliation :** Vidya Prabodhini College of Commerce, Education, Computer and Management

**Expertise :** Sustainable Entrepreneurship

**Any Other Details :** NA

## Co-ordinator Details

**Name of the Event Co-ordinator :** Shri. Rudresh U. Mhamal

**Co-ordinator Department :** Commerce

**Event Co-ordinator Mobile Number :** 8788807952

**Working Committee :** No Working Committee

**Keywords :** , Environment, Sustainability, Capacity building, Sustainable Development Goals

**Date:** 28-04-2025



## Remarks

**HOD Remark:** APPROVED

**IQAC Remark:** Approved

## Signatures

**User Signature :**

**HOD Signature :**

**IQAC Signature :**





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Principal Signature :