



The South Indian Association's
The S.I.A. College of Higher Education
Affiliated to University of Mumbai
Accredited B+ by NAAC

P-88, MIDC Residential Area Dombivli Gymkhana Road,
Near Balaji Mandir, Dombivli (East), 421203.

Report

Hustlers 2023 Entrepreneurship Fest

The Hustlers Entrepreneurship Fest was organised on 11th March, 2023. The Fest was a part of the 30 hours Certificate Program on **Entrepreneurship, Innovation and Venture Creation**, conducted in collaboration with the University of Mumbai's **Garware Institute of Career Education and Development**. As a part of the Certificate program, the learners were required to do a group project applying the concepts taught in the course. All the seven stalls organised by students selling different varieties of eatables (pastry, cakes, chaat, pani pooris, coffee, beverages), selling accessories, gaming corner and tattoo making were creative and showcased the business skills of the learners in terms of marketing, branding and product placement. The Fest was open to the students and staff of the college. A total of 446 visitors including 189 male and 257 female participants attended the fest. All the stalls- owners were able to cover their capital and make a decent profit. This student led initiative helped promote entrepreneurial culture and mindset among the learners.

The seven stalls namely Friends Café, Jewellery Collection, Time Zone, S.I.A. Chaat Corner, Delightful Desserts, Rad Tattoos and Fruity Splash were conceptualised by the students under the guidance of Prof. Shubra Naik, faculty for the Certificate Course on Entrepreneurship, Innovation and Venture Creation. The fest attracted a large crowd of students



and faculty who enjoyed the food and products, as well as the games in the event. The fest also provided an opportunity for the students to network with each other and with potential customers. The Entrepreneurship Development Cell received positive feedback from the participants and the audience, and plans to continue this as an annual activity. We hope the Hustlers fest will inspire the learners to take greater leaps in the world of entrepreneurship.



Tarun S. Kuckian

EDC Convenor



Dr. Padmaja Arvind

Principal

PRINCIPAL

**The S.I.A. College of Higher Education
DOMBIVLI (E)**