



Rayat Shikshan Sanstha's
Dr. Patangrao Kadam Mahavidyalaya,
Ramanandnagar (Burli)
Department of Commerce



Outreach Activity
Guidance to Shopkeepers, Retailors and traders

Date: 4.4.2023

Report

The Department of commerce conducted outreach program on guidance for shopkeepers, retailers and other traders from the vicinity of Ramanandnagar. In which department guided to the other faculty members of the college and they visited the shops and retail stores, Jewellers, wholesalers, vendors of the village, this activity product placement, use of appropriate advertising media, customer or consumer behaviour, use of social media to sales growth etc. subjects are guided. Many of the retailers appreciated department's activity with presenting some goodies and things to the college. As well as they are implementing suggestions and ideas given by the department.

Outcomes:

1. Department understood the real problems of the retailers.
2. Outreach activity by the department.

Beneficiaries:

Retailors and vendors of the Ramanandnagar village.



Faculty visited to the Retail Stores

[Signature]

Head,
Department of Commerce
Dr. Patangrao Kadam Mahavidyalaya,
Ramanandnagar (Burli)

[Signature]

Principal,
Dr. Patangrao Kadam Mahavidyalaya,
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