

MES INSTITUTE OF MANAGEMENT

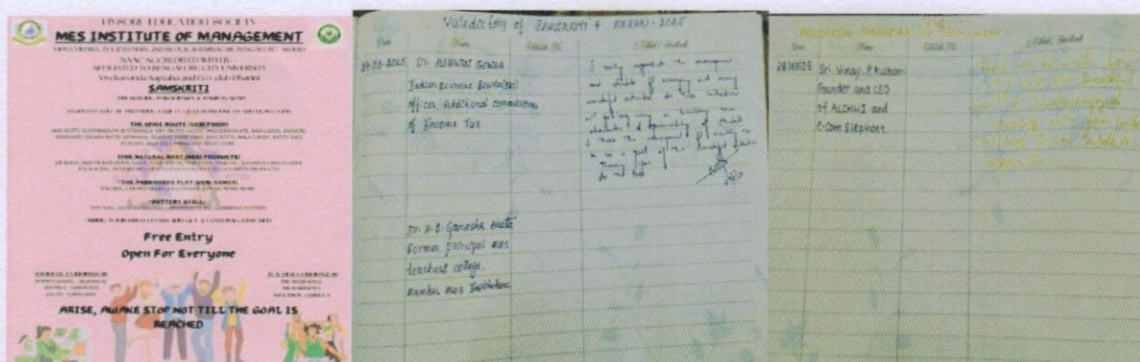
Vidya Vihara, 25/1, 17th Main, II Block, Rajajinagar, Bangalore - 560010

Affiliated to Bengaluru City University, NAAC accredited with B++

7.3 Institutional Distinctiveness

"Samskrithi: Preserving Parampara and Paryavaran" - A Desi Fest-March 28, 2025

MES Institute of Management successfully organized "Samskrithi: Preserving Parampara and Paryavaran" (Desi Fest) on March 28th, 2025. This vibrant event was a key component of the "Swami Vivekananda Sapthaha - The Celebration of Thoughts," our institution's week-long commemoration of Vivekananda Jayanthi.



This year's Sapthaha carried the theme "Youth Empowerment and Nation Building," and the Desi Fest was conceived as a practical application of this theme. It aimed to ignite the entrepreneurial spirit of our students by encouraging them to explore, celebrate, and promote India's rich cultural heritage through its traditional products, food, and games. The event sought to move beyond mere appreciation, motivating students to become active stakeholders in preserving and propagating our "Desi" legacy.





1. Context and Rationale:

India boasts a diverse and profound cultural heritage, encompassing a vast array of traditional products, culinary practices, and recreational activities. These elements are not only integral to our identity but also hold immense potential for economic growth and social well-being. However, in an era of rapid globalization and technological advancement, there is a risk of this heritage being overlooked or even lost.

In an increasingly globalized world, there is an urgent need for today's youth to connect with their past, understand their rich cultural tapestry, and take pride in their heritage. This understanding is not merely about historical knowledge but serves as a foundation for identity, values, and a unique perspective on innovation and entrepreneurship. India's historical dominance, as evidenced by its 34% share of world trade, was largely powered by the ingenuity and entrepreneurial spirit embedded within its villages and traditional practices. By revisiting our "Desi" roots, students can: Therefore, "Samskrithi" was designed to address the following critical needs:

- **Connecting Youth with Their Roots:** To foster a deeper understanding and appreciation among students for their cultural heritage, traditions, and indigenous knowledge systems.
- **Promoting Cultural Pride:** To instill a sense of pride in being Indian, celebrating the ingenuity and artistry inherent in our "Desi" traditions.
- **Encouraging Entrepreneurship:** To inspire students to explore entrepreneurial opportunities in the "Desi" sector, promoting sustainable economic growth and self-reliance.
- **Preserving Traditional Knowledge:** To contribute to the preservation and propagation of traditional skills, practices, and products that are often environmentally sustainable and beneficial for health.



- **Nation Building:** To align youth aspirations with the nation's progress by showcasing how traditional knowledge and practices can contribute to a modern, thriving India.

3. Event Objectives:

The primary objectives of "Samskrithi" were to:

- Showcase the diversity and richness of India's "Desi" products, food, and games.
- Provide a platform for students to demonstrate their entrepreneurial skills and creativity.
- Promote the economic viability and social relevance of "Desi" products and practices.
- Encourage the adoption of healthy lifestyles through traditional Indian food and games.
- Foster collaboration between the institute, students, and local "Desi" entrepreneurs.

4. Methodology:

The event was meticulously planned and executed, employing the following methodology:

- **Thematic Focus:** The core theme of "Youth Empowerment and Nation Building" provided a clear framework for all activities.
- **Student Participation:**
 - Each class was divided into two teams: one focused on "Desi Products" and the other on "Desi Food." This structure encouraged maximum participation and healthy competition.
 - A dedicated stall was set up to promote "Desi Games," offering students and visitors an opportunity to experience and appreciate traditional Indian recreational activities.
- **Emphasis on Research and Mentorship:**
 - Significant emphasis was placed on research. Each team was assigned a mentor (faculty member) in addition to their class teacher. Mentors guided students in researching the historical, cultural, and economic aspects of their chosen "Desi" products or food items.
 - The research themes provided to the "Desi Products" teams were: Skin moisturizers, Kajal, Innovative packaging, Eco-friendly products, Green products, and Hair care products, ensuring a focused and relevant exploration.
 - The contributions of mentors were formally acknowledged during the event, highlighting their crucial role.

- **External Collaboration:**



- The event included participation from external suppliers of authentic "Desi" products, such as Desi ghee, liquid jaggery, Chennapattana dolls, and glass paintings. This provided students with valuable insights into real-world business practices and market dynamics.
- **Skill Development and Sustainability:**
 - A "live pottery stall" managed by a student showcased traditional craftsmanship and provided a hands-on experience for attendees.
 - A stall featuring the "stitching of cloth bags from used clothes" promoted sustainability, resourcefulness, and practical skills.
- **Strategic Selection of Chief Guest:**
 - Mr. Vinay Kulkarni, Founder & CEO of Alchmi and E-Com Elephant, was invited as the Chief Guest. His selection was strategic, given his expertise and alignment with the event's objectives.
 - Alchmi's focus on strategic consulting for SMEs resonates with the potential for developing and scaling "Desi" businesses.
 - E-Com Elephant's expertise in e-commerce solutions is highly relevant for promoting "Desi" products in the modern market.
 - Mr. Kulkarni's initiative, SANSKRITISHAALA, which promotes Bharatiya Sanskriti, and his passion for Indian Knowledge Systems (IKS) directly align with the event's emphasis on revisiting and celebrating Indian culture and heritage.
 - His address to the students on the five concepts of Adisthanam, Kartha, Karnam, Chesta, and Daivam provided a valuable philosophical framework for understanding the factors that influence action and success, deeply rooted in Indian wisdom.





5. Event Highlights and Outcomes:

"Samskrithi" was a resounding success, characterized by:

- Enthusiastic participation from students across all classes. (Desi Products- 8 stalls with 32 students, Desi Food- 10 stalls with 40 products, Desi games- 70 students participated)
- High-quality research and innovative presentations by the student teams.
- A diverse showcase of "Desi" products, food, and games.
- Positive engagement from external suppliers and visitors. (7 stalls from outsiders)
- Valuable insights shared by the Chief Guest, Mr. Vinay Kulkarni.
- Effective demonstration of sustainable practices and traditional skills. (Live pottery stall by our student and and bags stitched

The event achieved its intended outcomes by:

- Empowering students with practical entrepreneurial skills.
- Deepening their understanding and appreciation of Indian culture and heritage.
- Promoting the economic potential of "Desi" products and practices.
- Fostering a sense of pride in their cultural identity.
- Creating a platform for interaction and collaboration with industry representatives.

6. Future Action:

- Institutionalizing "Samskrithi" as an annual event within the Swami Vivekananda Saptaha.
- Expanding collaborations with local artisans, crafts persons, and "Desi" entrepreneurs.
- Incorporating a formal business plan competition for student teams, with potential seed funding or incubation opportunities.
- Creating a repository of student research and product innovations.

- Organizing workshops and training sessions on specific "Desi" skills, such as traditional crafts or culinary techniques.
- Exploring opportunities to integrate "Desi" products and practices into the institute's curriculum.

"Samskrithi: Preserving Parampara and Paryavaran" successfully showcased the rich tapestry of India's cultural heritage and its potential for driving youth empowerment and nation-building. By engaging students in a meaningful exploration of "Desi" products, food, and games, the event fostered a sense of pride, encouraged entrepreneurship, and promoted sustainable practices. We are confident that this initiative has made a significant contribution to our students' holistic development and their understanding of their role in shaping India's future.



Sharada S

Principal

MES Institute of Management
Raiajinaagar Bangalore-560 010