



SHRI HARIHAR PRATISHTHAN'S  
**GOVINDLAL KANHAIYALAL JOSHI  
(NIGHT) COMMERCE COLLEGE, LATUR**



स्व. गोविंदलालजी जोशी

**Report on a "Field Work Activity - Know the Market / Click the Market" 2022 - 2023  
'Department of Commerce & Entrepreneurship Development Cell'**

To foster a hands-on understanding of the dynamic world of commerce, the Department of Commerce and Entrepreneurship Development Cell at our college has introduced two exciting On Field Activities: **"Know the Market" and "Click the Market."**

The "Know the Market" activity recently engaged 23 Enthusiastic students, immersing them in the realm of real-world market experiences. These eager learners embarked on a thrilling journey where they ventured into the bustling marketplace, leaving behind the confines of the classroom.

Guided by their curiosity, they approached various traders and delved deep into the intricacies of commerce. Armed with a meticulously crafted questionnaire, they engaged in thought-provoking conversations with these seasoned entrepreneurs. These interactions were an invaluable opportunity to gain insights into the strategies, challenges, and day-to-day operations of the businesses.

But it didn't end there; some of our enterprising students didn't just settle for conversations. Armed with their trusty cameras, they snapped pictures of the traders' business units, effectively capturing the essence of each establishment. These snapshots became a visual record of their discoveries, encapsulating the unique character of each business.

In the spirit of true experiential learning, a few students even went the extra mile, cementing their newfound connections with the traders by posing for photographs together. This personal touch added a delightful human element to their exploration of the market, bridging the gap between theory and practice.

The "Know the Market" activity was not just a field trip; it was a transformational experience that allowed students to witness the vibrancy and complexity of the market firsthand. It's a stepping stone towards nurturing the next generation of entrepreneurs who are well-equipped with practical knowledge and real-world insights.

**List of Participated Students in Know the Market Activity**

<b>Sr. No.</b>	<b>Name of the Student</b>	<b>Class and Roll No</b>	<b>Trader Visited and Interviewed</b>
1	Purohit Vyanktesh D.	BCOM SY	Street Peddler (Banana Seller)
2	Purohit Sumit	BCOM FY	Street Peddler (Banana Seller)
3	Sarda Harsh	BCOM FY	Mobile Recharge Agent
4	Mundada Sakshi	BCOM FY	Mobile Recharge Agent
5	Potdar Sagar Prakash	BCOM SY	South Indian Food Seller
6	Kamble Abhisekh	BCOM SY	South Indian Food Seller
7	Aman Shaikh	BCOM FY	Florist

8	Tamboli Jishan M.	BCOM FY	Cobbler
9	Bansode Manoj D.	BCOM FY	Cobbler
10	Randad Pawan G.	BCOM FY	Street Food Seller
11	Thokde Rushikesh G	BCOM FY	Street Food Seller
12	Pakhre NehaGopinath	BCOM TY	Grocery Shop
13	Joshi Pragati B.	BCOM TY	Grocery Shop
14	Patil Shashank S.	BCOM SY	Small Domestic Articles
15	Patil Sudharm S	BCOM SY	Sunglasses and Cap Vendor
16	Kamble Mayuri S.	BCOM SY	Welder- Fabricator
17	Gavhane Anjali K.	BCOM SY	Welder- Fabricator
18	Aaaytanboyne Shatrughna T.	BCOM SY	Vada-Pav Seller
19	Deshpande Manthan M.	BCOM SY	Vada-Pav Seller
20	Attal Rusikesh C.	BCOM SY	Panipuri & Ice-cream Seller
21	Prayag Kiran S.	BCOM SY	Panipuri & Ice-cream Seller
22	Banbheru Anvraj A.	BCOM SY	Vegetable Seller
23	Zanwar Jeevan	BCOM SY	Vegetable Seller

### Format of Questionnaire

Sample Questionnaire

श्री हरिहर प्रतिष्ठान संचालित  
गोविंदलाल कन्हैयालाल जोशी (सत्रीचे) वाणिज्य महाविद्यालय, लातूर  
Student Assignment - Know the Market (२०२२-२३)

विक्रेत्याचे नाव : \_\_\_\_\_  
व्यवसायाचा पत्ता : \_\_\_\_\_  
संपर्क : \_\_\_\_\_

माहिती देणारा : स्वतः / नौकर / भागीदार लिंग : स्त्री / पुरुष  
वय : २० पेक्षा कमी / २०-४० / ४०-६० / ६० पेक्षा जास्त  
शिक्षण : निरक्षर / १-४ / ५-८ / ९० वी / १२ वी / पदवी / पदव्युत्तर / अन्य

०१) व्यवसायाचे स्वरूप : किराणा / भाजी विक्रेता / फळ विक्रेता / गाडेवाला / इतर \_\_\_\_\_

०२) व्यवसायाची सुरुवात :  
०१) स्वतः ०२) वडील / आजोबा  
०३) भागीदारी ०४) इतर मालकमार्फत

०३) कुटुंबातील इतर व्यक्तींचा सहभाग :  
०१) निश्चित ०२) कधीतरी  
०३) क्वचित ०४) कधीच नाही

०४) व्यवसायाचा कालावधी :  
०१) गेल्या पाच वर्षांपासून ०२) ०५-१० वर्ष  
०३) १०-१५ वर्ष ०४) १५-२० वर्ष ०५) २० पेक्षा जास्त

०५) दररोज येणारे सरासरी ग्राहक :  
०१) २५ पेक्षा कमी ०२) २५-५०  
०३) ५०-१०० ०४) १०० पेक्षा जास्त

०६) प्रथम मुंलविलेले भांडवल:  
०१) १ लाख पेक्षा कमी ०२) १ - २ लाख  
०३) २ - ५ लाख ०४) ५ लाखपेक्षा जास्त

०७) सरासरी नफा :  
०१) १०% पर्यंत ०२) १०% - २५%  
०३) २५% - ५०% ०४) ५०% पेक्षा जास्त

०८) मॉलचा व्यवसायावर परिणाम :  
०१) खूप तिर ०२) मध्यम  
०३) खूप कमी ०४) सांगता येत नाही

०९) व्यवसायावरील मोठा खर्च  
०१) भाडे ०२) नौकरांची पगार  
०३) मॉड्युलरील प्याज ०४) विक्री खर्च

१०) व्यवसायातील नफ्याने कुटुंबाच्या गरजा भागविणे शक्य होते का?  
०१) पूर्णतः ०२) काही प्रमाणात  
०३) अंशतः ०४) खूप कमी प्रमाणात

११) तुमच्या पुढच्या पिढीने या व्यवसायात चाबे असे तुम्हाला वाटते का?  
०१) नवकी ०२) त्याची इच्छा  
०३) इतर व्यवसाय ०४) नको

१२) तुमच्या व्यवसायातील संधी तसेच प्रमुख अडथळावरील उपाय सूचवा.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

स्वाक्षरी  
नाव : \_\_\_\_\_

धन्यवाद !!!

अ.क्र.	विद्यार्थ्यांचे नाव	हजेरी क्रमांक	स्वाक्षरी

स्वाक्षरी  
समन्वयक प्राध्यापकाचे नाव: प्रा. डॉ. सचिन प्रयाग





Photos with Traders













Images Captured of Some Unique Organized Business Units

















While commerce students receive invaluable theoretical knowledge about the current market situation in their classroom teachings, it's equally important to bridge the gap between theory and practical exposure. To achieve this goal, our college has undertaken a commendable initiative aimed at immersing students in the bustling marketplace to gain first-hand, actual insights into the current market dynamics.

Nestled in the heart of Latur, a city that proudly serves as a district headquarters, one can find a plethora of diverse business organizations. Among these, unorganized retail units play a pivotal role in supplying essential goods and services to the common customers. These small traders, operating within the unorganized sector, grapple with a myriad of challenges and obstacles in their daily endeavours to sustain their businesses.

In recognition of the significance of these unsung heroes of the local economy, our college has announced a unique photo competition. In this competition, students are encouraged to capture the essence of the unorganized sector by photographing the distinctive businesses that operate within it. This innovative approach aims to shed light on the hidden gems of the market, bringing to the forefront the dedication and resilience of these small traders who are often overlooked.

The college firmly believes that this initiative will not only provide students with a deeper understanding of the ground realities of the market but will also nurture a sense of empathy and sensitivity towards the challenges faced by the unorganized sector. By appreciating the hard work and determination of these traders, students can become more responsible and socially conscious future entrepreneurs, equipped with the knowledge and compassion needed to drive positive change in the world of commerce.



**Dr. Sachin M. Prayag**

**Activity in-charge**

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**Dr. Sujata N. Chavan**

**I /C Principal**

**I/c. Principal**  
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