

Promoting Entrepreneurship through Focused Event: A Case Study

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ABSTRACT

The leafy vegetables have great scope and importance in human diet. Similarly, the wild leafy vegetables also have a great potential. However, those are not utilized to much extent due to unawareness about their nutritional and medicinal value and recipes. Considering this, ^{Shree}RamRaje College of IT, Media and Hotel Management, Dapoli has started organizing a unique event “Ranmaya” every year since 2013. This paper gives details of “Ranmaya” 2024. The event was organized to sensitize the common people about innovative, delicious and nutritious recipes of wild leafy vegetables and to enthuse the youths to start the enterprises showcased during the event. The event was organized on Friday, 16th August 2024 between 10 am to 4 pm. The students collected 47 wild leafy vegetables and prepared 62 recipes in various categories such as soups, starters, salad, bread, dessert, cookies, etc. These recipes were displayed in attractive manner and in a specially decorated pandal. A large number of citizens and students visited the event, tasted the recipes and offered feedback about the event. By and large, the event proved successful in imbibing the importance of consuming wild leafy vegetables and entrepreneurship.

Plants and humans have a strong relationship. Among the basic needs of humans namely food, clothing, shelter, as well as herbal medicine and a healthy environment, are completely fulfilled through plants. In the human life cycle, humans come into contact with plants at every moment. We fulfil our own food needs by cultivating various crops. This includes grains and cereals. In addition, vegetables are an important component of the human diet. Various parts of plants are used as vegetables in human diet. Stems, leaves, flowers, fruits, and tubers, etc. are included as vegetables. In recent times, due to the large increase in demand for vegetables in the market, farmers have started using large amounts of chemical fertilizers and plant protection chemicals to increase vegetable production. This has increased vegetable production, but their natural properties have changed and the taste and immune power through vegetables have decreased. Due to consumption of such vegetables, people started suffering from joint pain, cancer, ulcers, throat, and stomach disorders. Therefore, the health conscious people have started consuming organically grown vegetables. However, least attention is paid to consuming leafy vegetables those are abundantly found in nature. These vegetables have medicinal and nutritive value. The common people are not much aware of these facts. So also, they are not aware of the procedure to be followed for preparing the delicious recipes of wild leafy vegetables.

Considering this, ^{Shree}RamRaje College of IT, Media & Hotel Management, Dapoli started to organise an innovative annual event “ Ranmaya” since 2013. The details of the event organised on 16th August 2024 are furnished in this paper.

1. Objectives of the event

- To sensitize the common people about the innovative, delicious and nutritious recipes of wild leafy vegetables
- To enthuse the youths to start the enterprises showcased during the event.

2. Loacale of the event

^{Shree}RamRaje College of IT, Media & Hotel Management, Dapoli, Tal- Dapoli, Dist- Ratnagiri 415 712

3. Methodology

- 3.1 Collecting the wild leafy vegetables from nearby villages
- 3.2 Preparing the recipes of wild leafy vegetables
- 3.3 Displaying the recipes in attractive manner
- 3.4 Erecting a pandal matching with the theme of the event
- 3.5 Pre and post publicity of the event

4. The event

A total of 47 wild leafy vegetables were collected and 62 recipes were prepared by the students under the guidance of the faculty. These recipes were attractively displayed in a well decorated pandal specially erected for the purpose. The list of the recipes is given in Table 1.

Table 1. List of the wild leafy vegetables and recipes prepared out of those

Sl. no	Name of the vegetable	Name of the Recipe
1	Shevaga	Shevaga Soup
2	Chuch	Chuch Soup
3	Khavani	Khavani Soup
4	Takala	Takla Soup
5	Bhuiawala	Bhuiawala Kachori
6	Alu Suran	Sushi
7	Gulwel	Detaxor
8	Pudina	Papad
9	Lal Math	Papad
10	Bharangi	Papad
11	Dhanagi	Papad
12	Shatawari	Papad
13	Ratal leaf	Bhaji
14	Fodashi	Bhaji

Sl. no	Name of the vegetable	Name of the Recipe
15	Mayalu	Bhaji
16	Bharangi	Wadi
17	Teri	Teri coated rice balls
18	Adulsa	Sushi
19	Tofu	Bhaji
20	Kavala, Takla, Bharangi flowers	Kavala, Takla, Bharangi flowers gravy base bhaji
21	Kudachya shenga	Kudachya shengacha Pulao
22	Dar	Dar and sprouted salad
23	Shevaga	Shevaga and sprouted Salad
24	Kavala	Kavala and sprouted Salad
25	Gomati	Gomati green Salad
26	Gomati fruit	Gomati fruit salad
27	Bhuiawala	Bhuiawala Salad
28	Kavala	Kavala french bread
29	Ratal leaf	Thalipeeth
30	Fodashi	Thalipeeth
31	Bhuiawala	Kheer
32	Shatawari	Kheer
33	Bharangi Leaf	Ladoo
34	Kena	Muffins
35	Adulsa	Muffins
36	Shatavari	Cookies
37	Takala	Cookies
38	Adulsa	Cookies
39	Bharangi	Cookies
40	Kurdu	Cookies
41	Dhanaki	Cookies
42	Shevaga	Cookies
43	Lal math	Cookies
44	Chuch	Cookies
45	Alu	Cookies
46	Fodashi	Cookies
47	Pudina	Cookies
48	Kuda	Soup
49	Pathari	Soup
50	Lajalu	Soup
51	Rankel	Soup
52	Pev	Soup

Sl. no	Name of the vegetable	Name of the Recipe
53	Kovala bamboo	Soup
54	Amabadi	Soup
55	Ghol	Soup
56	Chichardi	Soup
57	Ekpani	Soup
58	Shendvel	Soup
59	Kena	Soup
60	Ghotvel	Soup
61	Ransuran	Soup
62	Kartoli	Soup

5. The Programme

The event was inaugurated at the hands of Mr. Dinesh Yadav, General Manager, The Fern Samali Resort, Chandranagar, Tal- Dapoli, Dist- Ratnagiri 415 712, in the august presence of the college authorities. Thereafter, dignitaries and the members present visited the exhibition. Respective students offered the recipes to the visitors for tasting and sought their feedback. The exhibition was open for the visitors 10.00am to 4.00pm. During this period, a large number of people and students visited the exhibition.

6. Feedback

The dignitaries and visitors were requested to express their opinion about the event in written form in a special register. A few of them are given hereunder

Outstanding exhibition, delicious food. I loved every dish to the fullest. Promoting local vegetables with such taste and different variety is really innovative. Good presentation and etiquettes by students. Best of luck for future. – **Dr . Suyog Bhagwat (MD- Medicine)**

खूपसुंदर अनुभव होता. वेगवेगळ्या रानभाज्यांपासून बनवलेले वेगवेगळे पदार्थ अतिशय उत्तम पद्धतीने बनवले होते .

रानभाज्यांचे जतन करणारा हा उपक्रम सर्व ठिकाणी झाला पाहिजे असे माझे मत आहे,

जेणेकरून सर्वांपर्यंत रानभाज्या आणि त्यांचे महत्त्व समजेल लहान मुलांना सुद्धा आवडतील असे पदार्थ बनवले होते

मला हा उपक्रम खूप आवडला. सूप आणि सुशी हे पदार्थ मला जास्त आवडले,

या सर्व पदार्थांचे आणि त्यांच्ये सिपीयांचे पुस्तक बनवून प्रकाशित केले तर सर्व नांवाय रानभाज्यांचे पदार्थ व त्यांचे महत्त्व समजेल.

रेखा जेगरकल -लेखिका व कवयित्री

रानमाया हा कार्यक्रम खूप छान होता, रामराजेचे प्रोफेसर माननीय श्री मंडलिक सरांनी आम्हाला बोलावले व आम्हाला रानभाज्यांचे महत्त्व, औषधी गुणधर्म सांगितले .

रानभाज्यांचे आपण कसे सेवन करू शकतो व त्याच्यापासून किती आजारांपासून दूर राहू शकतो हे आजच्या काळातील लोकांपर्यंत पोहचवले पाहिजे .

तसेच त्याच्यापाक कृती बाबत पुस्तक प्रदर्शित केले पाहिजे. - दिनेश जैन – व्यावसायिक दापोली

It's a nice effort taken by ^{Shree}RamRaje College students Dapoli to promote RanBhajya in this way. The Local vegetables can be made available to the people. Great efforts.- DBSKKV, Dapoli, Dr. Amit Deogirikar

7. Conclusions

- The event was successful in creating awareness among the people about the importance of consuming wild leafy vegetables
- Few of the visitors also showed interest in starting the enterprise of wild leafy vegetable recipes

8. Suggestions

- The Faculty of Department of Hospitality Studies may prepare a booklet of these recipes and circulate among the interested youths
- Other colleges running hospitality studies degree programme may also organise such events to promote the entrepreneurship in rural areas
- Hotels, restaurants, resorts, home stays may incorporate these recipes in their menu card.

References

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