



GOVERNMENT DEGREE COLLEGE

RAMPACHODAVARAM, ALLURI SEETHA RAMARAJU DISTRICT, A.P

(Affiliated to Adikavi Nannaya University)

Accredited by NAAC with "B" Grade



COMMERCE FEST – 2025

(On the Occasion of National Consumer Day)

Organised by

Department of Commerce

Government Degree College, Rampachodavaram

Date: 20 December 2025

INTRODUCTION

The **Department of Commerce**, Government Degree College, Rampachodavaram, organized a **Commerce Fest** on the occasion of **National Consumer Day – 2025** on **20th December 2025** with great enthusiasm and active participation from students, faculty members, and visitors from nearby institutions.

National Consumer Day is celebrated to promote awareness about consumer rights, responsibilities, and ethical business practices. Keeping this objective in view, the Department of Commerce planned the Commerce Fest as a comprehensive academic, skill-based, and community-oriented programme. The event was designed to provide students with experiential learning by combining theoretical knowledge with practical demonstrations and real-life applications of commerce and management concepts.



Objectives of the Programme

The Commerce Fest was organized with the following broad objectives:

- To create awareness about **consumer rights and consumer protection**
- To enhance **financial literacy and digital payment awareness**
- To provide practical exposure to **GST, banking systems, stock markets, and e-commerce**
- To encourage **entrepreneurial skills and innovative thinking**
- To expose students to **employment, internship, and skill development opportunities**
- To develop **communication, leadership, teamwork, and organizational skills**
- To promote **eco-friendly, pollution-free, and sustainable business practices**
- To strengthen **college–community interaction and outreach**



Inaugural Session

The programme commenced with the inaugural session, which was graced by the **Chief Guest, Sri Cholla Bojja Reddy Garu, Hon'ble Chairman, State ST Commission**. He formally inaugurated the Commerce Fest and appreciated the initiative taken by the Department of Commerce in organizing a large-scale academic and skill-oriented programme.

In his inaugural address, the Chief Guest highlighted the importance of consumer awareness in today's competitive market environment. He emphasized ethical business practices, transparency, financial discipline, and the role of educated youth in building a strong and responsible economy. His speech inspired students to become informed consumers and responsible citizens.

The programme was presided over by the **Principal (FAC) of the College, Sri D. Ravikumar Garu**, who encouraged students to actively participate in academic, co-curricular, and skill development activities. He stressed the importance of experiential learning and praised the efforts of the Department of Commerce for organizing a student-centered programme.

The programme was also attended by **Senior Faculty Member and IQAC Coordinator Sri S. R. B. Chakravarthi Garu, Head of the Department of Commerce, Smt. M. Sivakumari Garu**, Commerce faculty members **Sri P. Ramjee Bhimarao Garu** and **Dr. P. Anand Garu**, other teaching staff, and a large number of undergraduate students.





Planning, Organization, and Student Participation

The Commerce Fest was meticulously planned and executed by the Department of Commerce with the active involvement of faculty members and students. Various committees were constituted for smooth conduct of the programme, including:

- Programme Planning and Coordination Committee
- Stall Management Committee
- Publicity and Invitation Committee
- Hospitality and Discipline Committee
- Documentation and Reporting Committee

Students played a vital role in preparing charts, models, exhibits, and demonstrations. They also acted as stall coordinators and explained concepts to visitors. This active participation helped students gain confidence, leadership qualities, communication skills, and practical exposure.



Knowledge and Exhibition Zone

The **Knowledge and Exhibition Zone** was the academic core of the Commerce Fest. Several informative stalls were set up to explain important concepts of commerce and management in a simple and practical manner.

The following stalls were organized:

- **GST 2.0** – explaining recent reforms and indirect taxation system
- **E-Payment Methods** – highlighting UPI, digital wallets, and online banking
- **E-Commerce Business** – explaining online business models
- **E-Commerce Food Delivery** – showcasing service-based digital businesses
- **RBI Structure** – explaining the role and functions of the Reserve Bank of India
- **SBI Bank Structure** – explaining banking operations and services
- **Stock Market** – introducing basics of investment and trading
- **Country Currency Symbols** – promoting global financial awareness
- **Best Commerce Decorative Idea** – showcasing students' creativity
- **Comparison and Concept of Money** – explaining functions and value of money
- **Paper Making Items** – encouraging recycling and reuse
- **Pollution-Free Waste Material Products** – promoting sustainable practices

These stalls helped students gain hands-on experience and enhanced their subject knowledge and presentation skills.





GST – 2.0 AWARENESS STALL



E- PAYMENTS METHODS STALL



E-Commerce Food Delivery



E-COMMERCE BUSINESS STALL





INSURENCE IMPORTANCE STALL



COLOUR PAPER DECORATIVE ITEMS STALL





STOCK MARKET ANALYSIS STALL



WESTE PAPERS BOTTLES DACORATIVE ITEMS STALL





MONEY EVOLUTION STALL



COUNTRY CURRENCY SYMBOLS STALL



BAMBOO PRODUCTS MAKING STALL



SBI STRUCTURE STALL





COMMERCE FEST DECORATIVE MODEL STALL



COMPARATIVE OF MONEY STALL



BAMBOO COLOUR PAPERS DECORATIVE ITEM STALL

Games and Fun Zone

To make learning interactive and enjoyable, a **Games and Fun Zone** was arranged. Various knowledge-based and entertainment games were conducted, such as:

- Find Drink Colour Game
- Bank Symbols Matching Game
- Country Currency Symbols Matching Game
- Balloon Shooting Game
- Balloon and Cups Game
- Air Balloon Funny Game

These activities created enthusiasm among participants and reinforced learning through fun-based methods.





Food Zone

A well-organized **Food Zone** was arranged for the convenience of students and visitors. Various food stalls offered fast food, traditional snacks, fruit salads, juices, pani puri, ice cream, and local delicacies such as bobbattu and pulihora. The Food Zone added a festive atmosphere to the event.















Participation and Community Outreach

Students from local colleges and nearby schools in and around Rampachodavaram visited the Commerce Fest in large numbers. The visitors actively interacted with stall coordinators and showed keen interest in the exhibits, demonstrations, and games. The programme served as an effective platform for community outreach and extension activities.







Market and Employment Zone

The **Market and Employment Zone** focused on career guidance, employability skills, financial inclusion, and skill development. The following stalls were arranged:

- Hero Honda Bike Advertisement
- Waste Product Advertisement
- DCCB Bank Internship Opportunities
- Union Bank Financial Literacy
- HDFC Bank Employment Opportunities
- Postal Department Savings and Insurance Schemes
- Ambuja Cement Skill Development Training Center

These stalls provided valuable information on internships, employment opportunities, savings schemes, insurance plans, and skill development programmes.







Outcomes and Impact

The Commerce Fest resulted in the following outcomes:

- Increased **consumer awareness** among students and visitors
- Improved **financial literacy and digital transaction awareness**
- Better understanding of **banking, taxation, stock market, and e-commerce**
- Enhanced awareness of **career, internship, and skill development opportunities**
- Development of **leadership, communication, and organizational skills**
- Promotion of **eco-friendly and sustainable practices**
- Strengthened college community relationship

Conclusion

The Commerce Fest organized on the occasion of **National Consumer Day – 2025** was a grand success. The programme effectively combined academic enrichment, practical exposure, and community engagement. The collective efforts of the Principal, IQAC, Department of Commerce, faculty members, and students made the event meaningful and impactful. The Commerce Fest significantly contributed to the holistic development of students and strengthened the academic profile of the institution.

**GOVERNMENT DEGREE COLLEGE
RAMPACHODAVARAM
DEPARTMENT OF COMMERCE**

COMMERCE FEST – 2025

20th December 2025, Saturday

ACTIVITIES

1. Knowledge events
2. Exhibition
3. Games.
4. Food stalls.
5. Cultural event.

Organised By Staff & Students