

Event Details	
Event Name	Extension and Outreach programs
Topic	Chitkara Mandi
Date	2024 -05 -10 to 2024 -05 -11
Mode	Offline
Organizer Name	Dr. Amandeep Kaur and Dr. Pashmeen Kaur
Resource Person	Dr. Rashmi Aggarwal Dean, Commerce
No. of Participants	80
SDG No	SDG 1: No Poverty , SDG 2: Zero Hunger , SDG 3: Good Health and Well-being , SDG 4: Quality Education , SDG 5: Gender Equality , SDG 6: Clean Water and Sanitation , SDG 7: Affordable and Clean Energy , SDG 8: Decent Work and Economic Growth , SDG 9: Industry , Innovation and Infrastructure , SDG 10: Reduced Inequalities , SDG 11: Sustainable Cities and Communities , SDG 12: Responsible Consumption and Production , SDG 13: Climate Action , SDG 14: Life below Water, SDG 15: Life on Land, SDG 16: Peace, Justice and Strong Institutions , SDG 17: Partnership for the Goals

Objective :

- 1.To stay responsive to the evolving needs and priorities of the community and NGOs involved .
- 2.To Expand the reach of the mandi by leveraging marketing strategies that highlight its social mission and unique offerings .
- 3.To Ensure that products sold in the mandi are sourced sustainably and ethically promoting fair trade practices .
- 4.To Collaborate with NGOs working in related fields such as sustainable agriculture , women's empowerment & education .

Description :

Chitkara Business School in collaboration with Centre of Excellence for Sustainability organised its flagship event Chitkara Mandi Summer Carnival 11th Edition 2024 on May 10-11,2024 at VR Punjab Mohali . The carnival aims at fostering awareness and action towards achieving Sustainable Development Goals (SDGs) and supporting the communities by promoting the products made by NGOs and adopted villages . The first day of the Carnival kicked off with an array of engaging activities on Sustainable practices . From flash mobs and Nukkad Natak to interactive games and soulful singing , our students from UG department of B.Com, BA Economics , BBA FinTech, BBA Logistics and Supply Chain Management , BBA Aviation , BBA Digital Transformation , BBA Business Analytics , BBA Retail Management , BBA Professional and IPM left no stone unturned in spreading awareness on SDG's . Nine canopies each representing 2 SDGs showed a wide range of sustainable products and supported the adopted villages and NGOs. Students reached out to the wider public , sparking meaningful conversations about the importance of SDGs in shaping a sustainable future for all. Even the youngest participants were not left out – through fun activities and creative painting sessions , children grasped the significance of SDGs in a way that resonated with them . Through the products crafted by the adopted villages and NGOs, our students not only supported these communities but also gained invaluable insights into the power of empathy .

Outcomes :

1. Students gained valuable skills in marketing , sales , event organization .
2. The generation of funds were channeled directly to the NGOs. These funds can significantly aid the NGOs in implementing their projects , supporting communities in need and advancing their missions .
3. Through Mandi , awareness about the social causes supported by the NGOs is spread among the student community .
4. The Mandi provided a platform for community engagement , bringing together students , faculty & Community .



Students experiential learning



Students leaving for Chitkara Mandi



Students with their stalls



Faculty and Students