



Report on

“Workshop on Entrepreneurial Activity on Pop-up Pastry shop in Association with KEIC.”

Date: Wednesday, 2nd April 2025

Venue: C Block Basement (Near KEIC Mart)

Event Type: Earn while Learn

Mode of Activity: Offline

Target Group: SOHMCT Students

Resource Person: Mr. Sanjay Pandey

Coordinator: Dr. Amit Kumar (Assistant Professor SOHMCT)

Organized By: School of Hospitality Management and Catering Arts (SOHMCT)

Number of Participants: Number

Introduction:

On April 2, 2025, the School of Hotel Management and Catering Technology (SOHMCT) hosted a Bakery Pop-Up Shop in the C Block Basement, conveniently located near KEIC Mart. This event was designed to bring together university students from various disciplines to experience the vibrant world of baking, enjoy delicious baked goods, and learn about the culinary arts. The pop-up served as both a practical learning experience and an enjoyable outing for students, fostering community engagement and appreciation for the craft of baking.

Through KEIC, the event also provided a platform for budding student entrepreneurs to showcase their baking skills and explore business opportunities in the culinary industry. This initiative encouraged innovation, networking, and hands-on experience in food entrepreneurship, inspiring students to turn their passion into viable business ventures.

SDG 4: Quality Education – Enhancing students’ practical entrepreneurial skills.
SDG 12: Responsible Consumption and Production – Promoting sustainable food preparation and minimal waste.

Improved entrepreneurial skills among students. Development of financial literacy through pricing, budgeting, and cost analysis. Promotion of sustainable business models in food production. Enhanced teamwork, creativity, and innovation in business.

Objective:

The primary objectives of the Bakery Pop-Up Shop were to:

Promote the Culinary Arts: Encourage students to explore their interests in baking and pastry arts, showcasing the creativity and skills involved in crafting baked goods.

Foster Community Engagement: Create an inclusive environment for students to socialize and connect outside of the classroom setting.



Provide Practical Experience: Offer hands-on learning opportunities for students interested in pursuing careers in hospitality and culinary management.

Generate Awareness: Increased awareness of the School of Hospitality Management and Culinary Arts and its programs, encouraging student participation in future events and courses.

Enhance Entrepreneurial Skills: Provide students with firsthand experience in business operations, including product pricing, marketing, and customer engagement, to encourage entrepreneurial thinking in the culinary industry.

Outcome:

The Bakery Pop-Up Shop was a resounding success, achieving the following outcomes:

1. **High Participation Rate:** The event attracted a large number of university students, with enthusiastic participation from various disciplines, fostering interdepartmental connections within the university community.
2. **Positive Feedback:** Attendees expressed a high level of satisfaction with the variety and quality of baked goods offered. Many students appreciated the opportunity to sample items such as breads, pastries, cakes, and cookies, which were prepared by students from SOHMCT under the guidance of faculty.
3. **Hands-On Learning:** Students engaged in interactive baking demonstrations led by Dr. Anjana Singh, who shared valuable insights into professional baking techniques, the importance of quality ingredients, and the artistry behind presentation.
4. **Heightened Interest in Culinary Programs:** The event successfully generated interest among students in SOHMCT's culinary programs, as many participants inquired about upcoming courses and workshops. This can lead to increased enrollment and participation in future academic activities.
5. **Community Building:** The event fostered a sense of community among students, many of whom expressed interest in forming baking clubs or participating in future culinary events together, thus extending the impact of the pop-up beyond the day of the event.

The Bakery Pop-Up Shop not only met its objectives but also created a vibrant social atmosphere that highlighted the skills and dedication of the students in the culinary arts. This initiative showcased the importance of experiential learning in the hospitality field and laid the groundwork for more events that bridge academia and practical culinary experience in the future. The collaboration between students and faculty played a key role in the success of this pop-up and exemplified the spirit of teamwork intrinsic to the SOHMCT community.



Photo 1: Students set up their bakery pop up counter.



Photo 2: After the completion of the event, students are happy.



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