



SADHU VASWANI MISSION'S
St. Mira's College For Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
Reaccredited by NAAC- A Grade, cycle 3
[ARTS, COMMERCE, SCIENCE ,BSc(Computer Science), BBA, BBA(CA)]
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VOLUNTEERING AT VARIOUS STALLS FOR FAMDIDI – “Deccan Hospitality Fest” & “PUWO Shopping Fest” and TEDX StMiras College

Date : 04th – 06th March 2022

Initiative by Centre for Women Entrepreneurship and Dept of BBA

Faculty Co-ordinator – Abhradita Chatterjee Nahvi

REPORT

Volunteers of St Mira's College for girls, along with FarmDidi team, were involved in promoting 100% natural & authentic food products handmade by women farmers from rural India at exhibitions ('Deccan Hospitality Fest' & 'PUWO Shopping Fest' and TedxStmirasCollege) held in Pune during 4th – 6th March 2022.

As FarmDidi Mascots, they interacted with about 1000+ visitors during the same and explained the importance of eating healthy food while promoting products for FarmDidi.

All Farm Didi products are 100% natural, authentic, with ingredients sourced directly from farms and have no preservatives or artificial substances. We stick to local and authentic recipes and methods of processing and preparation.

The students were trained two days prior on these events on basic selling skills & awareness of the brand ethos around FarmDidi. Overall product sales achieved during the event, apart from spreading brand awareness, amounted to INR 35,000. The activity under the able coordination from Professor Ms Abhradita Chatterjee.

4 Student volunteered for this activity.

Abhradita Nahvi



Jayesh
Principal Incharge
St. Mira's College for Girls, Pune.



Farm Didi
MDR Innovations (OPC) Private Limited
CIN: U72900KA2020OPC141047
Flat no. 308, Bharat Nilaya ITPL Road,
Brookefield, Bengaluru – 560087, Karnataka
www.farmdidi.com

TO WHOMSOEVER IT MAY CONCERN

Volunteers of St Mira's College for girls, along with FarmDidi team, were involved in promoting 100% natural & authentic food products handmade by women farmers from rural India at exhibitions ('Deccan Hospitality Fest' & 'PUWO Shopping Fest') held in Pune during 4th – 6th March 2022. As FarmDidi Mascots, they interacted with about 1000+ visitors during the same and explained the importance of eating healthy food while promoting products for FarmDidi.

Farm Didi's journey starts from the farms of India and the rural women who tend to those lands that feed us all. These farmer women pick the choicest of raw ingredients, carefully put them together in their kitchens and prepare amazing food.

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This is to certify that the following students participated in this activity under the able coordination from Professor Ms Abhradita Chatterjee.

Second year BBA : Manswi Shinde, Ruha Shirsath - 02

Third year BBA : Urvashi Rahangdale, Sakshi Tilekar - 02

Thank You

Manjari Sharma,
CEO & Chief Didi (FarmDidi™)
MDR Innovations (OPC) Private Limited

Abhradite
Nahvi



Jayesh
Principal Incharge
St. Mira's College for Girls, Pune.