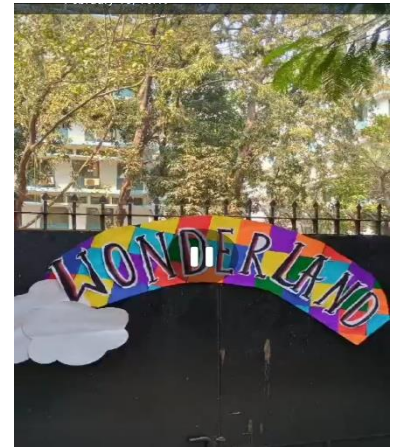


CRM Market 2023-2024
Alice in Wonderland
Dates: February 15th, 16th, and 17th
Venue: Garden Area



The Department of Community Resource Management successfully orchestrated an enchanting CRM Market under the whimsical theme of “Alice in Wonderland” from February 15th to 17th. The garden area of Nirmala Niketan was transformed into a wonderland that brought to life the beloved characters and fantastical elements of the classic tale.

Attractions and Highlights:

Food Stalls: The culinary journey at the CRM Market was nothing short of magical, with each stall creatively adopting the Alice in Wonderland theme. Attendees savored a variety of dishes, ingeniously named and crafted to resonate with characters and elements from the story. From “Cheshire Cat’s Cheesy Delights” to “Mad Hatter’s Tea Party Treats,” the food offerings were not only a feast for the palate but also for the eyes.

Accessories: The market featured an array of stalls that showcased an exquisite collection of accessories inspired by Alice in Wonderland. Attendees had the opportunity to adorn themselves with jewelry, headbands, and attire that echoed the eccentricity and charm of the story’s characters. These stalls were a hit, attracting a considerable number of visitors, eager to take a piece of Wonderland home.

Atmosphere and Décor: The Garden Area was meticulously decorated to capture the essence of Wonderland. Vibrant colors,



whimsical decorations, and thematic installations set the stage for an immersive experience. Key attractions included the Mock Turtle's pond, the Queen of Hearts' croquet ground, creating numerous photo opportunities for guests.

Character Portrayal: The highlight of the CRM Market was undoubtedly the students and volunteers dressed as characters from Alice in Wonderland. Their detailed costumes and spirited performances brought the story to life, engaging attendees in conversation and activities related to their characters. From Alice to the White Rabbit, the Mad Hatter to the Queen of Hearts, each character added a unique charm to the event, making it memorable for all.

Management Team: The CRM market established a Market Management Team comprising of 5 individuals, overseen by the head of department, Ms. Sunita Jaiswal. It was her responsibility to ensure that the committee worked diligently towards achieving success in the market. The team consisted of Ms. Kameswari, Ms. Janhavi, Ms. Sakina, Ms. Tahira, and Ms. Charisma, who were primarily involved in marketing activities. Their tasks included gathering menus and trade items lists from various stalls, creating brochures, flyers, and organizing promotional campaigns to attract customers. Their main focus was on marketing strategies prior to the commencement of the market. During the 3-day market event, four of the girls from the team were assigned as cashiers at two different counters. Their role was to collect coupons from customers at different stalls and maintain a record of items sold at each stall. The payment process was made convenient for customers by offering both cash and g pay modes of payment. Simultaneously, other members of the management team went around the college campus to gather orders from the staff. The team ensured that all arrangements were in place, the market was aesthetically decorated, and the specific requirements of individual stalls were noted down and provided to them by the marketing team. At the conclusion of each day, the team conducted an accounting of sales from individual stalls, tallied the earnings, and prepared transaction sheets. This meticulous approach ensured that all financial transactions were accurately recorded and accounted for. The collaborative efforts of the Market Management Team, under the guidance of Ms. Sunita Jaiswal, played a crucial role in the smooth functioning of the market. Their dedication and hard work not only contributed to the success of the market but also showcased their efficiency in managing various aspects of the event.

Ms Sunita Jaiswal

HOD Community Resource Management



