

FUND RAISING

Valentine's Day

"Special Moment for a Special Gift"

➤ **Introduction:**

Saint Valentine's Day is a holiday in remembrance of Saint Valentine, February 14, celebrated by sending cards or similar symbol of love.

➤ **What do we want?**

Since Shillong College started as an educational institution they never celebrate "Valentine's Day" most probability other colleges do not celebrate Valentine's Day till today scenario.

So, we students from Management Student Club want to organize two days of celebration in our college by selling cards, flowers, chocolate and other gifts that symbolize love.

Description of Product/ Service:

1) **What do we do?**

We sell cards, flowers, chocolate, sweets and other gifts that symbolize love.

2) **For whom?**

For bachelor students, higher school students, teachers, office staff and other inside the college campus.

3) **When we offer our service?**

The service will be offered only in the period of Valentine's Day.

4) **How often?**

This service will be temporally in short period of the day that is from 13th to 14th February.

5) **How does prospect order our service?**

The order can be made only through our salesperson and phone.

6) **Where are we located?**

Our location is only physical and strategically we are located in front of the boy's common room or easily visible place within the college campus.

FAREWELL



Photo Sources: from Zai Zen Jat

1) Introduction

A farewell is an expression of good wishes to say goodbye. After accomplishing all six semesters of the academic years, all the students need to leave the college. Each person has to continue his or her career or degree. A good farewell party is needed for each senior as a remembrance of his or her lifetime as being a student.

The first farewell party organized by MSC was on April 7, 2018 at college premises where all the seniors and juniors had a lot of fun together.

1.1) General information:

Official Designation:	Farewell
Slogan:	Goodbye to Senior
Date:	April 7,2018
Venue:	Conference Hall
Time:	10 am to 5 pm
Estimation of Students:	170

2) Objectives

- To show the seniors our love and respect
- To give a proper goodbye to the seniors and also wishes them to have a great successful career
- To remind the seniors of all the wonderful days they had spent
- To show how much we love and happy we are to have you as a senior

- To make this farewell as the best memory of their college days in life.

3) Method and Activities

a) Formal Section

In formal section we invited the Principal, Vice-Principal and our department's teachers as to be acknowledged by the seniors. All the seniors wore formal dresses and they looked really nice with blazers and dresses. The program included:

- 1) Speeches from Principal, Vice-Principal and HOD
- 2) Speeches from the representative of seniors and MSC president
- 3) Rewarding gifts for seniors by juniors, forwarded by HOD
- 4) Farewell songs from MSC office bearers and
- 5) Vote of thanks

After formal section we had special farewell lunch for seniors and teachers

b) Informal Section

Informal section is a program between juniors and seniors without teachers. All the seniors and juniors played fun games and danced all evening. It was such a memorable day for seniors as they enjoyed a lot and reminded them of their past activities of student life.

4) Human Resources

Once a program is organized the most important thing is the human power that make the program finish successfully. This farewell was done successfully as MSC worked together as a united group.

5) Final Notes

Farewell should be done annually as to give a respect to seniors and it build a strong relationship between the college and them. MSC will continue to do farewell yearly with unique programs and activities for seniors every year.

ROSE & CHOCOLATE DAY



photo sources: from google.com

Rose & Chocolate Day is celebrated every year on the last day of our college's 'College Week'. As MSC has been existed since 2016, we have celebrated Rose & Chocolate Day three times annually. On this day, we confess love for our loved ones, show our loves and respects to our friends or teachers by giving different colors of roses and each meaning is explained below.

➤ **What do we do?**

MSC sell different colors of roses in different kinds, and also chocolates.

MEANINGS OF ROSES

Red-	<i>love, passion, Beauty, courage& respect.</i>
White-	<i>purity, innocence, Sympathy, secrecy, new start & hope for the future.</i>
Yellow-	<i>joy, delight, friendship, welcome back& new beginnings.</i>
Pink-	<i>appreciation, gratitude, sympathy, grace, joy & sweetness.</i>

➤ **For whom?**

For bachelor students, higher school students, teachers, office staff those all come for Rose Day celebration.

➤ **How often?**

This service will be only one day during the 'College Week' time annually.

➤ **What are available?**

Roses are the main product that we sell on that day and we estimate the numbers of roses of different colours such as red, white, pint, yellow depending on the population of the students who will come on that day. We sell bouquet, single rose and double rose with decorations.

Chocolates are also available but we only sell a few as majorities buy roses more than chocolates.

➤ **Advertisements**

We advertise about our sale one week before the celebration. For this all the MSC members help out to contribute the message to everyone in the college. We paste variables of hand-written poster with quotes and poems at every visible corner of the college a week before. We contribute hundreds of our advertisement cards to every student just one day before the celebration. And we do the digital advertisement through WhatsApp to our friends who missed the message of our celebration.

➤ **Price**

The price of our product is affordable and that will permit us to get the majority of our target that are students and the other part that are students and the other part that are teachers, office staffs and others. The rate of our product is around 12 to 100 rupees in order to penetrate and get the whole market target.

➤ **Benefits**

Rose and Chocolate Day is a day of symbolizing about love between lovers, friends and teachers. Our products are of affordable price but that simple gift to one special one makes him or her important and pleased. So, Rose & Chocolate Day give us not only profits but also create sentimental and emotional.

➤ **Future Plans**

Over the years the executive members as well as the members of MSC have successfully completed many projects that brought much value to the club and also enabled the club to host different kinds of non-profit events which were self-funded and had little to no help from outside the club itself. Being students who have had every opportunity to learn and grow as individuals, we have decided to give back to the less fortunate who are struggling to even make ends meet. Clothing being a 'basic need' that not only covers our body but warms us, will be the imperative for our upcoming project. Furthermore, if possible, toys and other collectables will be donated to underprivileged children and infants alike. We have collected around a hundred clothes from both BBA students and teachers, and still collecting as much as possible. This charity will make grateful not only to MSC but also it will represent our college and our department. We are planning to do this plan in mid-term of the year 2019 and will continue to do other charity as much as possible. Or instead of charity plan, we are also planning to do jumble sale in coming future for fund raising of MSC.

