

ACTIVITY REPORT

Title of Event: Workshop On “Effective Sales and Marketing Strategies for Entrepreneurs/Startups.

Event: Aari Workshop



Date: 21/01/2025 TO 08/02/2025





Organizers: Department of Business Administration

Resource Person: Mr. Gunasekaran, Director, Matha Educational Trust

Sustainable Development Goal: Goal – 8: Decent Work and Economic Growth

Participants: Shift – I Students from All Departments.

**AUXILIUM COLLEGE (AUTONOMOUS)**
(Accredited by NAAC with A+ Grade in the 4th Cycle)
Gandhi Nagar, Vellore - 632 006



**DEPARTMENT OF
BUSINESS ADMINISTRATION**
and
AUXILIUM INNOVATION AND INCUBATION CENTER
in collaboration with
MATHA SKILL DEVELOPMENT CENTRE
Organizes
**Workshop on “ Effective Sales and Marketing
Strategies for Entrepreneurs/Startups**
on
AARI WORK
(HANDS ON TRAINING)

**15 DAYS TRAINING PROGRAMME
FROM 21/01/2025 TO 08/02/2025****TRAINER
Ms. SASIKALA**

PATRON
Dr.(Sr.) Mary Josephine Rani A
Secretary**CONVENER**
Dr.(Sr.) Arokia Jayaceli A
Principal**CO-CONVENER**
Dr.(Sr.) Amala Valarmathy A
Vice Principal

AIIC CO-ORDINATOR
Dr. Renuga Devi S**ORGANIZING COMMITTEE**
Ms. Ruth Mary
Ms. Umamageswari S
Ms. Divya Bharathi D
Dr. Rajeswari P

MOMENTS FROM THE EVENT



ACTIVITY SUMMARY

OBJECTIVE:

The primary objective of the Aari work workshop is to introduce students to the traditional and intricate art of Aari embroidery, enhancing their creative and technical skills.

The workshop aims to:

1. **Develop Artistic Skills** – Teach students the fine techniques of Aari embroidery, including handling specialized needles, thread work, and embellishments.
2. **Preserve Traditional Craft** – Promote awareness and appreciation of Aari work, a significant part of India's rich textile heritage.
3. **Enhance Creativity** – Encourage students to explore their creativity by designing unique embroidery patterns and motifs.
4. **Improve Hand-Eye Coordination** – Help students refine their dexterity and patience through precise hand-stitching techniques.
5. **Provide Career Opportunities** – Introduce students to potential career paths in fashion, textiles, and entrepreneurship related to embroidery and handcrafts.
6. **Encourage Practical Learning** – Offer hands-on experience with professional guidance to develop confidence in embroidery skills.

KEY HIGHLIGHTS:

Aari work entrepreneurs can apply effective sales and marketing strategies to understand customer preferences, highlight the uniqueness of their handcrafted embroidery, and position their brand effectively in the market.

By developing strong networking and collaboration strategies, Aari business owners can build valuable partnerships with boutiques, fashion designers, and retail stores to increase their market reach.

Implementing customer-centric sales techniques, such as customized designs and excellent service, can enhance customer satisfaction and encourage repeat business, ensuring long-term success.

The Aari certificate course inauguration which was held on September 2nd, marked the beginning of an initiative to promote traditional Aari embroidery among a diverse group of 53 participants from all departments of shift-I. The duration of the course is 30 hours. The training program has been launched in collaboration with Matha Educational Trust and the Department of Business Administration. The principal sister, Dr.(Sr.)Arokiya Jayaceli A, addressed the gathering and motivated the students to showcase their talents.

A key moment in the event was the distribution of Aari kits, which included all the essential tools and materials needed to begin practicing Aari embroidery. Each kit contained Aari needles, wooden hoops, fabrics, embroidery threads, and instructional materials. The distribution of these kits was met with enthusiasm, reflecting the participants' eagerness to immerse themselves in the craft. The Aari course training, which begins on 21.01.2025 and ends on 08.02.2025, promises to upskill the students enrolled in the program.

OUTCOME:

1. **Mastery of Aari Embroidery Techniques** – Students acquire hands-on experience in using the Aari needle, creating intricate designs, and working with embellishments like beads and sequins.
2. **Enhanced Creativity & Design Skills** – Exposure to traditional and contemporary embroidery patterns helps students develop their own unique styles.

3. **Improved Patience & Precision** – The workshop enhances students' focus, patience, and hand-eye coordination, essential for fine embroidery work.
4. **Understanding of Textile Art & Heritage** – Students gain an appreciation for India's rich embroidery traditions and their role in the fashion and textile industry.
5. **Entrepreneurial & Career Opportunities** – With Aari work in high demand in fashion and textile industries, students can explore job opportunities or start their own embroidery-related business.
6. **Confidence in Handcrafting Skills** – Students leave the workshop with a sense of accomplishment, able to create their own embroidery pieces with confidence.
7. **Portfolio Development** – The skills learned can be applied in academic projects, personal fashion creations, or professional portfolios for future endeavors.