



Government of West Bengal

Office of The Principal

Acharya Prafulla Chandra Roy Government College

Himanchal Vihar, P.O & P.S Matigara, Siliguri, Dist. Darjeeling, 734010, West Bengal

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Ref No.

Date..12.02.2026...

Compliance Report on the 'Pithe Puli Utsav: Campus Entrepreneurship Fair' 2026

Event Overview

- **Event Name:** Pithe Puli Utsav: Campus Entrepreneurship Fair
- **Objective:** To transition students from passive learners into active job creators by applying classroom marketing, cost analysis, and food safety concepts to a real-world setting.
- **Venue:** A. P. C. Roy Govt. College, Siliguri
- **Date:** 12.02.2026
- **No. of Participants:** 20

Introduction

The Pithe Puli Utsav serves as a major catalyst for grass-roots entrepreneurship, directly empowering women and rural artisans by transforming a seasonal culinary tradition into a profitable commercial enterprise. Traditionally tied to the harvest festival of *Poush Parbon* (Makar Sankranti), this cultural festival has evolved into a micro-enterprise incubator across different regions of India.

Core Focus: Commercialising heritage Bengali rice cakes (*Pithe, Puli, Patishapta*) to generate direct micro-revenues.

Economic Mobility: Events align with the national push for economic empowerment, supporting building independent livelihoods.

Experiential Learning: Stalls act as live micro-business test beds, requiring minimal upfront capital to practice real-time pricing and inventory control.

Conclusion and Outcome

The Pithe Puli Utsav has successfully transitioned from an informal backyard culinary gathering into a structured socio-economic platform. For long-term sustainability, government and micro, small, and medium enterprise (MSME) bodies should introduce structured entrepreneurial workflows.

This report outlines the Pithe Puli Utsav held at APC Roy Govt. College, Siliguri. Designed as an experiential learning exercise by the Institution's Innovation Council, the festival transformed a traditional culinary celebration into a thriving campus market, allowing student teams to test, brand, and sell their products in a live, high-footfall environment.



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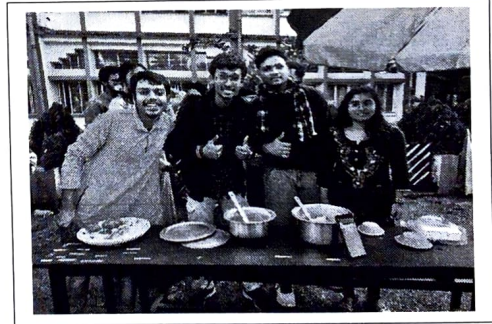
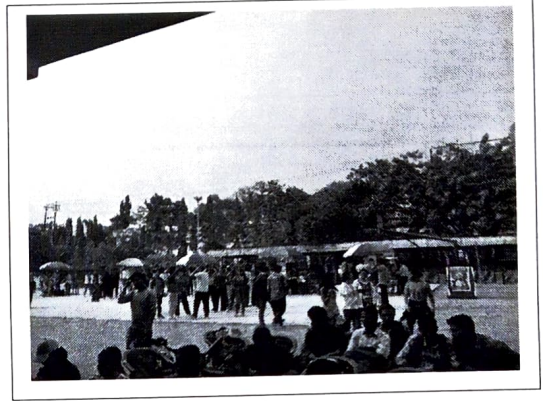
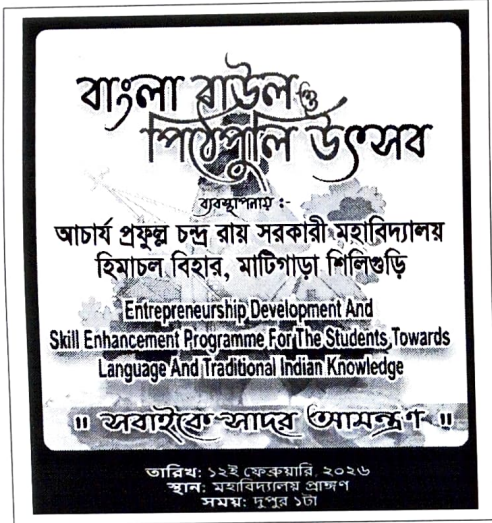
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Signature
Principal
A.C. ROY GOVT. COLLEGE
Siliguri