

# **Incubation Cell – Official Andrean Merchandise and Andraprenuers**

## **Official Andrean Merchandise**

The Official Andrean Merchandise of St. Andrew's College, Bandra, was inaugurated on 11th December, 2019. The Merchandise is the Venture - Segment by The Andrean Entrepreneurship –Incubation cell , Immense love and support was received from the College Management and Professors, Current and Former Andreans. The main aim of launching the Merchandise, was –

1. To promote "Brand Andrew's", as in to promote our College as a Brand of its own to create an image and goodwill of the College
2. To bring out the nostalgia of our former students and the love for its college, through the souvenirs, the current students feeling a sense of belonging and love for the College



## **Current In-charge of E-cell – Events and Incubation – Official Merchandise and ANDREPRENEURS**

**Dr. Harmeet Kaur Bhasin**

**Ms Savina Shenoy**

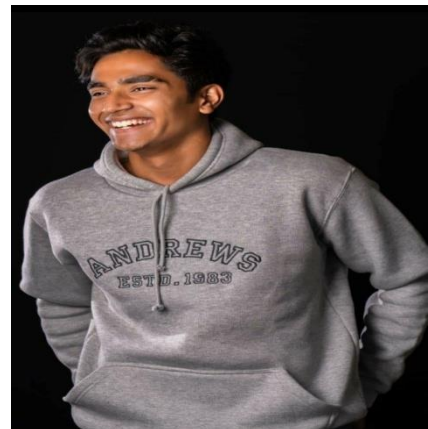
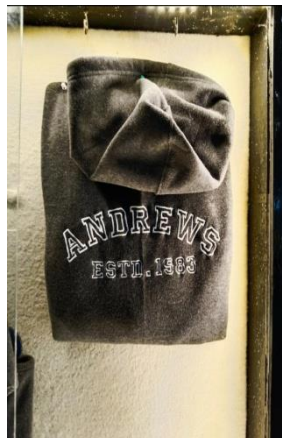


The souvenirs offered by Incubation Cell –Official Merchandise section are as follows :

*Official Merchandise*

- *Hoodies - Zip and Non Zip  
(5 colour options available)*

*Photo*



- *T - Shirts - Polo Neck and  
Round Neck (5 colour  
options available)*



- *Caps - in 6 different Colours*



- *Badges - Classic and Design (2 different types).*
  - ✓ *The classic design are (available in 2 colours) which bears the College logo.*
  - ✓ *While the design badges depict the everyday life of an Andrian.*



- *Diaries - A simple black diary (100 pages)*



- *Pens - A Multipurpose Pen, which serves to - write, holder for smartphones / tablets, and a stylus for smartphones/tablets - (available in 2 colours - Red and Black)*





- *Mugs –(Available in 2 different colours - Black and White)*



- *Flasks - A steel flask (Black), capacity- 750 ml*



- *Bag Tags - Bag Tags (Black), with Quotes on one side, and writing part on the other side.*



- *Vehicle Stickers - Stickers with Funky messages related to travelling (available in black, red and white)*



*Incubation cell – Official  
Merchandise Desk*



*Incubation – Official  
Merchandise display board*



A desk was provided outside the G1 room for enquiries, placing and receiving of orders and payments for the same. The launch and functioning of the same, was started in December, 2019.

During the month of March 2019, the exams for the First and Second Year Aided students had almost come to an end, meanwhile COVID 19 Pandemic strike the country. Due to which, considering safety and precautions of the citizens, all the colleges were shut, which also means, the merchandise functioning was halted till situations were clear and good. But as the cases arose, there was no way that the merchandise segment would function as it were the students who closely worked on this segment. Constant updates were made to everyone regarding the merchandise through WhatsApp and the Official Instagram.

As October approached, and situation was partially safe, the Team decided to have a check on the Merchandise Desk to ensure the products are safe. By November, 2020, placing and delivering of orders were started. As a precautionary measure, most of those who wished to collect orders wouldn't make it to college, the home delivery system was started. **The team implemented green packaging i.e. recycling old newspapers into paper bags/wrapper, use of friendly packaging.**



**environmental  
materials for**

However, at the same time, the team realised the problem of customers who wished to place orders, as usually, one had to reach to the merchandise desk to place orders (which is possible when it is feasible for one who is visiting college). Thus, the **Online Order Services was started**. It was a **Google Form** that was provided to everyone, **WhatsApp messages** was passed on through sources and means, while on **Instagram Handle of E-Cell**.

A catalogue too was added to the form Incase one would want to refer and place orders and make payments for the same. The payments were done, once the order was confirmed, through **UPI Platforms - Paytm and Google Pay**. Accordingly, the advance sales made through these services amounted to a good sum too. It was noted that, due to the ongoing situation, the processing, completion and delivery of products would take time and it was an acceptable condition for the ones who placed orders.

However, as the cases started rising sky rocket, the orders were unable to be processed by the merchandise making vendors, and eventually, the customers were refunded. And again, a few notices were sent across Instagram and WhatsApp, notifying about the halt, and that it would be restarted only when the situations are safe.