

M.E.S. ASMABI COLLEGE, P. VEMBALLUR
DEPARTMENT OF FISH PROCESSING TECHNOLOGY
PROGRAMME REPORT
“FRIDAY STREET” – IEDC & ED CLUB BAZAR

Date: 06 February 2026

Time: 11.00 am to 1.30 pm

Venue: IEDC & ED Club Bazar, MES Asmabi College

Organizing team: Departments of Fish Processing Technology and Zoology

Teacher Coordinators: Ms. Ujjwala Navas, Dr. Amina Poovoli

Student Coordinators: Jasna Shery KK, Razal Thouheed CM



MES ASMABI COLLEGE
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Affiliated to University of Calicut
NAAC Re-accredited with A grade (CGPA 3.19)
mesasmabicollege.edu.in



DEPARTMENTS OF FISH PROCESSING TECHNOLOGY & ZOOLOGY
JOINING HANDS TO THE CREATIVE VENTURE



FRIDAY STREET
06-02-2026





ENJOY SEAFOOD VARIETIES !!

OPENS AT
11:00 AM - 2:00 PM
IEDC & ED CLUB BAZAR
MAIN BLOCK
MES ASMABI COLLEGE

TASTE THE TRADITION

KAPPA FISH CURRY COMBO
FISH PUTTU
ILAYADA
KOONTHAL NIRACHATH

TASTY SWEETS

PAYASAM
PUDDING



SEAFOOD CUISINE

FISH PICKLE
KAKKA RECIPE
SEAFOOD SNACKS

SEASONAL SIPS

POTTUVELLARI JUICE
MOHABATH KA SARBATH

ORGANIC HARVESTS

KANTHARI CHILLI
LEAFY VEGGIES

POCKET FRIENDLY CRAFT & GIFT CORNER



Principal
Dr. Sameena Kalathodi



Vice Principal
Dr. Sanand C Sadananda Kumar



Teacher Coordinators
Ms.Ujjwala Navas
Dr. Amina Poovoli



Student Coordinators
Jasna Shery KK
Razal Thouheed CM

As part of the IEDC and ED Club initiatives of MES Asmabi College, the Departments of Fish Processing Technology and Zoology jointly organized an innovative student-oriented programme titled “Friday Street.” Conceived as a Friday market, the programme provided students with a live platform to showcase, market, and sell their self-developed products, thereby transforming theoretical knowledge into practical entrepreneurial experience.

The primary objective of Friday Street was to nurture business awareness and entrepreneurial skills among students by exposing them to real-time marketing, customer interaction, pricing strategies, and profit management. The programme successfully created a vibrant marketplace atmosphere within the campus, encouraging creativity, teamwork, and innovation.

The programme commenced at 11.00 am at the IEDC & ED Club Bazar of MES Asmabi College. The event was formally inaugurated by the College Principal, Dr. Sameena Kalathodi, who marked the occasion by making the first sale, symbolizing institutional encouragement for student entrepreneurship. The inauguration added prestige and motivation to the student participants.

The programme was graced by the presence of Dr. Sanand C. Sadananda Kumar, Vice Principal; Dr. Dhanya P. R., IQAC Coordinator; and Dr. Sumedhan K. P., Director of Self Financing Courses. The dignitaries appreciated the collaborative effort of the departments and commended the initiative for providing meaningful experiential learning opportunities to students.

The Friday Street Bazar was vibrant and well-organized, showcasing an impressive array of student-made products. The food stalls prominently featured a variety of value-added seafood products, with special highlights including grilled fish, mussel-based recipes, diverse squid preparations, and fish pickles. Alongside there were other food items such as snacks, chips, sweets, cut fruits and refreshing seasonal drinks. The bazar also included stalls offering organic harvests, jewellery, art and craft gift items, and terrarium products. Each stall stood as a reflection of the students’ creativity and entrepreneurial enthusiasm, drawing active and appreciative participation from both staff and students.

The programme was efficiently conducted under the guidance and supervision of the teacher coordinators, Ms. Ujjwala Navas and Dr. Amina Poovoli. The student coordinators, Jasna Shery K. K. and Razal Thouheed C. M., played a pivotal role in planning, organizing, and coordinating the event. Their leadership, along with the active involvement of department

students and continuous support from faculty members, ensured the smooth execution and success of the programme.

Students participated in team-based entrepreneurial activities, handling every aspect of their stalls—from product display and marketing to sales and customer engagement. Each team was able to earn a significant profit, which stood as a testament to their effort, planning, and effective marketing strategies. The hands-on exposure enabled students to understand the realities of running a small-scale business in a supportive academic environment.

The programme received highly positive feedback from staff members and student consumers. The quality, creativity, presentation, and affordability of the products were widely appreciated. Many expressed interest in the continuation of such markets, recognizing their value in enhancing student skills beyond the classroom.

From a student-centric perspective, ‘Friday Street’ proved to be a highly impactful learning experience. The programme enhanced students’ entrepreneurial competencies, improved their communication and interpersonal skills, and provided practical knowledge of cost analysis, pricing, and profit calculation. It also fostered teamwork, leadership qualities, and confidence, while motivating students towards self-employment and startup-oriented thinking.

The Friday Street programme successfully achieved its intended objectives by offering students an authentic entrepreneurial platform. The joint initiative of the Departments of Fish Processing Technology and Zoology, supported by the IEDC & ED Club, faculty members, and student coordinators, made the programme a memorable and meaningful experience. The event stands as a model for future student-led entrepreneurial activities at MES Asmabi College, reinforcing the institution’s commitment to innovation, skill development, and experiential learning.





Report Prepared by:

Ujjwala Navas