

## **SMART GOALS**

The project “**Commerce Contributes Empowering Innovation for All**” is a fundraising initiative by the Department of Commerce to support the establishment of a **Business Incubation Center (BIC)** on campus. It aims to raise **Rs. 100,000** through sponsorships, stalls, and networking events to fund essential items like furniture and equipment for the center.

### **Goal 1: Fundraising Target**

Raise Rs. 100,000 for the Business Incubation Center by leveraging micro-sponsorships and student-run stalls over 4 weeks, ensuring funds are tracked via a financial log.

### **Goal 2 : Sponsorship Acquisition**

Secure at least five sponsors by Week 2, engaging alumni and CSR efforts to confirm partnerships, critical for the campaign’s financial success.

### **Goal 3: Student Engagement**

Engage 30% of the student body through stalls, mixers, and social media marketing, tracking participation to build long-term awareness for the BIC throughout the 4-week campaign.

### **Goal 4: Event Execution**

Successfully execute one networking mixer and three campus stalls by Week 3, confirmed through event schedules, photos, and revenue generated