

Fresh & Delicious
FRUIT PICKLES



**Banking And Insurance Club
Faculty Of Business Studies
University Of Vavuniya**



University of Vavuniya
Faculty of Business Studies
Department of Banking and Insurance

Need Assessment Report – Pickle Stall

Organized by:

Banking and Insurance Club
University of Vavuniya

Date: 5th February 2026

Location: In front of the BS Canteen, University of Vavuniya

1. Introduction

This report outlines the need assessment conducted by the Banking and Insurance Club for organizing a pickle stall at the University of Vavuniya.

The initiative aims to address student needs, promote healthy eating habits, and provide a platform for students to engage in entrepreneurial activities.

The stall will offer a variety of homemade pickles, providing a convenient and affordable snack option for students and staff within the university premises.



2. Background of the Need Assessment

The increasing demand for affordable, hygienic, and tasty food options on campus has been a recurring concern among students. A survey conducted by the Banking and Insurance Club revealed that a significant number of students prefer homemade and traditional snacks over processed foods. Additionally, there is a growing interest in promoting student-led entrepreneurial ventures to foster practical learning and financial independence. The pickle stall initiative aligns with these needs and provides an opportunity for students to gain hands-on experience in business management and marketing.

3. Location and Community Profile

The University of Vavuniya is situated in a vibrant academic community with a diverse population of students, academic staff, and administrative personnel. The chosen location—in front of the BS Canteen—is a high-traffic area, making it an ideal spot for the pickle stall. This location ensures visibility and accessibility for the target audience, including students from various faculties who frequent the canteen area for meals and breaks.

4. Target Group Identification: University Students

The primary target group for the pickle stall includes:

- **Undergraduate and postgraduate students:**
who seek affordable and tasty snack options between classes.
- **Students with limited access to homemade food** due to hostel accommodations or busy academic schedules.
- **Students interested in entrepreneurship**, who can benefit from observing or participating in the stall's operations.
- **University staff and faculty members** who may also patronize the stall for its convenience and quality.



5. Pickle Items

The stall will offer a variety of homemade pickles, including:

- Mango
- Ambaralla
- Ceylon olive
- Tamarind
- Nelly

These items have been selected based on student preferences identified through surveys and feedback.

6. Objective of the Pickle Stall

The primary objectives of the pickle stall are as follows:

1. To provide healthy, hygienic, and affordable snack options to students and staff.
2. To promote student entrepreneurship and practical learning in business operations.
3. To enhance student engagement and foster a sense of community within the university.
4. To generate funds for future student-led initiatives and activities of the Banking and Insurance Club.

7. Outcomes of the Program

The expected outcomes of this initiative include:

1. Increased availability of affordable and healthy food options on campus.
2. Enhanced student participation in entrepreneurial activities.
3. Improved financial literacy and business management skills among club members.
4. Strengthened collaboration and community bonding among students and faculty.
5. Sustainable revenue generation for future club activities and events.



8. Conclusion

The need assessment confirms a strong demand for a pickle stall at the University of Vavuniya. This initiative not only addresses the immediate need for affordable and hygienic food options but also promotes student entrepreneurship and practical learning. With careful planning and execution, the pickle stall has the potential to become a sustainable and impactful venture, benefiting both the student community and the Banking and Insurance Club.

9. Budget Details

Description	Amount (Rs.)
Income	11300
Pickle	(8000)
Transport	(500)
Photocopy	(60)
Petrol	(300)
Paper Plate & stike	(800)
Income over Expenses	<u>1640</u>

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