



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

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Department of Management

Report on

Dilli Haat INA-Visit of Handicraft Stalls and Entrepreneurial Reflections

26th September, 2024

BBA Section A & B (2023-26)



Date: September 26, 2024 (Thursday)

Venue: DILLI HAAT- INA

Organized by: Department of Management, MAIT

No. of students: 97 BBA 1st Semester (Batch 2024-27), Section A & B

Faculty Coordinators: Dr. Anju Bharti, Dr. Kiran Garg, Ms. Jyotsna

Mentor: Prof. (Dr.) Amit Gupta, Head of Department, Department of Management

Objectives of the visit: Visit of Handicraft Stalls and Entrepreneurial Reflections

1.  Identify Motivations for Starting a Business
2.  Trace the Journey from Idea to Execution
3.  Explore Initial Challenges and Hurdles
4.  Examine Resource Utilization
5.  Assess the Role of Market Research
6.  Understand Business Model and Strategy
7.  Investigate Support Systems

Details of the Visit:

The visit to Dilli Haat, INA, Exhibition and Trade Centre, New Delhi was organized on 26th September, 2024 for BBA students, first Semester (Batch 2024-27), Section A & B by the Department of Management, Maharaja Agrasen Institute of Technology.

This visit for BBA students was organized as part of their academic requirements and involving them to develop intellectual capacities and skills, to enhance academic achievements, progress in learning, and to enhance their overall personal growth.

The students were divided in group for the tasks they were provided by the faculty. They had to take the interviews of artisan/retailers at various stalls of handicrafts from different states of India. They took the introduction of the handicraft stall's history. They also discussed about the entrepreneur's journey— their initial struggles, overcoming challenges, and scaling etc. They

kept on taking their interview's video as well as their photographs as this was part of the assignments. They got involved in the insights into the craft-making process and business model. They also got opportunity to observe live demonstrations at some stalls to observe how the handicrafts are made. The students tried to understand the value chain—from sourcing raw materials to selling the final product.

Students tried to understand following Marketing Strategies:

- How the artisan markets their products to a specific audience.
- Use of digital platforms, word of mouth, and exhibitions to attract customers.
- Pricing strategies and the economics of the handicraft business.

Key Entrepreneurial Learnings

- **Identifying Market Gaps:** Understanding how artisans identify gaps in the market and niche audiences for their products.
- **Resource Management:** How small-scale businesses manage finances, inventory, and raw materials with limited resources.
- **Customer Relations:** Building strong, personalized customer relationships.
- **Innovation in Tradition:** The balance between maintaining tradition and integrating innovation.
- **Sustainability Practices:** Insights into how they incorporate sustainability, both in terms of materials and production processes.

Interactive Q&A Session

- MBA students asked questions to gain deeper insights into the entrepreneurship process.
- Discussion on scaling the business and entering new markets.
- Challenges faced in an increasingly competitive and globalized market.

Post-Visit Activities (Assignments):

- **Group Discussion:** Students will analyze the entrepreneur's strategies and brainstorm ideas for improving or scaling the business.
- **Business Model Development:** Students can develop a mock business plan for a

similar business model based on their learning.

- **Entrepreneurial Takeaways:** How lessons from the visit can be applied to their own entrepreneurial ambitions.

The students had the great experience which will inspire students to appreciate the value of small businesses, foster creativity, and provide practical insights into entrepreneurship at a grassroots level.

Snap shots:



