



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

(ISO:9001:2015 Certified)
Approved by AICTE, Ministry of HRD, Govt. of India
(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

Department of Management

Report On Field Visit

Location: Dilli Haat, INA

Date : 19th October 2023

Time : 10:00 AM – 3 PM

Course : BBA (First year)

As a part of the curriculum, BBA students must be engaged in some activities related to entrepreneurship. Therefore, one activity was planned where students had the opportunity to visit Dilli Haat, INA.

The primary objective was meticulously designed to foster engagement with local craftsmen and entrepreneurs, enabling students to glean a profound understanding of their businesses, achievements, and encountered challenges. The students were allowed to conduct interviews with craftsmen specializing in handloom, pottery, jewelry, etc.

They were asked to interview craftsmen and entrepreneurs and they submitted a report that included:

1. Cover page

2. Objective of the activity
3. Introduction of craftsmen and their business
4. Interview questions with answers
5. Learning Outcome
6. Conclusion

Outcomes

1. Real-world Exposure: Students experienced the challenges and opportunities faced by local entrepreneurs.
2. Networking: Interacting with craftsmen provided networking opportunities for future endeavors.
3. Application of Knowledge: Students applied theoretical concepts to real-world situations.

Recommendations

1. Repeat the Activity: Consider making this activity a regular part of the BBA curriculum.
2. Expand Venues: Explore engagements with entrepreneurs in different locations or industries.
3. Integration with Coursework: Encourage faculty to integrate learnings into relevant coursework.

Conclusion:

The visit to Dilli Haat provided a valuable and enriching experience, bridging the gap between theory and practice for BBA students.

