

The universities are requested to share the activity report (post the activity) for the Viksit Bharat@2047 in the below tabular format.

Name of the Activity:	SBPPSE_Visit to Dilli Haat		
Theme of the Activity within Viksit Bharat@2047:	Governance, Entrepreneurship and Empowerment		
Activity Date(s):	Feb 2, 2024	No. of Participants:	45
Brief Description of the Activity: The educational trip to Dilli Haat - INA organized by Dr. B R Ambedkar University for MBA 2nd-year students on 2nd February 2024 specifically under the Compensation and Reward Management (CRM) and Sales and Distribution Management (SDM) courses, proved to be an insightful and enriching experience. Led by esteemed teachers, Dr. Priyanka Aggarwal and Dr. Shubhra Bahal, the excursion aimed to provide students with practical exposure to various business strategies, compensation models, and sales techniques employed by vendors at the bustling marketplace. Dilli Haat - INA, a cultural and commercial hub in Delhi, provided an eclectic mix of shops representing different states and offering a diverse range of products such as apparels, home decor, eco-friendly items, paintings, handicrafts, jewellery, and various food stalls. The unique aspect of the marketplace lies in its emphasis on regional and sustainable products, each reflecting the distinct cultural heritage of its origin. The products were priced variably, reflecting the diversity of states and the craftsmanship involved in their creation. The students, divided into groups, undertook a thorough exploration of the marketplace. They engaged with vendors, seeking insights into their business strategies, pricing mechanisms, manufacturing processes, and the challenges they face. The willingness of the vendors to share their experiences and business information was highly appreciated, allowing students to gain first-hand knowledge of the complexities and nuances of running a business in such a dynamic setting. In the context of CRM, students delved into understanding how vendors at Dilli Haat - INA are remunerated for their efforts. Conversations with vendors shed light on the intricacies of managing their shops, the dedication required, and the compensation structures, both monetary and non-monetary, that contribute to their motivation and satisfaction. This aspect of the visit provided valuable insights into the practical implementation of compensation and reward systems, linking theoretical knowledge acquired in the classroom with real-world scenarios. The SDM component of the visit focused on observing and analysing the sales techniques employed by the vendors. Students keenly observed the diverse approaches used to attract customers, pitch products effectively, and ultimately close deals. The product categories represented at Dilli Haat - INA also served as a valuable learning			

opportunity. From traditional handicrafts to contemporary eco-friendly products, each category presented unique challenges and opportunities for the vendors. Students gained insights into the pricing strategies adopted by vendors based on the states they represented and the craftsmanship involved. This exposure broadened their understanding of market dynamics and the importance of adapting strategies to suit the nature of the products being sold.

In conclusion, the trip to Dilli Haat - INA was a comprehensive learning experience for MBA students, offering insights into Compensation and Reward Management, Sales and Distribution Management, and the broader aspects of business strategies. The first-hand exposure to the challenges and successes of the vendors, coupled with interactions and observations, facilitated a holistic understanding of the intricacies of running a business in a diverse and competitive marketplace. The trip served as a bridge between theoretical knowledge and practical application, enriching the educational journey of the students and preparing them for the dynamic world of business management.

Such visits are being planned by Faculty Members under the Viksit Bharat@2047 campaign.

Brief Description of Participants:

MBA students of SBPPSE

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