

Bazaarhaat 2020

Bazaarhaat is a novel approach initiated by PTVAIM, which provides a platform for students coming from diverse background. Every student possesses different skillsets and learning abilities, the activity of Bazaarhaat, thus identifies the areas in which students need additional support and guidance that effectively helps in their queries related to practical application of management theories and business application. Bazaarhaat is well appreciated by the stakeholders as a step towards improving the quality of practical business education and creating and developing competent young professionals. To impart practical business education among the full time and part time students of PTVAIM, Bazaarhaat is systematically conducted every year to make students more practical with better grasp on management subjects. This year was held on January 25th 2020, and was inaugurated by MLA Adv. Parag Alavani and our Board Member and Mentor, Ex-Vice Chancellor of UOM. Dr. Snehalata Deshmukh. PTVAIM's campus hosted 27 stalls ranging from food to artefacts to financial services to nail art to contemporary costumes to games and fun galore. Competitive atmosphere was created for PTVAIM students by offering 7 stalls to outsiders including students of sister concerns, Amhi Udyogini, and other commercial units. It was a fully funded activity and major sponsors included Union Bank of India, Neckbook, Xenos Playspace etc. The event witnessed footfall of nearly 800 visitors. Team of 49 students from MMS-II batch under the guidance of faculty organising team including Mrs. Shalini Kakkar, Dr. Anand Hindolia, Dr. CA Ajit Joshi, Mr. Abhishek Deokule, Mr. Sujit Apte and CA Rajul Murudkar in putting together this event to a great success. Bazaarhaat is one of its kind activity undertaken by PTVAIM where students learn about Resources management, Negotiation, Creativity and Competition in the market. Students are encouraged to participate in teams so that they can learn about team handling skills, Leadership, stress handling, conflict management and have respect for each other A core team of faculty member i.e., the faculty organising team (Mrs. Shalini Kakkar, Dr. CA Ajit Joshi, Dr. Anand Hindolia, Mr. Abhishek Deokule, Mr. Sujit Apte, CA Rajul Murudkar) is there throughout to monitor and guide students at each step of the activity. A core student organizing team is formed. The core student team is divided into different teams like decoration team, sponsorship team, promotion team etc. The core student's team works closely with faculty organising team to execute Bazaarhaat every year. The stalls are set up in the institute and allotted to students on nominal rent basis to students of PTVAIM and PTVA fraternity. The students are encouraged to come up with creative/ innovative business ideas to compete in the Bazaarhaat and make maximum revenue and profit. For the evaluation purpose a jury is formed, the jury members visit each stall and evaluates them. On completion of evaluation, the jury members share their evaluation with the faculty organising team. Based on the evaluation done by the jury members, the winners of Bazaarhaat are declared by the end of the event. The practice is unique as it is planned and executed every year after interaction with student's core team. Total visitors were nearly 800 including local residents, staff and students from sister concerns, students from other management institutes. Total 27 stalls of eatables, nail art,



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craft, apparels etc. Competitive atmosphere created for PTVAIM students by offering stalls to students of sister concerns, Amhi Udyogini, and other commercial units. Additional revenue generated by offering stalls to outsiders - Rs. 25k Students have achieved better understanding of business. There has been a demand for stalls and a greater number of stalls were required this year in comparison to previous year.



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