

1st April 2022, Report on 'Field visit to Entrepreneur's Mela: Female and small scale business special' by PTVAIM in association with Amhi Udyogini Pratishtan

Time: - 10:00 AM to 5:00 PM

Objectives: To interact and study the business model of small business stalls at the exhibition.

To understand the mentality of female business owners and their style of operations.

Benefits: PTVAIM's students got an opportunity to interact with many small-scale business people.

The interacted with many female entrepreneurs and understood their challenges as well as style of business building

Description: Entrepreneur's Mela with special focus on female entrepreneurs and small business owners was organized by Amhi Udyogini from 1st April 2022 to 3rd April 2022 at Scout hall, Shivaji Park, Dadar, Mumbai. PTVAIM's MBA IEV students and teachers visited the exhibition and studied various stalls.

Report on 'Field visit to Entrepreneur's Mela with special focus on female entrepreneurs and small business owners'

Amhi Udyogini organised an Entrepreneur's Mela with special focus on female entrepreneurs and small business owners from 1st April 2022 to 3rd April 2022 at Scout hall, Shivaji Park, Dadar, Mumbai. PTVAIM's MBA IEV students and teachers visited the exhibition and studied various stalls. Ms. Ridhima Mahabal- IIC Convener accompanied the students.

Amhi Udyogini has been hosting the entrepreneur's mela with special emphasis on female entrepreneurs & it has been one of its oldest and most significant events, since 1990. At this event, Amhi Udyogini promotes small enterprises to introduce their goods to the market. These individuals benefit from the ability to network with other microbusiness owners and access the market. More than 30 female entrepreneurs participated in this exhibition. The entrepreneurs were from across Maharashtra and main products ranged from clothing, kitchen ware, organic oils and foods, home décor etc.

PTVAIM students interacted with each and every stalls in the exhibition and tried to understand their business models. They drew the following insights from their interactions with female entrepreneurs.

Most women turned to business as an extension of their hobby and to earn a small side income to support their families.

Generally women got support from family to run businesses that were seen as an extension of 'women's job' e.g. organic oils, kitchen ware, clothing etc.

Though most women looked into day to day operations of their business, most major decisions especially regarding finances were taken by their husband or father.

The women showed eagerness and interest with respect to learning about entrepreneurship formally. And attended technical sessions organized which would help them grow their business. (e.g. regarding GST, legal compliances etc.)




Director
PTVA's Institute of Management
Chitrakar Ketkar Marg,
Behind M. L. Dahanukar College,
Vile Parle (E), Mumbai-400 057.

The women showed relatively less knowledge regarding intellectual properties.

Most women believed that such exhibitions were a great platform for them because it was an opportunity to meet their direct customer post covid. They also relished this opportunity because they got to meet newer clientele.

Many women took initiative to network with other micro and small business owners. They were also eager to speak to students of MBA IEV and to talk about their journey.

Some women could explain the rationale behind the price point at which they had arrived.

The field visit was an insightful outing for the students and the interactions helped them understand entrepreneurial psyche better.


