



CIRCULAR



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Invitation to Attend the Field Visit Presentation on Micro-Entrepreneurship – MBA (2025–27)

2 messages

Ujwal Prakash <ujwal.prakash@arkajainuniversity.ac.in>
To: Rana Iffat Perween <rana.perween@arkajainuniversity.ac.in>
Cc: "Dr. Urvashi Thakur" <dr.urvashi@arkajainuniversity.ac.in>

Sun, Dec 7, 2025 at 3:58 PM

Madam,

With great delight, I extend this invitation to you to attend our upcoming academic event titled:

"Micro-Entrepreneurship Insight Student Colloquium"

Organized by the Department of MBA, this event will showcase the analytical insights and field-based learning of our MBA students following their recent visit to study micro-entrepreneurial practices across local markets.

Event Details:

- Date: 9th Dec 2025
- Time: 9:00 AM onwards
- 📍 Venue: JEH Auditorium
- Organized By: Department of MBA

The session will feature presentations by MBA (Session 2025–27) students, highlighting their observations, challenges identified, innovative strategies used by micro-entrepreneurs, and their reflective understanding of the informal business ecosystem.

Your presence at this event would be deeply valued, as it would offer students great encouragement and inspiration.

The event poster is attached for your reference.

We look forward to welcoming you.

Warm regards,
Prof. Ujwal Prakash



Student Colloquium.jpg
168K

Rana Iffat Perween <rana.perween@arkajainuniversity.ac.in>
To: Ujwal Prakash <ujwal.prakash@arkajainuniversity.ac.in>

Mon, Dec 8, 2025 at 10:06 AM

Thanks, I will be there.
[Quoted text hidden]

Micro-Entrepreneurship Insight Student Colloquium

Date of Event	09-12-2025
Name of the Event	Field Visit Presentation on Micro-Entrepreneurship – MBA (2025-27)
Type of the Event	1. Experiential Learning/ Participative Learning/ Problem Solving Methodologies 2. Entrepreneurship, Skill Development
Conducted by	MBA- Department of Management in association with Arthavimasa
Coordinated by	Dr. Urvashi Thakur & Mr. Ujwal Prakash
No. of Participants	66

OBJECTIVES:

- To develop an understanding of micro-entrepreneurship and its role in the local economy.
- To explore and identify business strategies adopted by micro-entrepreneurs through field-based observations.
- To enhance students' knowledge of the informal economic sector and it's functioning.
- To provide a platform for students to present and discuss their field study findings through a colloquium.
- To assess students' analytical, observational, and presentation skills based on their study of micro-entrepreneurs and the challenges faced by them.

DETAILS:

The Department of Management (MBA), ARKA JAIN University, organized a field-based study on **Micro-Entrepreneurship** as part of its experiential learning initiative.

Students of MBA were divided into **five teams** and assigned to visit the local market area near **Lal Building, Gamharia, Jharkhand**. The teams interacted with various small vendors, including fruit sellers, dosa sellers, flower sellers, and other micro-entrepreneurs, to gain first-hand insights into their business operations.

During the visit, students observed the vendors' daily business activities, customer management practices, sources of income, and operational challenges. They conducted

informal discussions with the vendors to understand the difficulties they face, such as fluctuating customer demand, limited capital, and spoilage of perishable goods, competition, weather-related uncertainties, and lack of access to formal financial support.

The students further analysed the risks undertaken by these entrepreneurs and explored possible measures to mitigate such risks. Based on their observations and findings, each team prepared a presentation highlighting the challenges, innovative practices, risk factors, and recommendations for improving the sustainability and growth of these small businesses. The findings were later presented during the **Micro-Entrepreneurship Insight Student Colloquium**, showcasing the students' field-based learning and analytical insights into the informal business ecosystem.

TAKEAWAYS (OUTCOME)

The key outcomes of the event were:

- Students gained practical exposure to the functioning of micro-enterprises and the realities of the informal business sector.
- The activity enhanced students' understanding of entrepreneurship, risk management, and business sustainability.
- Participants developed stronger observation, communication, data collection, and analytical skills.
- Students identified key risks faced by local vendors and proposed practical risk mitigation strategies, such as better inventory management, diversification of products, savings practices, digital payment adoption, and customer relationship management.
- The event fostered empathy and appreciation for the contribution of micro-entrepreneurs to the local economy and community development.
- The field study successfully bridged the gap between theoretical classroom learning and real-world business practices, making learning more experiential and impactful.

POSTER OF THE EVENT

ARKA JAIN
University
Jharkhand

NAAC
GRADE **A**
ACCREDITED UNIVERSITY

Outlook
ICARE RANKING
2023

RANKED 3rd
IN "TOP-15 EMERGING
PRIVATE UNIVERSITIES IN INDIA" CATEGORY

ISO
9001:2015

Department of MBA, ARKA JAIN University

In association with

Arthavimarsa
अर्थव्यवस्था में नवाचार और ज्ञान

Organize

Micro-Entrepreneurship Insight Student Colloquium

Explore the informal economy through market analysis.

Objectives

1. Understand micro entrepreneurship.
2. Discover strategies through field insights.
3. Enhance understanding of the informal economy.
4. Present the findings in the colloquium.
5. Evaluate students based on their study of micro-entrepreneurs.

Schedule:

Date
9th Dec 2025

Venue
JEH Auditorium,
Arka Jain University

Time
9:00 AM Onwards

Participants: MBA Students
(Batch 2025-27)

Top two teams will be
recognized with accolades.

Where Classroom Meets Community Insight.

Prof. Ujwal Prakash
Event Coordinator

Dr. Urvashi Thakur
Head, Dept. of MBA & Event Convener

Image credit: Freepik

PHOTOS OF THE EVENT



Figure 1:- Students of MBA Batch- 2025-27 interacting with local food sellers and identifying their concerns.



Figure 2:- Team no. 3 talking with the local samosa seller and getting to know his business integrations



Figure 3: Students of team 05 interacting with the dosa vendor and asking relevant questions so as to identify their risks and how to analyse them and systematically draft report for the same for their presentations.



Figure 4:- The winning team receiving their awards and certificate for their presentation on cracking business myth and identifying risks and navigating various sources of risk diversification.

LIST OF PARTICIPANTS

ARKA JAIN University
 Jharkhand

ARKA JAIN UNIVERSITY- DEPARTMENT OF MANAGEMENT- MBA
 ATTENDANCE SHEET - Field visit Presentation on Micro Entrepreneurship
 DATE: 29-12-2025

SL NO.	NAME OF THE STUDENT	ENROLLMENT NUMBER	BATCH/SEMESTER	SIGNATURE
✓ 01	Mokshika Gupta	AJU/252382	2025-27	Mokshika
✓ 02	Prince Kr. Brahma	AJU/252786	2025-27 1st	Prince
✓ 03	Shubham kumar	AJU/252798	2025-27/2nd	Shubham
✓ 04	yogesh kumar	AJU/252889	2025-27 2nd	yogesh
✓ 05	Mahpara Khanam	AJU/252855	2025-27/2nd	Mahpara Khanam
06	Zartash	AJU/252219	2025-27/2nd	Zartash
✓ 07	Diksha	AJU/252144	2025-27/2nd	Diksha
08	Bhakti Sinha	AJU/252189	2025-27/2nd	Bhakti
✓ 09	Saloni Kumari	AJU/252113	2025-27/2nd	Saloni
✓ 10	Shreuti kumari	AJU/252104	2025-27/2nd	Shreuti
11	Sanjana Kumari	AJU/252071	2025-27/2nd	Sanjana Kumari
✓ 12	NADIM AKHTER	AJU/252021	2025-27/2nd	Nadim
✓ 13	SUMAN KUMARI	AJU/251791	2025-27/2nd	Suman Kumari
✓ 14	Faisal Athar	AJU/252719	2025-27/2nd	Faisal Athar
✓ 15	Saloni Kumari Singh	AJU/252627	2025-27/2nd	Saloni Singh
✓ 16	Shakra Zoya	AJU/252807	2025-27/2nd	Shakra Zoya
✓ 17	Brigisha Asen	AJU/251957	2025-27/2nd	Brigisha Asen
✓ 18	Anand Kumar	AJU/251749	2025-27/2nd	Anand Kumar

Name & Signature of the Event Coordinator

HoD, MBA
 School of Commerce and Management
 ARKA JAIN University, Jharkhand
 Dr. Urvasi Thakur

HoD, MBA

Department of Management



ARKA JAIN UNIVERSITY- DEPARTMENT OF MANAGEMENT- MBA

ATTENDANCE SHEET - Field visit presentation on Micro Entrepreneurship

DATE- 09-12-2025

SL NO.	NAME OF THE STUDENT	ENROLLMENT NUMBER	BATCH/SEMESTER	SIGNATURE
✓19.	ZAREEN FATHMA	AJU/251735	2025-27 II SEM	Zareen
✓20.	Ankit Kr. Agarwal	AJU/251687	2025-27 II Sem	Ankit
✓21.	Sahil Prasad	AJU/251664	2025-27 II Sem	Sahil Prasad
✓22.	Dwijjyoti Chakraborty	AJU/251597	2025-27 II Sem	Dwijjyoti
✓23.	Digvijay Sahu	AJU/250894	2025-27 II Sem	Digvijay
✓24.	Himanshu Bhandwaj	AJU/251021	2025-27 II SEM	Himanshu Bhandwaj
✓25.	Vishal Kumar	AJU/251067	2025-27 II Sem	Vishal Kumar
✓26.	Aman Kumar	AJU/251222	2025-27 II Sem	Aman Kumar
✓27.	YASABANTA PATRA	AJU/251028	2025-27 II SEM	Yasabanta Patra
✓28.	Akanksha Sharma	AJU/251399	2025-27 II Sem	Akanksha
✓29.	Priyanshu Sharma	AJU/251411	2025-27 II Sem	Priyanshu
✓30.	Mahima Sharma	AJU/250820	2025-27 II Sem	Mahima Sharma
✓31.	Amandeep Singh	AJU/250802	2025-27 II Sem	Amandeep
✓32.	Ankur Haldar	AJU/250800	2025-27 II Sem	Ankur Haldar
✓33.	Rajesh Kumar Jena	AJU/250794	2025-27 II Sem	Rajesh
✓34.	Kumar Sandip	AJU/250791	2025-27 II Sem	Kumar
✓35.	Soumi Sena	AJU/250748	2025-27 II Sem	Soumi
✓36.	Durgesh Dayal	AJU/250770	2025-27 II Sem	Durgesh
✓37.	SUPRIYA VERMA	AJU/250710	2025-27 II Sem	Supriya
✓38.	HIMANSHU KUMAR BAS	AJU/250382	2025-27 II Sem	Himanshu
✓39.	Moumita Sankar	AJU/251590	2025-27 II Sem	Moumita
✓40.	BISWAJEET KUMAR KAK	AJU/252074	2025-27 II SEM	Biswajeet

(Signature)
Name & Signature of the Event Coordinator

HoD, MBA
School of Commerce and Management
Dr. Arka Jain University, Jharkhand
HoD, MBA
Department of Management


ARKA JAIN
University
 Jharkhand


ARKA JAIN UNIVERSITY- DEPARTMENT OF MANAGEMENT- MBA

 ATTENDANCE SHEET - Field visit presentation on Micro Entrepreneurship.
 DATE- 09-12-2025

SL NO.	NAME OF THE STUDENT	ENROLLMENT NUMBER	BATCH/SEMESTER	SIGNATURE
✓ 42	SACHIN MAHATO	250102	Sem II	Sachin
✓ 43	Prigyanshu Shan	251411	Sem II	Prigyanshu
✓ 44	ROHIT KUMAR	250057	Sem 2	Rohit Kumar
✓ 45	Rohan Patra	252561	Sem II	Rohan
✓ 46	Ankit Patra Topno	250114	Sem II	Ankit
✓ 47	Aditi Raut	250152	SEM II	Aditi Raut
✓ 48	Naveen Francis	252407	Sem II	Naveen
✓ 49	Ruchi Kumari	250575	Sem II	Ruchi
✓ 50	Shania Nawshad	250134	Sem II	Shania
✓ 51	Prasansit Namata	250548	Sem II	Prasansit
52	Krunalpatra Pattnayak	250448	Sem II	Krunalpatra
✓ 53	Rohit Kumar	250144	SEM II	Rohit
54	Nitesh Sharma	250771	Sem 2	Nitesh
✓ 55	Vedant Kumar Yadav	250078	Sem 2	Vedant Kumar Yadav
✓ 56	Pratik Pratik Bandyopadhyay	250346	Sem-II	Pratik
✓ 57	Pradip Das	250313	Sem-II	Pradip Das
✓ 58	Khushboo Kumari	250210	Sem - II	Khushboo Kumari
✓ 59	Yashika Sahu	250140	Sem II	Yashika

(Signature of Event Coordinator)
 Name & Signature of the Event Coordinator

HoD, MBA
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 Dr. Urvashi Thakur

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