

## FIELD VISIT REPORT

<b>PLACE OF VISIT</b>	PRAGATI MAIDAN, NEW DELHI
<b>PURPOSE OF VISIT</b>	Coordination of Kudumbashree's exhibits ( Theme Stall and Food Court) and Exhibitors ( Entrepreneurs and MECs) at India International Trade Fair 2017
<b>DATES</b>	12/11/2017 TO 18/11/2017

The third week of November was well spent at India's Largest Commercial Exhibition at Pragati Maidan by representing the largest women collective of Asia. Deputed for coordinating Kudumbashree's presence at the India International Trade Fair, organised by India Trade Promotion Organisation at Pragati Maidan New Delhi. This trade exhibition extravaganza went live on November 14 and came behind at the curtains on 27<sup>th</sup> of November 2017.

Kudumbashree had distinctive presence at the event. Theme stall represented Kudumbashree's social start-ups - depicting how Kudumbashree's chalks out highly scalable business opportunities from the existing social needs of the Keralite population, with collective women power. The main attraction of the Kerala Pavilion was the product stall of Kudumbashree housing all the home made ethnic products of Kerala, made by about 15000 Micro Enterprises spread across Kerala. The Kerala food court at Hall Number 11 was also run by Kudumbashree through its best intervention idea, "the Cafe Kudumbashree". Three Cafe units from Ernakulam, Kottayam and Malappuram cooked most tasty and spicy Kerala Cuisine, won hearts not only through finger licking taste but also through neat presentation of food, tidy dining area and bringing in the homely feel in all dishes. Kudumbashree also participated in the SARAS –IITF 2017, by flying in some of the best entrepreneurs under Kudumbashree's Umbrella who scaled higher grounds of entrepreneurial excellence. 11 product stalls selling spices, Kerala specific sweets, handicrafts, oils, ayurvedic products etc attracted masses and recorded high sales.

A week that completely tested my coordination capabilities, management abilities and physical fitness, gave many valuable lessons and exclusive learning opportunities that couldn't be matched. Every success that we reaped out at the event, by smoothly managing Kudumbashree's exhibits and exhibitors, getting wide acclamation about Kudumbashree, recording the highest ever sales at Food court, Kerala Pavilion product stall and at Saras – IITF, facilitating the largest ever platform for Kudumbashree's women entrepreneurs, could only be attributed to the team effort that we could put in, both up in the event and in the back stage.