

## Industrial visit cum excursion tour



PG department of Commerce and Management has organized one day industrial visit to SEGA Star Impact Shoe Pvt. Limited, Malerkotla on April 20, 2024 for the undergraduate students of B.Com and BBA classes . Mohammad Owais, the founder of the company guided the students and made them aware about the working of the concern. The HR Recruitment process and the marketing strategy of the company was also well explained. The visit enhanced the student's knowledge related to Manufacturing process, HRM and Marketing process as they got the practical exposure. Almost 40 students were benefitted from the visit. After this industrial visit the students also enjoyed the excursion tour to Thunder Zone, Kharar. Dr. Navjeet Kaur, Prof. Sonia Kumari and Prof. Amanpreet Kaur were the co-ordinators of the whole event.

Sd/. Dr. Jasvir Singh  
(Principal)