

Industrial Visit October 2024



PG Department of Commerce and Management organized one day industrial visit to “The Tribune Press, Chandigarh” on October 14th, 2024 for the students of B.Com (H) Sem 1st Sec A, BAF Sem 5th, BBA Sem 5th and M.Com Sem. 1st. Mr. Karamvir (Assistant Manager) and Mr. Sushil Mishra (TIE coordinator) explained about the history and working of the Press. The students got the practical knowledge regarding the cost management, editorial and printing department’s management, marketing skills and human resource management of the Press. After the visit, the students visited Trade Fair “Chandigarh Carnival” for uprooting the students with Arts and Culture. They visited various exhibitions dealing with handicrafts and food stalls from various states of the country. The Trade Fair was organized by Department of Tourism, Chandigarh Administration. The students learnt the techniques of showcasing products and services, fostering networking, promoting sales and facilitating collaboration and innovation. Dr. Navjeet Kaur, Prof. Sonia Kumari and Prof. Jasmine Dhawan were the coordinators of the event.

Sd/- Dr. Jasvir Singh
(Principal)