

INDUSTRIAL VISIT

The PG Department of Commerce and Management organized an industrial visit to PiPixel Company in Mohali on March 7th, 2025. Total 41 students from BBA 2nd Semester, B.Com (Hons.) 4th Semester, and B.Com (A&F) 6th Semester, along with three faculty members, visited the company. The purpose of the visit was to provide students with experiential learning to the latest technologies and methodologies used in the marketing industry.



During the visit, the CEO, Mr. Prabhakar Upadhyay, provided valuable insights about the company's operations and its working environment. He also discussed digital marketing, the impact of artificial intelligence on the marketing industry, and the current challenges faced by the sector. Mr. Upadhyay and his team engaged with the students, addressing their queries and explaining the company's innovative approach to marketing. The students actively participated in the session, showing great enthusiasm and asking thoughtful questions. Dr. Manpreet Kaur, Prof. Shubneet Kaur, and Prof. Ramneet Kaur co-ordinated the visit.

Sd/-Dr. Jasvir Singh
(Principal)