

INDUSTRIAL VISIT TO LATIYAL'S HANDICRAFTS - 2018-19



VISIT TO RAJASTHAN PATRIKA JODHPUR FESTIVAL (FAIR) 2018-19



Industrial Visit to Latiyal's Handicraft year 2018-2019

The Industrial visit was made at Latiyal's Handicraft , it is an fully automated handicraft factory which is engaged in manufacturing of wooden handicraft. The industry is located at boranada industrial area. Mr. Bissa who is chief manager as well as chartered accountant , had made possible for student to know about production. The organization is certified by ISO. The most important thing which is to be mention is that organization had their own forest , means organization is not purchasing the timber it is grown in their forest and they use it only. Apart from this organization is engaged in exporting the product is various countries. Around 34 students of M.com I semester and M.com III semester visited the supervision of Dr. Sanjay Bohra. The director of the organization is awarded several times at national level. Mr. Bissa detailed students regarding production , packaging and labeling also about distribution channel. This is part of their syllabus.

Visit to Rajasthan Patrika Jodhpur Festival 2018-19

Fair and exhibition are part of direct promotion of the product . Here not only product are sold but it is a place where seller can promote is new or innovative products. 32 students of Mahila PG Mahavidhyala of commerce faculty visited under the supervision of Dr. Sanjay Bohra. The students were came to know about marketing mix , viz product, pricing and promotional tools adopted by the various firms, also how fair and exhibition support the retailers in promoting and selling their product.