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**SCHOOL OF COMMERCE & MANAGEMENT**

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**Department of Commerce****NOTICE**Ref No: AJU/SCoM/DoC/2024/748

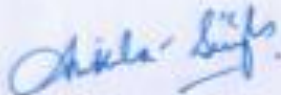
Date: 28.08.2024

Department of Commerce is organizing a Field Visit to Trade Fair-2024 (B2B & B2C Marketplace) Gopal Maidan, Bistupur, for the students of second year B.COM (H) & final year BBA - Marketing Specialization on 04<sup>th</sup> September 2024 from 12:30 pm onwards. Interested students may register for the event at the following link.

Registration Link: <https://forms.gle/UADtqfyuyvTm26mQA>

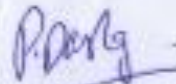
This visit is an excellent opportunity for students to gain practical exposure to business-to-business (B2B) and business-to-consumer (B2C) marketplaces, enhancing their understanding of real-world business environments.

Event Coordinators: Dr. Rama Singh &amp; Ms. Sunita Jha



Ms. Ankita Singh  
Program Coordinator  
B.COM (H)

Program Co-ordinator  
School of Commerce & Management



Dr. Pompi Bis Sengupta  
Asst. Dean (UG)  
School of Commerce and Management  
Assistant Dean (UG)  
School of Commerce and Management  
Arka Jain University, Jharkhand

**Copy for the information:**

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. Controller of Examinations
5. In charge Web services for Website Updation
6. Notice Board
7. Guard File

## FIELD VISIT TO TRADE FAIR-2024 (B2B & B2C MARKETPLACE)

<b>Date of Event</b>	<b>04.09.2024</b>
<b>Name of the Event</b>	<b>FIELD VISIT TO TRADE FAIR-2024</b>
<b>Type of the Event</b>	<b>Experiential Learning</b>
<b>Conducted by</b>	<b>School of Commerce and Management-Department of B.Com(H)</b>
<b>Convenors of the Event</b>	<b>Dr Pompi Das Sengupta &amp; Ankita Singh</b>
<b>Event Coordinators</b>	<b>Dr. Rama Singh, Sunita Jha</b>
<b>No. Of Participant</b>	<b>67</b>

**OBJECTIVE:** The primary goal of the trade fair visit is to allow students to witness various business operations, such as marketing strategies, sales techniques, and customer engagement tactics, providing a holistic view of how businesses operate in competitive environments.

**DETAILS:** On September 4, 2024, the Department of Commerce at ARKA JAIN University organized a field visit to the Trade Fair-2024 held at Gopal Maidan, Bistupur. This event was designed to provide practical exposure to students regarding business-to-business (B2B) and business-to-consumer (B2C) marketplaces, enhancing their understanding of real-world business environments and practices. The visit was attended by second-year B.Com (Hons) and final-year BBA students specializing in marketing. The event began at 12:30 PM, with students registering their participation through an online link prior to the event. The Trade Fair offered a dynamic learning opportunity for students, allowing them to observe and interact with businesses operating in both B2B and B2C settings. Coordinated by Dr. Rama Singh and Ms. Sunita Jha, the visit enabled students to witness firsthand the operations of various businesses, understand the differences between B2B and B2C transactions, and learn about the challenges and strategies employed by companies in competitive markets. This practical exposure significantly supplemented their academic knowledge, giving them insights into the practical application of marketing theories and concepts discussed in their coursework.

**OUTCOMES:** The outcome of the field visit was highly positive, as it broadened the students' perspectives on the intricacies of market dynamics and business operations. Many students expressed that the visit helped them gain valuable insights into customer relations, business transactions, and how companies cater to diverse market segments. The event successfully met its objective of providing a practical learning experience, preparing students for future roles in business and marketing.

## POSTER OF THE EVENT

**JGI** | **ARKA JAIN University** | **NAAC GRADE A** ACCREDITED UNIVERSITY | **Outlook ICARE RANKING 2023** | **RANKED 3<sup>rd</sup>** IN "TOP-15 EMERGING PRIVATE UNIVERSITIES IN INDIA" CATEGORY | **ISO** | **NISM**

**School of Commerce and Management**  
Department of Commerce - B.COM(H)  
*Organizes a visit to*

# TRADE FAIR-2024

**B2B & B2C Marketplace**

**Participants: III rd Semester- B.Com (H) & Vth Semester- BBA**

**Date: 04th September, 2024    Time: 12:30 pm onwards**

**Convenors: Dr. Pompi Das Sengupta & Prof. Ankita Singh**  
**Coordinators: Ms. Sunita Jha & Dr. Rama Singh**

Figure 1: Poster of the event

## PHOTOS OF THE EVENT



**Figure 2: All in one frame**



**Figure 3: Students conducting survey during the visit**



**Figure 4: students collecting data from various stalls on retail management**

### LIST OF PARTICIPANTS

1	Anam Kumari Prasad	AJU/230861	B.COM (Hons)	V	Anam
2	Rohas Das	AJU/230865	B.COM (Hons)	III	Rohas
3	K. Dinakaran Ganga	AJU/230980	B.COM (Hons)	III	K. Dinakaran
4	Rakhi K. Singh	AJU/231202	B.COM (Hons)	III	Rakhi
5	Rittam Roy	AJU/230705	B.COM (Hons)	III	Rittam
7	Devgat Ar	220422	B.B.A	V	Devgat
8	Yashika Soudha	AJU/230785	B.COM (H)	III	Yashika
9	Harshita Jha	AJU/230076	B.COM (H)	III	Harshita
10	Rianika Kumari	AJU/231664	B.COM (H)	III	Rianika
11	Mauli	AJU/230541	B.COM (H)	III	Mauli
12	Niharika Dubey	AJU/230522	B.COM (H)	III	Niharika
13	Annu K. Singh	AJU/230885	B.COM (H)	III	Annu
14	Adanya Khandelwal	AJU/230407	B.COM (H)	III	Adanya
15	Kushi Kumari	AJU/230634	B.COM (H)	III	Kushi
16	Aradhita Lahari	AJU/231074	B.COM (H)	III	Aradhita
17	Shubhika Gosh	AJU/230427	B.COM (H)	III	Shubhika
18	Pratikha Mishra	AJU/230707	B.COM (H)	III	Pratikha
19	Neha Singh	AJU/230767	B.COM (H)	III	Neha
20	Shikha Singh	AJU/230646	B.COM (H)	III	Shikha
22	Nikhil Kumar	AJU/231587	B.COM (H)	III	Nikhil
24	Ashika Mahant	AJU/230483	B.COM (H)	III	Ashika
25	Samak Anam	AJU/230630	B.COM (H)	III	Samak
27	Shivani Kishore	AJU/231295	B.COM (H)	III	Shivani
28	Kavya Kumari	AJU/231507	B.COM (H)	III	Kavya
29	ANJALI	AJU/230482	B.COM (H)	III	Anjali
30	Kavya Kumari	AJU/230232	B.COM (H)	III	Kavya
32	Sabli Jais	AJU/230770	B.COM (H)	III	Sabli
33	Shanti Chakraborty	AJU/230697	B.COM (H)	III	Shanti
34	Sumit Kishor	AJU/231320	B.COM (H)	III	Sumit
35	Divyanshu Kaur	AJU/231719	B.COM (H)	III	Divyanshu
36	Siddhant Singh Choudhary	AJU/230529	B.COM (H)	III	Siddhant
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*Smritika*  
 Event Coordinator

*Anjali*  
 Program Coordinator