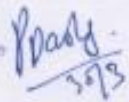


Circular

 ARKA JAIN University Jharkhand NAAC GRADE A ACCREDITED UNIVERSITY
SCHOOL OF COMMERCE & MANAGEMENT
Department of Management <u>NOTICE</u>
Ref No: <u>AJU/SCoM/DoM/2026/092</u> Date: 30.03.2026 Department of Management (BBA), in association with the Marketing Club of SCoM – SPARK, is organizing a “Field Survey & Visit to International Trade Fair” for the students of BBA (Digital Marketing) semester IV (2024-27) & BBA (Marketing Specialization) semester VI (2023-26). Students are encouraged to actively participate in this field visit to gain “practical exposure, industry insights, and hands-on learning experience” in international trade and marketing practices. <u>Details:</u> Date: 02nd April 2026 Day: Thursday Time: 03.00 pm onwards Venue: Gopal Maidan, Bistupur. Event Coordinators: Dr. Vijaya & Dr. Partha Priya Das & Dr. Nikita Shukla, Dr. Rama Singh Assistant Dean (UG) School of Commerce and Management Arka Jain University, Jharkhand Dr. Pompi Das Sengupta Asst. Dean (UG) School of Commerce and Management  <u>Copy for the information:</u> 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
Page 1 of 1

INTERNATIONAL TRADE FAIR

Date of Event	02-04-2026
Name of the Event	Field Survey & International Trade Fair
Type of the Event	Extension Activity & Experiential Learning
Event Co-ordinator	Dr. Partha Priya Das, Dr. Vijyata, Dr. Nikita Shukla & Dr. Rama Singh
Conducted by	Department of Management & Spark Club
No. Of Participant	53

OBJECTIVE: The primary objective of the event is to provide students with hands-on experiential learning through direct exposure to real-world trade practices. To enhance understanding of field survey methodologies and their application in management studies. To bridge classroom knowledge with practical industry insights by engaging in an international trade fair.

DETAILS: The Department of Management, in collaboration with the SPARK Club, organised the event combined a field survey exercise with participation in an international trade fair, offering students exposure to diverse business practices, global trade dynamics, and consumer behavior analysis. The survey component allowed participants to collect and interpret data, while the trade fair provided a platform to observe live demonstrations of marketing, product positioning, and international business strategies.

TAKEAWAYS: Enhanced Knowledge: Participants gained valuable insights into the latest trends and technologies shaping the industrial sector. The sessions provided a comprehensive understanding of how these advancements can be leveraged to improve efficiency and productivity.

Networking Opportunities: The event facilitated networking among industry professionals, enabling the exchange of ideas and fostering potential collaborations. Attendees had the chance to connect with experts and peers, expanding their professional network.

Practical Exposure: The exhibitions and demonstrations offered practical exposure to innovative industrial solutions. Participants could interact with the latest technologies and understand their real-world applications.

Poster of the Event




ARKA JAIN
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 SPARK
 THE MARKETING CLUB OF SCOM

DEPARTMENT OF BBA, SCHOOL OF COMMERCE & MANAGEMENT
 in association with THE MARKETING CLUB of SCOM "SPARK"

Field Survey & Visit to
INTERNATIONAL TRADE FAIR

Organised for :
Students of BBA IV & BBA SEM-VI


02 April 2026


3:00 pm

Event Coordinators & Club Leads :
 Dr. Vijyata, Dept. of BBA, SCOM
 Dr. Partha Priya Das, Dept. of BBA, SCOM
 Dr. Nikita Shukla, Dept. of BBA, SCOM
 Dr. Rama Singh, Dept. of B.Com(H), SCOM

Event Convenor:
 Dr. Pompi Das Sengupta
 Assistant Dean, BBA & B.COM (H)



Figure 1: Poster of Field Survey & International Trade Fair

Photos of the Event



Figure 2: Photo of Students going to International Trade Fair

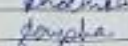
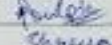
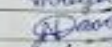
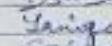
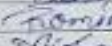
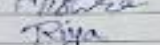
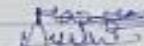
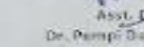
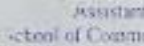
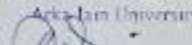
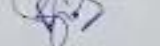
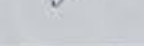


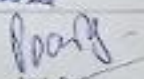
Figure 3: Photo of students in Field Survey & International Trade Fair



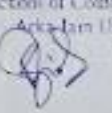
Figure 4: Students attending International Trade Fair

Attendance Sheet

 ARKA JAIN University Jharkhand				 NAAC GRADE A ACCREDITED UNIVERSITY	
Attendance Sheet for International Trade Fair				Date: 02.04.2025	
Department of Management					
S. No	NAME	Enrollment No.	Signature		
1	Sheikh Faizan Raza	AJU/240569			
2	Vanshika Khatri	AJU/240856			
3	Vandika Oha	AJU/240385			
4	Mayank Sharma	AJU/240857			
5	Pooja Das	AJU/240638			
6	Shreya Das	AJU/240660			
7	Nandhata	AJU/241292			
8	Sneha Mahato	AJU/240488			
9	APRIL Singh	AJU/240542			
10	Neta Karanika	AJU/240491			
11	Arshika Kumari	AJU/240054			
12	Swati Kumeri	AJU/240641			
13	Rashmi Ugarsani	AJU/240246			
14	Tamara Narva	AJU/240736			
15	Dhanawari Sahoo	AJU/242192			
16	Sanjya Raha	AJU/240930			
17	Satjam	AJU/240240668			
18	Vishal Kumar Yadav	AJU/240281			
19	Bhavin Singh	AJU/240163			
20	Abhishek K Mishra	AJU/240112			
21	Riya Kumari	AJU/240204			
22	Akshat Kumar	AJU/240242			
23	Akshat Raj	AJU/240312			
24	Shubham Kumar	AJU/240147			
25	Hansa Samanta	AJU/240004			
26	Ayushi Chatterjee	AJU/230846			
27	Manoj Singh Laya	AJU/240481			
28	Sneha Mondal	AJU/241292			
29	Aparna Dutta	AJU/241068			
30	Anshika Jaiswal	AJU/241298			

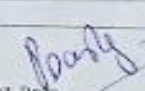

 Asst. Dean
 Dr. Pooja Das Sengupta
 Assistant Dean (UG)
 School of Commerce and Management
 Arka Jain University, Jharkhand



S. No	NAME	Enrollment No	Signature
31	Nandini Ray	ASU/240924	Nandini
32	Bipasha	ASU/240665	Bipasha
33	Pratik Kumar	ASU/240978	Pratik
34	Romen Thakur	ASU/240977	Romen Thakur
35	Prince Murmu	ASU/241322	Prince
36	Leena Datta	ASU/240846	Leena Datta
37	Shreya Kumari	ASU/241150	Shreya
38	Divya Kumari Prasad	ASU/241523	Divya
39	Aishwarya Kumari	ASU/241008	Aishwarya
40	Sabni Kumari	ASU/240998	Sabni Kumari
41	Kalpna Rdy	ASU/241189	Kalpna
42	Nikhil Gupta	ASU/240	Nikhil
43	Shubh Paise	ASU/240300	Shubh
44	Saurav Kumar	ASU/240290	Saurav
45	Rohit Dey	ASU/240499	Rohit
46	Rakesh K. Patra	ASU/240500	Rakesh
47	Koushik Kumar	ASU/240588	Koushik Kumar
48	Sudhakar Ray	ASU/240595	Sudhakar
49	Sandeep Kumar Datta	ASU/240735	Sandeep
50	Amanjot Kaur	ASU/240398	Amanjot
51	Gaurav Pradhan	ASU/240402	Gaurav
52	Sushma Singh	ASU/240071	Sushma
53	Mahesh Jangar	ASU/240802	Mahesh
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Asst. Dean
 Dr. Hama Das Sengupta
 Assistant Dean (UG)
 School of Commerce and Management
 Arka Jain University, Jharkhand

Figure 5-: List of Participants