

3. Shubham K-Mart –*World Intellectual Property Day*

Shubham K-Mart (Market Survey)

Maharaja Agrasen International College (IQAC) in collaboration with Institute Innovation Council, Pt. Ravishankar Shukla University, Raipur (IIC-PRSU) had organised “World Intellectual Property Day” on 2nd April 2024 in the Shubham K-Mart, Kota, Raipur. It was conducted successfully under the guidance of Chairman Mr. Rajesh Agrawal and MAIC Principal Dr. M.S Mishra.

The students visited Shubham K Mart, Kota and gathered info regarding their working, stock management, Inflow & outflow management, product assortment & listing, Billing etc.

This survey helped students gain insight regarding the marketing pattern followed by any business and entrepreneur. Overall it was a knowledgeable survey for students aiming to help them identify their marketing skills and entrepreneurial abilities.

The workshop was completed successfully under the guidance of Dr. Shweta Tiwari, HOD (Department of Commerce) and all other faculties.