



Maharaja Agrasen Institute of Management Studies

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Report

Industrial Visit to Book Fair

Date: February 4th, 2025

No. of Participants: 30

Timings: 10:00 AM to 4:30 PM

Venue: Book Fair, Pragati Maidan, Delhi

Faculty Coordinators: Dr. Anu Goyal, Assistant Professor, Dept. of Business Admin

Ms. Rashi Aggarwal, Assistant Professor, Dept. of Business Admin

Department of Business Administration, MAIMS organized a visit to a book fair for its students as part of its initiative to promote reading, intellectual growth, and exposure to diverse literary works. The event aimed to encourage students to explore new genres, interact with authors, and develop a deeper appreciation for literature. The book fair, held at Pragati Maidan, Delhi featured a wide range of books, including fiction, non-fiction, academic texts, and rare collections.



Students explored numerous stalls showcasing books from different genres, including literature, science, history, self-help, and more. The fair also featured rare and out-of-print books, which attracted significant interest. Several renowned authors and publishers were present at the fair. Students had the opportunity to attend book signing sessions, participate in Q&A rounds, and gain insights into the writing process.

The fair hosted workshops on creative writing, storytelling, and publishing. Panel

discussions on contemporary literary trends and the future of reading were also conducted, providing students with valuable knowledge.

Students took advantage of discounted prices and special offers to purchase books of their choice. Many students bought academic books, novels, and motivational literature.

The fair also included cultural programs such as poetry recitations, book-themed quizzes, and storytelling sessions, which added a fun and engaging element to the visit.



The visit was highly appreciated by the students, who found it both educational and enjoyable. Some of the feedback included:



- "The book fair was a great opportunity to discover new authors and genres."
- "Interacting with authors was inspiring and motivating."
- "I bought books that I wouldn't have found elsewhere."
- "The workshops were informative and helped me understand the world of publishing."

The book fair visit was a resounding success. It not only provided students with access to a wide range of books but also enriched their understanding of literature and its significance. Such initiatives play a crucial role in shaping well-rounded individuals and fostering a culture of reading. The college plans to organize similar events in the future to continue promoting intellectual growth among its students.