



Maharaja Agrasen Institute of Management Studies
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March 28th, 2025

REPORT - INDUSTRIAL VISIT

Academic Year 2024-25

Event Title: Udyam Utsav Industrial Visit

Organizing Unit: Department of Business Administration

Institution Head: Prof. (Dr.) Rajni Malhotra Dhingra

Event Coordinators: Dr. Anu Goyal & Ms. Rashi Aggarwal

Event Date: March 28th, 2025

Event Time: 10:30 AM

Event Location: New Delhi

Total Participants: 20

On 28th March 2025, a group of students from MAIMS visited Udyam Utsav, an annual garden festival showcasing a splendid array of flowers, plants, horticultural innovations, and MSME (Micro, Small, and Medium Enterprises) initiatives. The visit aimed to enhance students' appreciation for nature and horticulture while providing a recreational and educational experience.

Event Overview: Udyam Utsav, is renowned for its vibrant display of seasonal flowers, exotic plants, bonsai collections, and thematic gardens. The event also featured workshops, demonstrations, and exhibitions focused on gardening, sustainable practices, landscaping techniques, and MSME contributions to the horticulture industry.

Activities and Experiences: During the visit, students explored various sections, including:

- Floral displays with intricate patterns and vibrant colors
- Medicinal and aromatic plant collections
- Bonsai and topiary exhibitions
- Educational stalls on sustainable gardening
- MSME stalls showcasing innovative horticultural products and services

- Interactive workshops on plant care and horticultural techniques

Learning Outcomes: The visit provided insights into:

- The importance of biodiversity and environmental conservation
- Practical gardening techniques and sustainable practices
- Creative landscaping ideas
- MSME contributions to sustainable agriculture and horticulture



- The cultural significance of gardening in India



Conclusion: The visit to Udyam Utsav was an enriching experience, offering students a unique blend of education and enjoyment. It fostered a deeper connection with nature and inspired many to take up gardening as a hobby or profession. The inclusion of MSME stalls highlighted the role of small enterprises in driving innovation and sustainability in the horticulture sector.