



## **Maharaja Agrasen Institute of Management Studies**

**(A unit of Maharaja Agrasen Technical Education Society)**

**Affiliated to GGSIP University; Recognized u/s 2(f) of UGC**

**NAAC Accredited with Grade "A++"**

**Recognized by Bar Council of India; ISO 9001:2015 Certified Institute**

**Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086, INDIA**



## **Report on Visit to World Book Fair**

Date: 7th February 2025

Organized for: BBA 4 (Section A, C & F)

Number of Students: 50

Convenors: Dr. Charu Mohla & Dr. Arpita Manchanda

Co-Convenor: Dr. Shallu Aggarwal

### **Introduction**

On 7th February 2025, a group of 50 students from BBA 4 (Sections A, C, and F) visited the International Book Fair under the guidance of Dr. Charu Mohla, Dr. Arpita Manchanda, and Dr. Shallu Aggarwal. The objective of the visit was to provide students with exposure to a diverse range of books, enhance their knowledge beyond the academic curriculum, and encourage a culture of reading.

### **Highlights of the Visit**

**Diverse Book Stalls:** The fair featured a wide array of books across genres, including business management, finance, marketing, entrepreneurship, fiction, and self-development.

**Interaction with Authors & Publishers:** Students had the opportunity to interact with authors and publishers, gaining insights into the publishing industry and current trends in business literature.

**Exploration of Global Publications:** The fair showcased books from international publishers, enabling students to explore global perspectives on business and management.

**Book Purchases & Academic Growth:** Many students purchased books relevant to their coursework and personal interests, which will contribute to their academic and professional development.

### **Student Feedback**

The students found the visit enriching and inspiring. They appreciated the exposure to a wide variety of books and the opportunity to interact with industry professionals. Many expressed their intention to incorporate more reading into their daily routine.

### **Conclusion**

The visit to the International Book Fair was a valuable learning experience for the students. It successfully achieved its goal of fostering intellectual curiosity and enhancing their understanding of the literary and business world. The event was well-organized and proved to be a beneficial academic excursion.

Submitted by:

Dr. Charu Mohla, Dr. Arpita Manchanda & Dr. Shallu Aggarwal

Convenors & Co-Convenor