



**2.3.1**

**MAHARASHTRA  
MAHAVIDYALAYA, NILANGA**

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**Criterion II**

**Experiential Learning**

**2018-19 to 2022-23**



# Maharashtra Mahavidyalaya, Nilanga

## Criterion II

### 2.3.1 Experiential learning

#### INDEX

Sr. No.	Name of the activity	Date	Department
<b>Survey</b>			
1.	Market survey & Training	2018-19 to 2022-23	Commerce



**Principal**

Maharashtra Mahavidyalaya  
Nilanga-413521 Dist.Latur



# MAHARASHTRA MAHAVIDYALAYA, NILANGA

(Arts, Commerce, Science, Information Technology & Vocational)

**Re-Accredited "B+" Grade (CGPA-2.62)**

NILANGA – 413521 Dist. Latur (Maharashtra State)

**Dr. M.N. Kolpuke**  
M.Sc. Ph.D.(Zoology)  
Principal

A report of B. Com Third Year Students participating in Market Survey and Training under the guidance of **Department of Commerce**, Maharashtra Mahavidyalaya, Nilanga

During

The Academic Year 2018-19 to 2023-24

**"Market Survey and Training"**

**Organizer/ Coordinator/Head:** Dr. N.V. Pinamkar, Department of Commerce



Name of the Activity	During	Venue	No. of Students Present/Participated
Market Survey and Training	2019-20	Nilanga	93
	2020-21	No Market Survey due to Pandemic Corona	102
	2021-22	Nilanga	118
	2022-23	Nilanga	121

### Objectives of the Activity:

- 1) Practical Exposure: To provide students with practical experience about market Survey and Market Analysis, allowing them to apply theoretical knowledge in real-world.
- 2) Skill Development: To enhance students' analytical, communication and interpersonal skills through direct interaction with Customer in Market.
- 3) Industry Insights: To familiarize students with current market trends, consumer behavior, and business strategies.
- 4) Research Methodology: To train students in various research methodologies, data collection, and data analysis techniques of Market.
- 5) Career Preparation: To prepare students for careers in commerce, marketing, and related fields by providing hands-on training and experience.

*Activity Report/-1*

## **Brief Report:**

The Department of Commerce at Maharashtra Mahavidyalaya, Nilanga, has organized an annual Market Survey and Training activity for B. Com. Third Year students from the academic year 2018-19 to 2023-24. This report provides an overview of the objectives, participation, and outcomes of these activities under the coordination and guidance of Dr. N.V. Pinamkar.

The Market Survey and Training activities organized by the Department of Commerce at Maharashtra Mahavidyalaya, Nilanga, have significantly contributed to the overall development of B.Com Third Year students. Under the guidance of Dr. N.V. Pinamkar, these activities have not only provided practical knowledge and skills but also prepared students for successful careers in commerce and related fields.

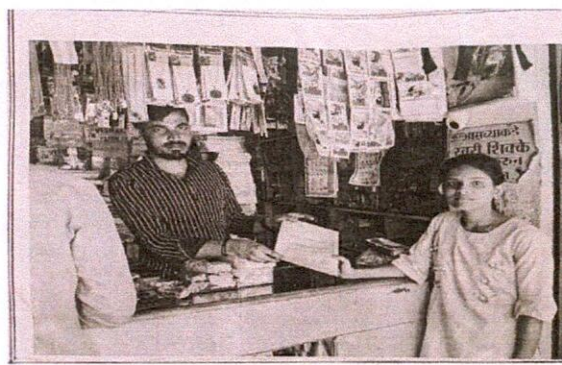
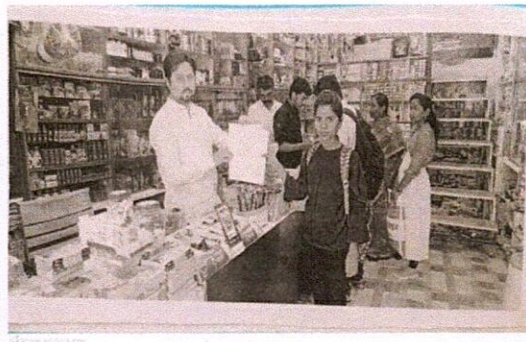


A handwritten signature in blue ink, appearing to be "Anil", written over a diagonal line.

Principal

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Sample Photos of the students while Market Survey:





## Outcomes of the Activity

- 1) Enhanced Practical Knowledge: Students gained valuable insights into the practical aspects of market research, including data collection, analysis, and reporting.
- 2) Skill Improvement: Participation in these activities improved students' analytical skills, communication abilities, and overall confidence in handling market-related tasks.
- 3) Industry Exposure: Students were exposed to current market trends and consumer preferences, helping them understand the dynamic nature of the market.
- 4) Research Competence: The training provided students with a solid foundation in research methodologies, preparing them for further studies or careers in research and analytics.
- 4) Networking Opportunities: Interactions with industry professionals and market participants provided students with networking opportunities, enhancing their career prospects.

Signature of the Organizer



Signature of Principal  
**Principal**

**Maharashtra Mahavidyalaya**  
Nilanga-413521 Dist.Latur