



SADHU VASWANI MISSION'S
St. Mira's College for Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
Reaccredited by NAAC- A Grade, cycle 4
[ARTS, COMMERCE, SCIENCE ,BSc(Computer Science), BBA, BBA(CA)]
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College Code:- 013

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Date:- 4.01.2024

CIRCULAR

An industrial visit to Darekar Wada Agro-tourism Resort for FYBCOM and TYBCOM Marketing and TYBCOM Business Admin. And Bus. Entre. students will be organized on 19TH January 2024.

Rajni Singh

Dr. Rajni Singh
Coordinator

Jayah

Prof. Dr. Jaya Rajagopalan
Principal Incharge



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REPORT

Department of Business Studies

Industrial Visit

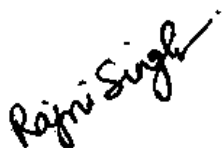
On 19TH Jan 2024, Dr. Rajni Singh and Asst. Prof. Amruta Narke along with 58 students of FYBCOM and TYBCOM Marketing, TYBCOM Entrepreneurship and TYBCOM Business Administration students went on Industrial Visit to Darekar Wada Agro Tourism Resort – an agri- tourism picnic spot located near Yavat on Pune Solapur Highway. Darekar Wada Agro Tourism is trap of several eco activities including natural ranches, stores, restaurants, eco-stays and workshops in Pune.

The objective of the visit was to make FYBCOM Marketing (Major) students was to make them understand functions of marketing and principles of salesmanship as applicable to agro-tourism. For TYBCOM Marketing and Business Administration the objective was practical learning of Services Marketing Mix of a Darekar Wada Agro-tourism Resort with a special emphasis on physical evidence. The students learnt marketing strategies applicable to agro-tourism and the outcomes of the strategies.

The students along with the teachers reached at the destination around 9:00 am and spent whole day enjoying farm tour, swimming, rain dancing, tractor ride, bullock cart ride, adventure activity, archery, boat riding, bird park and karaoke.

The visit helped students to learn the marketing mix of a service firm and sustainable marketing.

Teacher in charge- Dr. Rajni Singh



Prof. Dr. Jaya Rajagopalan
Principal Incharge



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Attendance- Industrial Visit to Darekar Wada Agro-tourism 19th Jan 2024

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Total 58 Participants

Teacher in charge- Dr. Rajni Singh

Rajni Singh

Jayah

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Photo- Industrial Visit to Darekar Wada Agro-tourism 19th Jan 2024



18°0'21"N 73°57'30"E Darekar Wada Agro-tourism

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