

Workshops Organised by the DEPARTMENT							
S.No.	Title of collaborative activity	Name of the collaborating agency with contact details	No. and Name of participants	Source of financial support	Year of collaboration	Duration	Nature of activity
1	International Conference SMIEM	NASMEI (North American Society for Marketing Education in India)	170+	Rs. 6,81,401 (Local Fund and RUSA)	2019	3 days	International Conference
2	A two day Workshop on Business Acumen through Business Simulation , in association with AIMA	AIMA	71	1,50,000 each year (Local Fund)	2022, 2021, 2020, 2019,2018,2017, 2016	2 days	Student training
3	Case Study Workshop	AIMA	14	4,00,000 (RUSA)	2019	One week	Faculty Development
4	MDP	IOCL	12	50,000 (IOCL)	2017	One day	Management Development Programme
5.	MDP	J&K Horticulture Planning and Marketin	10	50,000 (IOCL)	2023	Three days	Management Development Programme

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6.	Outcome Based Education	HRDC	45	3,84,000 (HRDC)	2023	One Week	One Week Workshop