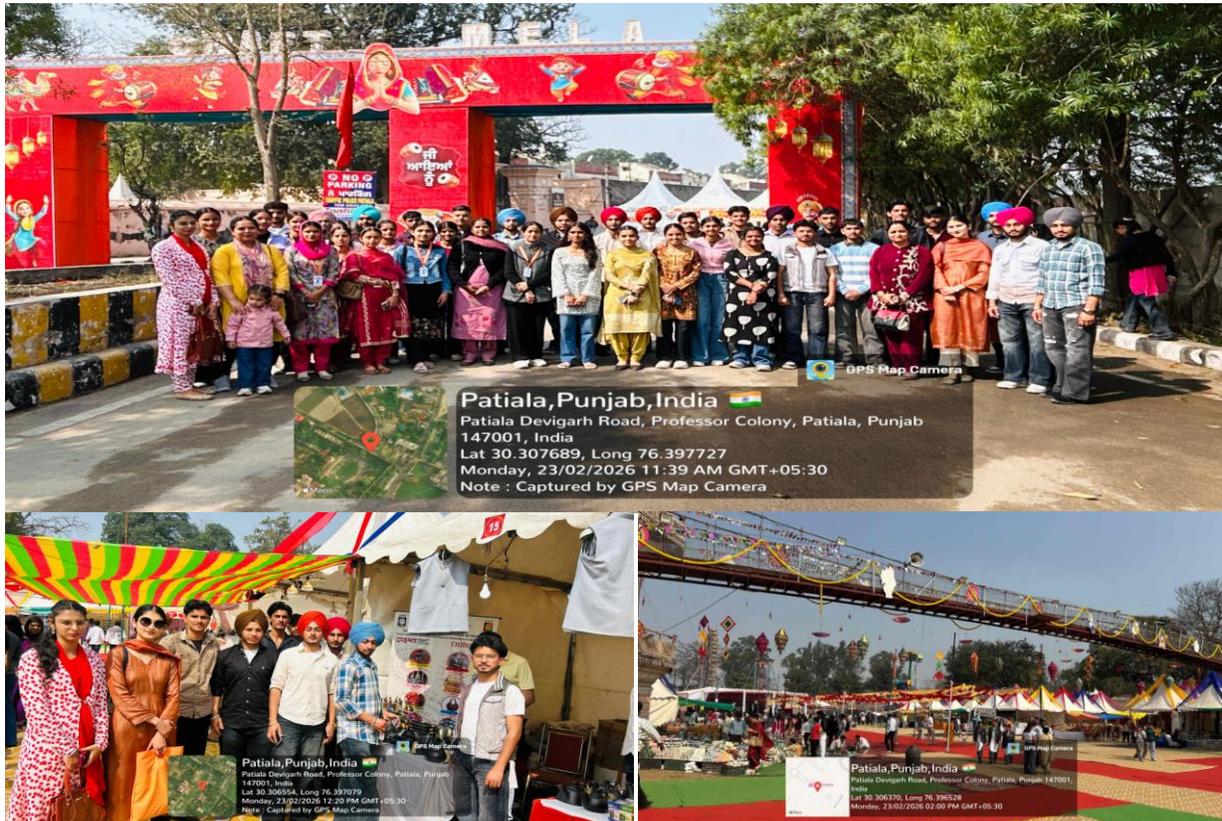


VISIT TO HERITAGE FEST, PATIALA UNDER IKS

P.G. Department of Commerce and Management of Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib organized an educational visit to the Heritage Fest Patiala on 23rd Feb.2026 under the framework of the Indian Knowledge System (IKS). The visit aimed to provide students with experiential learning by connecting traditional heritage with contemporary commercial practices.



The Patiala Heritage Festival showcases Punjab's rich cultural legacy, including traditional crafts, handloom products, local entrepreneurship, food industries, and folk performances. Students from BBA 1st and 2nd Year, and B.Voc. Retail Management 1st and 2nd Year actively participated in the visit. The interaction with artisans, local entrepreneurs, and exhibitors provided valuable insights into pricing strategies, product positioning, consumer behavior, and promotion of traditional products in modern markets. The visit was coordinated by faculty members: Dr. Manpreet Kaur, Prof. Sukhwinder Kaur, Prof. Ramneet Kaur, and Prof. Shubneet Kaur. Dr. Manjeet Singh, Head of the Department, provided valuable guidance and insights for the visit. Principal, Dr. Jasvir Singh, appreciated the initiative and commended the department for organizing such a meaningful academic visit that enriched students' practical understanding and cultural awareness.

Sd/-Principal
Dr. Jasvir Singh