



# SSR INSTITUTE OF MANAGEMENT & RESEARCH, SILVASSA

*Empower Yourself @ IMR*

Permanently Affiliated to Savitribai Phule Pune University, Pune and Approved by AICTE, New Delhi & DTE, Mumbai, MS

NAAC Accreditation

Sayli-Silvassa Road, Silvassa – 396230, UT of DNH & DD

Mo: 9081160002, E:director@ssrimr.edu.in, W:www.ssrimr.edu.in



## Marketing Sparklez Visit - 2025

### SS Electronics - Electronic Carnival, Silvassa

**Coordinating Faculty: Dr. Rajesh K. Pandey**

**Report Prepared by Mr. Kishan Marvania (Student MBA 2<sup>nd</sup> Year)**



#### SSR IMR Marketing Sparklez, the Marketing Specialization

students experienced a Field visit at SS Electronics Carnival, Silvassa on **25<sup>th</sup> Feb 2025** as part of their subject specific visit. The students had a good exposure to the real life demonstration of Products at the expo. Massive take away was pertaining to the event management specifics and specifications on Electronic products. A brief discussion on challenges to such exhibitions & carnival was held and students experienced every desired support from the visit coordinator at the



carnival. Such and many more activities will be the motto of SSR IMR towards shaping the career of its students. The Students witnessed live demonstrations of a vast array of electronic products, gaining invaluable insights into their features and functionalities. The smooth flow of the event, the strategic placement of booths, and the effective management of crowds showcased the importance of meticulous event management. Students observed how SS Electronics successfully curated a comprehensive showcase by leveraging strategic partnerships and compelling incentives. This collaborative approach not only broadened the product offerings but also fostered a competitive environment that benefited consumers.



This field visit exemplifies SSR IMR's commitment to providing students with practical, industry-relevant experiences that complement their academic curriculum. By bridging the gap between theory and practice, SSR IMR empowers its students to excel in the dynamic world of marketing. This field visit to the SS Electronics Carnival proved to be an invaluable learning experience for the Marketing Specialization students of SSR IMR. It provided a unique opportunity to witness the practical application of marketing principles and gain insights into the dynamic world of consumer electronics and event management. This hands-on experience will undoubtedly contribute to their professional development and prepare them for successful careers in the field of marketing.



**The IMR visiting team at the Electronic Carnival**