

REPORT ON THE EXPERIENTIAL VISIT TO EMAMI LEGACY CENTRE ORGANISED BY THE STUDENTS' COUNCIL AND E-CELL

NAME OF THE EVENT: EXPERIENTIAL VISIT TO EMAMI LEGACY CENTRE

ORGANISED BY: Students' Council and E-Cell, Shri Shikshayatan College

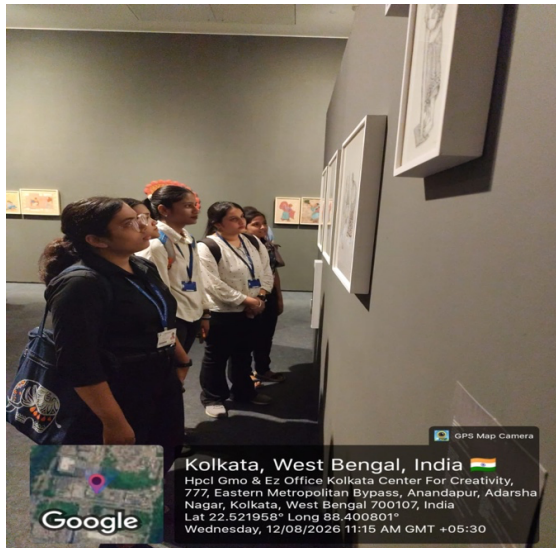
DATE:12th AUGUST, 2026

VENUE: EMAMI LEGACY CENTRE, 5th FLOOR, KOLKATA CENTRE FOR CREATIVITY

NUMBER OF PARTICIPANTS: Students:24, Faculty: 4

BRIEF DESCRIPTION OF THE EVENT: An educational visit to the Emami legacy Centre was organised to provide students with an enriching experiential learning opportunity beyond the conventional classroom. During the visit, students explored and gained insights into the rich legacy of the Emami group, its journey as a prominent Indian business organisation, its brands, business strategies, brand development, marketing practices, innovation and corporate values. The students visited the gallery which offered an opportunity to appreciate the different forms of art, creativity and cultural expression, while demonstrating the importance of preserving and promoting artistic and cultural heritage. The students also had the opportunity to spend time in the cafeteria where they enjoyed refreshments.

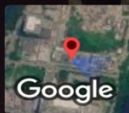
OUTCOME: The visit provided students with a meaningful experiential learning opportunity and helped them connect theoretical knowledge with real-world experiences. They gained insights into Emami's business journey, brand development, marketing strategies, innovation, corporate values, social responsibility and organisational practices. Exploring the gallery enhanced their appreciation of art, culture and creativity, while the Centre for creativity encouraged imagination, critical thinking, observation, problem-solving and innovative thinking. Students also gained an understanding of how creativity and innovation contribute to both education and business development. The opportunity to purchase items from the gallery gave them a closer understanding of the connection between art, products, consumers and commercialization. The visit to the cafeteria and informal interaction among students further contributed to social learning and bonding. Overall, the visit broadened students' perspectives and developed their appreciation of heritage, creativity, entrepreneurship, business management, innovation and experiential learning beyond the classroom.



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