

Field Visit to HPMC Prala Unit and Market Yard

The Department of Commerce, Government College Theog, organized an educational field visit on 27th August 2025 to the HPMC Prala Unit and Market Yard. A total of 61 students, along with faculty members, participated enthusiastically in the visit.

The objective of the field visit was to provide students with practical exposure and firsthand knowledge of industrial and market operations. At the HPMC Prala Unit, students observed the fruit processing procedures and packaging techniques, gaining insights into how raw materials are transformed into finished products for the market. The visit also highlighted the role of agro-based industries in strengthening the rural economy and providing employment opportunities.

At the Market Yard, students were introduced to the functioning of wholesale markets, procurement processes, price determination, and distribution channels. This interaction helped them understand the dynamics of agricultural marketing and the significance of market linkages in trade.

The visit not only bridged the gap between theoretical concepts and real-world practices but also enhanced the learning experience of the students. It encouraged them to think critically about business operations, supply chain management, and marketing strategies.

The Department of Commerce extends its gratitude to the management of HPMC Prala Unit and Market Yard authorities for their support and cooperation in making the visit a successful and enriching experience.





