

G. PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY, KURNOOL

Department of Management Studies

MARKETING CLUB

Date: 1-10-2016

Day: Saturday

Name of the activity: Book Review

Targeted group: MBA I & III semester students

Report on Activity:

On the occasion of Gandhi Jayanti, MBA III Semester students have organised a book review on Gandhi Ji's Autobiography, "**My Experiments with Truth**". The activity was conducted by III Semester MBA students on behalf of marketing club. The activity was held on **1st October, 2016** from 9.30am to 3.50 pm., at seminar hall. Faculty members, MBA I Semester students, B.Tech Students attended the activity. Students were divided into teams; each team presented three chapters of the autobiography.

Mahatma Gandhi's life has been an inspiration for all Indians. The main aim of the event was to throw light on the early life, tragedies, profession, principles of Father of the Nation. Book review showcased that truths will always lead to success. By the end of session, Mahatma Gandhi became role model for all the students.



