

**Brief report on Industry Visit to Parle biscuits Pvt Ltd, Neemrana, Rajasthan on 3. September.2017 for MBA, II semester students.**

**Visit date: 3.September.2017**

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| S.NO | INDUSTRY VISIT PROGRAM | VISIT DETAILS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | REMARKS                                                                             |
|------|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 1    | Visit Initiation       | The visit was planned with the motive of providing MBA 1 <sup>st</sup> year students a practical experience about how FMCG manufacturing firms work                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | The MBA students are curious and keen for the industry visit.                       |
| 2    | Visit conduction       | The students visited company and acknowledged the various processes involved in the manufacturing of biscuits and confectionaries. They learnt about the different products of Parle. Such as-Parle G, Monaco, Kismi bar, Mango bite, Krackjack etc.The production unit at Neemrana mainly deals with the production of Parle –G one of the main products of Parle. It is a product which is said to be the largest selling biscuit. This plant also has the printing department from where the wrappers are distributed to other production units of Parle. The students were also learnt about the 5'S theory of Parle.At Parle some yoga exercises were conducted for the students, which are also a part of their Corporate Social Responsibility and a daily activity for their employees too. The students took part in activities like group dance, role play, and singing | The MBA students understood the manufacturing process of biscuits and confectionary |
| 3    | Visit conclusion       | The industry visit concluded after photo-session and thanksgiving, the students and co-ordinators departed to the university campus.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | The industry visit to Relaxo footwear Ltd Bhiwari was conducted successfully.       |