

AMITY BUSINESS SCHOOL (ABS),

AMITY UNIVERSITY HARYANA (AUH), MANESAR.

Brief Report on Industry Visit to Parle Biscuits Pvt Ltd, SP 2/4 RIICO industrial Area Delhi Jaipur Road, Neemrana, Distt Alwar – Rajasthan on 26.Sept.2014 for MBA & BBA I semester students.

Visit Date: 26.Sept.2014.

No.of MBA & BBA(G/B&F/3C) I Semester students visited: 50.

Faculty Co-ordinator: Ajay Kumar Pandey, Asst. Prof., ABS., & Ankur Gupta, Dy.Dir, CRC.

S.No.	Industry Visit Programme	Industry Visit detail	Remarks
1.	Visit initiation	The Industry visit to Parle Biscuits Pvt Ltd, SP 2/4 RIICO industrial Area Delhi Jaipur Road, Neemrana, Distt Alwar – Rajasthan started at 9.45 am from Amity campus on Bus with 50 MBA & BBA-I semester students accompanied by Faculty Ajay Pandey and Dy. Director, CRC Ankur Gupta.	The MBA & BBA students are curious and enthusiastic for the industry visit.
2.	Visit conduction	After reaching Parle Biscuits Pvt Ltd at 1.45 pm, the students are welcomed by Parle Biscuits Pvt staff and further addressed by HR Chief ,wherein he elaborated how Parle Biscuits become India's leading manufacturer of biscuits and confectionery and explained that As the makers of the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition and superior taste. The students then are divided into two groups and moved through the	The MBA & BBA students understood the manufacturing process of parle biscuits plastic with quality control safeguards.

		whole plant where floor supervisors explained them how the Biscuits are manufactured with raw material involving all safety, quality, environmental and hygiene measures.	
3.	Visit conclusion	The industry visit concluded at 3.30 pm and after photo-session and thanksgiving, the MBA & BBA students and co-ordinators departed to the university campus.	The industry visit to Parle Biscuits Pvt Ltd conducted successfully.

Ajay Kumar Pandey,

Asst. Prof., ABS, AUG.