



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(Unit of Alva's Education Foundation (R), Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi & Approved by AICTE, New Delhi.
Recognized by Government of Karnataka.
Accredited with A+ by NAAC & NBA (ECE & CSE)
Shobhavana Campus, MIJAR-574225, Moodbidri, D.K., Karnataka
Ph: 08258-262725; Mob:722262724,7026262725,mail:principalaiet08@gmail.com

PG DEPARTMENT OF BUSINESS ADMINISTRATION

Date - 05/12/2023

To

Principal,

AIET, Mijar

Respected Sir

Sub: Request for permission to conduct Industrial Visit

We would like to inform you that PG Department of Business Administration is organising a 7 day Industrial Tour to Pune & Mumbai from 12 December to 18 December 2023 (**Journey begins on 12th December 2023 at 12.00 noon from Mangaluru Junction & return on 18th December 2023 at 1.00 PM**).

In this regard, we would kindly request you to permit us to conduct the above said tour. We have collected an amount of Rs. 10,200 per student to cover the costs of the tour. We request you to approve the same.

Yours sincerely,

Coordinator

HOD
Dept. of Business Administration
Alva's Institute of Engg. & Technology
Mijar-574225

PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar. MOODBIDRI - 574 225, D.K.



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

17-08-2023

IQAC Chairman

Alva's Institute of Engineering & Technology,

Mijar - 574225

Respected Sir,

Sub: Industry visit to Pune and Mumbai 12th December 2023 to 18th December 2023

With respect to the subject line mentioned above, we would like to inform you that PG department of business administration is planning to visit industries in Pune and Mumbai from 12th to 18th December 2023 for the students of III Semester MBA. In this regard, please find the visit schedule as attached. The total amount to be collected from the students is Rs. 10,000 towards the cost of the tour.

Thanking You,

Warm Regards

Coordinator



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Tentative list of industries to be visited

Date	Place	Industries to be visited
12/12/2023	Leave from Mangalore Railway station to Pune	
13/12/2023	Pune	Mahindra & Mahindra Chitale Bandhu Mithaiwale
14/12/2023	Pune	Terminal Technologies Magarpatta Township
15/12/2023	Mumbai	Sany India
16/12/2023	Mumbai	Exide Industries Ltd
17/12/2023 - Sunday	Mumbai	Outing 8.00 PM Departure to Mangalore
18/12/2023	Mangalore	Arrival at 2.00 PM

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REPORT ON INDUSTRIAL TOUR

Industrial Tour: The industrial visit was planned from 12th December to 18th December 2023. The journey started on 12th December Noon by train to Pune, Mumbai and the company visits from 13th December to 16th December 2023.

VISIT TO TERMINAL TECHNOLOGIES, PUNE

Date: 13-12-2023

Venue: Terminal Technologies, Pune

It was the first company visit to Terminal Technologies. It produces all types of plastic and metal components used in terminals and connectors of various equipments. The staff took students around the entire production unit consisting of plastic production unit and metal production unit. There were different machines and human resources used for the assembly of the parts. They manufacture Combination of connectors and secondary locks, hybrid connectors, bulb holders, positive locks, clamps, bulb holder strip, Electrical distribution box. Their connectors include TV connectors, compressor connectors, 090 series compressor, 110 series connectors, 250 series connectors, 312 series connectors, Head lamp and sensor connectors and Relay base connectors. Their terminals include Bulb holder terminals, combination terminals, compressor terminals, Male terminals for relay, Computer cord, Button terminal, Roof lamp terminals and ignition switch terminals. The entire visit was well organized.





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With over 1000 employees and workers, the production has been increasing year after year. Their customers include, Mitsubishi, Mahindra, Tata, Bajaj, Ashok Leyland, Hero, etc.



This company works based on 5 S, i.e., Sort, Set in order, Shine, Standardise, and sustain. Their key performance indicators are: Production, Quality, Cost, Delivery and Safety of the customer. We learnt the process of preparing these parts and also the importance of quality and price was explained. We learnt that marketing involves not only selling the product but also finding solutions to customer's problems.

Overall, it was a great learning experience of visiting this organisation.



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

REPORT ON VISIT TO "MERCEDES BENZ"

Date: 14-12-2023

Venue: Mercedes-Benz India Ltd. in Chakan, Pune.

The Department of MBA at Alva's Institute of Engineering and Technology organised an industrial visit for the second-year students to Mercedes-Benz India Ltd. in Chakan, Pune. This marked the second day of our trip, filled with exciting insights into the world of luxury automobiles.



A total of 38 students and 2 faculty members arrived at the factory bright and early at 7:45 AM. After a warm welcome and visitor ID card registration, students were savored a refreshing tea and light snacks. The day then kicked off with a captivating presentation that traced the illustrious history of Mercedes-Benz, a journey brought to life through a captivating video.



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Next, we delved into the company's remarkable Indian chapter, exploring how diverse specializations like finance, marketing, human resources, and business analytics contribute to Mercedes-Benz's success. An interactive session followed, where our curious questions were met with insightful answers, further enriching our understanding of the brand's operations.



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REPORT ON VISIT TO "OMEGA BRIGHT STEEL COMPANY"

Date: 14-12-2023

Venue: OMEGA BRIGHT STEEL COMPANY

The students visited Omega Bright steel company on 14th December 2023 situated Chakan - Nanekarwadi - Pune, Maharashtra 410501.



OBS is a manufacturing company, supplying more than 700 ancillary units in the Automotive Industry all across India. The company has a 45 year old history and has built a formidable reputation for high quality and timely delivery of products. This company provides tempering, normalising, annealing, water- and oil-quenching facilities with a wide experience of producing material for the best vendors in the automobile industry. They supply to nearly 700 ancillary units ranging from 60 metric tons to 2000 metric tons a year. OBS Company Idea is to build long-term partnerships with small suppliers, OEMs and replacement spare part ancillaries, and to grow with them. They also work with the biggest OEM suppliers and foreign collaborations. OBS Company received the ISO 9001: 2008 certification. OBS Company present capacity is 60,000 metric tons of bright bars and wires, with a daily double shift capacity of 300 metric tons.



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The group went into expansion mode with the setting up of an ultra-modern bright bar plant in Chakan Industrial Area, Pune, Maharashtra in early 2011 with the capacity of 12,000 metric tons. A new plant is also coming up in Chennai to provide to the growing needs of the automobile industry in South India. Visit to Omega Bright Steel Company provided valuable insights into their operations, technological advancements, commitment to quality, and dedication to maintaining high standards. The company's impressive infrastructure, focus on innovation, and skilled workforce position it as a significant player in the steel manufacturing industry.



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REPORT ON VISIT TO "MAGARPATTA CITY"

Date: 14-12-2023

Venue: Magarpatta City. Pune

On December 14th afternoon the team visited Magarpatta City which houses the incubation center. The team interacted with the CEO of Magarpatta City, Mr Manik Sharma. The students and Faculty were oriented about the innovative idea that brought the city into existence, the new concept of housing corporates along with residential areas, the infotech park and various corporate houses that are housed in the Magarpatta city and the various innovations that are taking place in the incubation centre.





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PG DEPARTMENT OF BUSINESS ADMINISTRATION

REPORT ON "EXIDE INDUSTRIES LTD IN PUNE"

Date: 15-12-2023

Venue: Navi Mumbai, Maharashtra,

Exide Industries Ltd in Pune is one of the leading businesses in the Automobile Battery Dealers. Also known for Battery Dealers- Exide, Battery Dealers, Car Battery Dealers, Inverter Battery Dealers, Solar Panel Manufacturers, Car Battery Dealers and much more. The company gave us sessions regarding safety measures that is how the company is running and what are the precautions followed by the employees. The BSF batteries has two divisions. They are automotive (SLI Batteries) and sub-mariner battery division. They are also doing many CSR activities like Women Empowerment Program, Providing safe drinking water and handover of ration and nutrition kit during covid. They have also received Golden Peacock National Quality Award.



The students were divided into two groups and were explained with process of business. Overall, it was a great learning experience of visiting this organization.



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REPORT ON VISIT TO "BHAVANI GROUPS"

Date: 16-12-2023

Venue: Navi Mumbai, Maharashtra,

On the 16th December Bhavani group, in collaboration with NSICT, DP world, Jawaharlal

Nehru Port Authority, Nhava Sheva, and Continental CFS – DP World had organized IV to Jawaharlal Nehru Port, Mumbai. 119 students along with 4 faculty were a part of this visit. This experience was not just an event; it was a celebration of knowledge, collaboration and the spirit of exploration. The itinerary was carefully curated, featuring visit to JNPT port, Nhava Sheva Continental CFS, and Bhavani Depot. Each destination unfolded a unique chapter in the logistics saga, providing students with a comprehensive understanding of the industry's operations covering various aspects from port operations to container maintenance, handling and freight station.

We extend our heartfelt gratitude to NSICT, DP World officials Mr. Jibu K. Itty and Ms. Nikita Rajiv, Jawaharlal Nehru Port Authority, Mrs. Manisha Jadhav and Mr. Sanjay Patil, Continental CFS – DP World authorities Mr. Anwar Javed, Mrs. Sunita Mhatre, Mr. Umesh Shetty for your invaluable support and willingness to share your industry insights.

Here's to knowledge, collaboration, and the boundless horizons of learning.



Total 119 students benefited from this Industrial Tour.



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

21-09-2023

To,

IQAC Chairman

Alva's Institute of Engineering and Technology

Mijar - 574225

Respected Sir,

Subject: Permission to conduct Industrial Visit.

This is to inform you that, the department has decided to organize an local industrial visit on 23rd September 2023 for the 120 MBA students of II Semester (Batch 2022-24) accompanied by 2 faculty members. The details of the company to be visited is as follows:

- Paper Seed, Pakshikere
- Sristi Ventures, Padubidri
- Bright Flexi, Padubidri

I request you to kindly grant us transportation facilities for the same. (9:30am to 5:30pm)

Thanking you.

Yours sincerely



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

Date: 21-09-2023

Dear Sir,

Greetings from Alva's Institute of Engineering & Technology, Mijar, PG Department of Business Administration. We hereby request you to grant us permission to visit your esteemed organization on 23/09/2023(Saturday) at 01:30pm. Kindly be informed that total 120 students along with 3 faculty members will be visiting the company.

We also request you to arrange an informative talk related to business, challenges and strategies faced in order to help our students to get more insights of the business and practical knowledge.

Thanking You

Best Regards

BRIGHT FLEET INTERNATIONAL PVT LTD



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

22-09-2023

AIET/MBA/ID/156

CIRCULAR

PG Department of Business Administration is proposing to conduct Industrial visit for I year MBA students on 23th September 2023 to following companies.

List of companies Visiting:-

1. Paper Seed, Pakshikere
2. Sristi Ventures, Padubidri
3. Bright Flexi, Padubidri

The college bus will leave at 8:45am.

Signature

Copy to

- Notice Board
- Class Circulation
- Online Circulation

Handled - IMBA 'A'



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

INDUSTRIAL VISIT REPORT

Date: September 23, 2023

Time: 9:00 AM – 5:00 PM

Objectives:

- Expose students to real-world industrial environments and practices.
- Provide insights into various industries in the region.
- Understand principles of sustainability, innovation, and entrepreneurship.
- Observe manufacturing processes and technological advancements firsthand.
- Learn about challenges and decision-making in entrepreneurial ventures.

1. Paper Seed:

Paper Seed, founded by Nithin Vas, is a leading innovator in sustainable products based in Pakshikere. It creates eco-friendly alternatives to plastic, the company offers a diverse range of items including toys, decorative pieces, trophies, Rakhi, and face masks. Each product is crafted from recycled paper materials, showcasing a commitment to environmental consciousness and creativity. Notably, the incorporation of seeds into many products allows for post-use planting, promoting sustainability in consumption. During our visit, Nithin Vas emphasized the company's entrepreneurial journey, highlighting the importance of innovation and resilience in driving sustainable growth. Through its dedication to sustainability and innovation, Paper Seed serves as a model for businesses seeking to make a positive impact on the environment.



2. Brightflexi International Pvt Ltd

Brightflexi International Pvt Ltd is a prominent player in the manufacturing sector, specializing in the production of bags for various cement companies. Situated in Padubidre, the company operates on a large scale, boasting an expansive factory equipped with advanced machinery. During our visit, we were given a comprehensive tour of the facility, where we witnessed firsthand the intricate process of bag manufacturing. From the conversion of plastic microns to the final product, the tour provided insights into the meticulous craftsmanship and quality control measures employed by Brightflexi International. Additionally, knowledgeable guides were on hand to explain each step of the manufacturing process in detail, offering valuable insights into the industry's operations. The visit underscored the company's commitment to delivering high-quality products while adhering to stringent environmental and safety standards. Overall, Brightflexi International's dedication to excellence and innovation positions it as a key player in the manufacturing landscape, driving forward the industry with its cutting-edge solutions.



3. Sristi Ventures

Sristi Ventures is a forward-thinking company at the forefront of innovation in the field of architecture and technology. Collaborating with European associates, Sristi Ventures has pioneered the development of Echo Wall Technology, a revolutionary approach to sustainable construction. This technology utilizes a combination of materials such as EPS sheet, mesh, and concrete non-structural plaster to create walls that are not only environmentally friendly but also exceptionally strong and earthquake resistant. During our visit to Sristi Ventures, we were impressed by the company's commitment to sustainability and its dedication to pushing the boundaries of traditional construction methods. Through the integration of advanced materials and innovative techniques, Sristi Ventures has succeeded in creating walls that offer superior performance while minimizing environmental impact. Furthermore, the visit provided us with valuable insights into the preparation process of these innovative walls, as well as an opportunity to witness various advanced machinery in action. From concept to execution, Sristi Ventures demonstrated a holistic approach to sustainable construction, showcasing its expertise in architecture and technology.



Outcomes:

- Increased awareness of sustainable practices.
- Enhanced understanding of manufacturing processes.
- Insights into entrepreneurship and decision-making.
- Application of theoretical knowledge in real-world contexts.
- Inspiration for innovation and future endeavors.



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

Date: 21/08/2023

To

IQAC Chairman
Alva's Institute of Engineering & Technology
Mijar - 574225

Respected Sir

Sub: - Request letter for Industrial visit

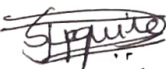
PG Department of Business Administration is proposing to conduct Industrial visit to following companies on 24th August 2023 for our Second year MBA students.

List of companies Visiting:-

1. Achal Cashew Industry, Baikampady Mangalore from 09:00am.
2. Karnataka Milk Federation (KMF), Kulashekar, Mangalore from 12:00pm.
3. Ornamental fish breeding and culturing unit, Aquatic Biosystems, Vamanjoor from 3:00pm.

Kindly permit for the same and do the needful.

Thanking you


Yours sincerely





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PG DEPARTMENT OF BUSINESS ADMINISTRATION

AIET/MBA/ID/152

23-08-2023

CIRCULAR

PG Department of Business Administration is proposing to conduct Industrial visit for II year MBA students on 24th August 2023 to following companies.

List of companies Visiting:-

1. Achal Cashew Industry, Baikampady Mangalore.
2. Karnataka Milk Federation (KMF), Kulashekar, Mangalore.
3. Ornamental fish breeding and culturing unit, Aquatic Biosystems, Vamanjoor.

The bus will be leaving the campus at 8.45 a.m.

[Signature]

Copy to

[Signature]

- Notice Board
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- Online Circulation



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

To,

Date: 21/08/2023

The Transportation officer

Alva's Education Foundation

Moodbidri

Respected Sir,

Sub:- Bus facility for Industrial visit on 24/08/2023 (Thursday) from 9.00AM to 5PM.

With reference to the above subject PG department of Business Administration has planned an industrial visit from 9.00AM to 5PM on 24th August 2023. So I kindly request you to help us with transportation facilities.

List of companies Visiting:-

1. Achal Cashew Industry, Baikampady Mangalore from 09:00am.
2. Karnataka Milk Federation (KMF), Kulashekar, Mangalore from 12:00pm.
3. Ornamental fish breeding and culturing unit, Aquatic Biosystems, Vamanjoor from 3:00pm.

Number of students:- 117

Faculty :- 02

Thanking You

Your Faithfully

PRINCIPAL

Alva's Institute of Engg. & Technology,
Mijan. MOODBIDRI - 574 225, D.K.

Unit of Business Administration
Alva's Institute of Engineering & Technology
MIJAR - 574 225



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

Date: 21/08/2023

To

IQAC Chairman
Alva's Institute of Engineering & Technology
Mijar - 574225

Respected Sir

Sub: - Request letter for Industrial visit

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PG DEPARTMENT OF BUSINESS ADMINISTRATION

Date: 21/08/2023

To,

The Transportation officer
Alva's Education Foundation
Moodbidri

Respected Sir,

Sub:- Bus facility for Industrial visit on 24/08/2023 (Thursday) from 9.00AM to 5PM.

With reference to the above subject PG department of Business Administration has planned an industrial visit from 9.00AM to 5PM on 24th August 2023. So I kindly request you to help us with transportation facilities.

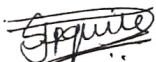
List of companies Visiting:-

1. Achal Cashew Industry, Baikampady Mangalore from 09:00am.
2. Karnataka Milk Federation (KMF), Kulashekar, Mangalore from 12:00pm.
3. Ornamental fish breeding and culturing unit, Aquatic Biosystems, Vamanjoor from 3:00pm.

Number of students:- 117

Faculty :- 02

Thanking You


Your Faithfully



PRINCIPAL

Alva's Institute of Engg. & Technology,
Mijar. MOODBIDRI - 574 225, D.K.



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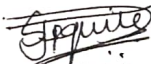
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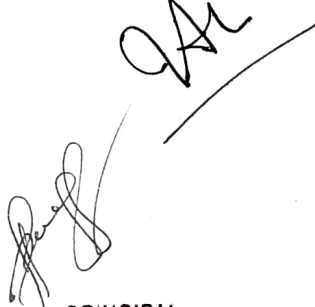
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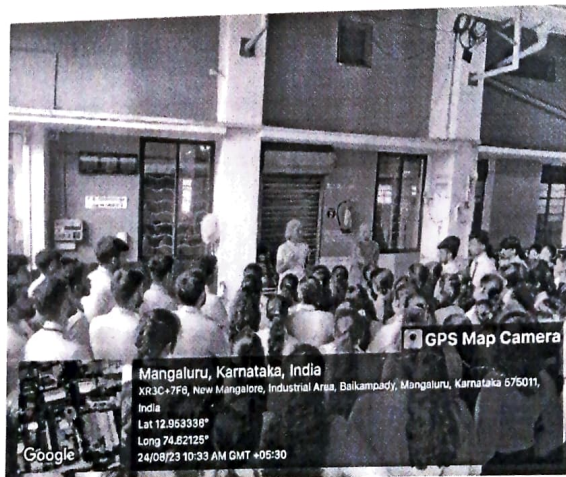
INDUSTRIAL VISIT REPORT – 24th AUGUST 2023

On a crisp morning of the 24th of August 2023, 117 eager and inquisitive final-year MBA students from Alva's Institute of Engineering and Technology embarked on a transformative industrial visit. This educational expedition aimed to provide students with firsthand insights into the practical workings of industries and bridge the gap between theoretical knowledge and real-world applications. Departing from our college at 9:30 AM, our journey took us to three distinct industrial establishments, each offering unique perspectives and lessons.

1. ACHAL CASHEW INDUSTRIES, BAIKAMPADY:

Our first destination, Achal Cashew Industries in Baikampady, is a well-established player in the cashew processing sector. As we entered the premises, the aromatic whiff of roasted cashews greeted us. We were greeted by Mr. Rajesh, the factory manager, who would be our guide for the day.

The tour commenced in the raw cashew storage area. Here, we learned about the meticulous selection process of cashew nuts, ensuring only the best quality ones were processed. Mr. Rajesh explained that quality control is paramount in their industry as it directly affects the taste and marketability of their products.





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We proceeded to witness the fascinating journey of cashew nuts from their raw state to the final packaged product. The intricate processing techniques were a revelation, highlighting the importance of precision and efficiency in the production line.

One of the highlights of the visit was the opportunity to interact with the skilled workers who demonstrated the art of manual cashew peeling, a process still widely practiced in this industry. This hands-on experience left us in awe of their dexterity and patience.

At the quality control section, we learned about the rigorous testing and grading procedures that ensure only the finest cashews reach the market. The commitment to consistent quality was truly commendable.

2. KARNATAKA MILK FEDERATION, VAMAJOOR:

After bidding farewell to Achal Cashew Industries, we embarked on our next adventure, the Karnataka Milk Federation facility in Vamajoor. This visit was particularly exciting as it allowed us to delve into the vast dairy industry, a crucial part of India's agricultural landscape.

Upon our arrival, we were welcomed by Ms. Priya, the production manager, who was enthusiastic about sharing her knowledge with our group. The sprawling dairy plant was a sight to behold, with state-of-the-art machinery and facilities.

Our tour commenced at the milk reception area, where we observed the rigorous testing and quality checks performed on incoming milk supplies. We were impressed by the attention to hygiene and the adherence to safety protocols in handling raw milk.

Next, we moved to the processing area, where we witnessed the pasteurization, homogenization, and packaging of milk. Ms. Priya explained the importance of maintaining high-quality standards throughout the process to ensure that consumers receive safe and nutritious milk products.



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One of the most enlightening aspects of the visit was the exposure to dairy product manufacturing. We saw the production of various dairy products like yogurt, cheese, and butter. It was fascinating to see how technology and innovation played a pivotal role in scaling up dairy production while maintaining quality.

We also had the privilege of visiting the quality control laboratory, where we learned about the various tests and parameters used to evaluate the quality and safety of dairy products. This experience underscored the significance of stringent quality control in the food industry, where the health and well-being of consumers are at stake.

3. AQUATIC BIOSYSTEMS, VAMAJOOR:

Our final destination for the day was Aquatic Biosystems, a research and technology-driven establishment in Vamajoor specializing in sustainable aquaculture practices. As we entered the facility, we were greeted by Ronald D'souza, the lead scientist and researcher at Aquatic Biosystems.

The tour kicked off with an overview of the importance of aquaculture in meeting the global demand for seafood while minimizing the environmental impact. Ronald D'souza shared the mission of Aquatic Biosystems, which is to develop innovative and sustainable solutions for aquaculture.



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We were led to the indoor aquaculture research facility, where we observed tanks filled with various aquatic species, including fish and shrimp. Ronald D'souza explained the intricacies of maintaining water quality, temperature, and nutrition to ensure the health and growth of these organisms.



The highlight of our visit was witnessing cutting-edge technology in action. We saw automated feeding systems, water filtration processes, and monitoring tools that optimize aquaculture operations. This experience left us awestruck by the potential of technology to revolutionize traditional industries like aquaculture.

As the day drew to a close, we gathered for a debriefing session with Ronald D'souza. She emphasized the importance of sustainable practices in aquaculture and the role of research in driving innovation. It was inspiring to witness how Aquatic Biosystems was contributing to both food security and environmental conservation.



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Conclusions and Takeaways:

Experiential Learning: The industrial visit served as a powerful reminder of the value of experiential learning. While textbooks provide foundational knowledge, witnessing real-world applications deepened our understanding and appreciation of the subjects we study.

Quality Control and Hygiene: The emphasis on quality control and hygiene in both the cashew and dairy industries reiterated the critical role these factors play in ensuring consumer safety and satisfaction.

Innovation and Sustainability: Aquatic Biosystems showcased the potential for innovation and technology to transform traditional industries while promoting sustainability and environmental conservation.

Career Insights: Many of us gained insights into potential career paths we hadn't considered before. The visit broadened our horizons and opened our eyes to the diverse career opportunities in these industries.

In the words of Albert Einstein, **"Learning is experience. Everything else is just information."** Our industrial visit reaffirmed the value of experiential learning, igniting our passion for future endeavors.

This industrial visit was an invaluable educational experience, providing us with a holistic perspective on various industries. It has equipped us with practical knowledge that will undoubtedly serve us well as we embark on our careers. We express our heartfelt gratitude to our college for organizing this enlightening trip, and we eagerly anticipate more such opportunities in the future.



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

Date: 15/05/2024

To,

The Principal
Alvas Institute of Engineering and Technology
Mijar, Moodbidri

Sub: Permission to Visit Campco and Bindu Industry, Puttur

Respected Sir,

PG Department of Business Administration is organising one day local industrial visit for I year MBA students to Campco and Bindu industry, Puttur on 18th May 2024. In this regard, we would kindly request you to permit us to visit these industries. The details of industrial visit is as follows:

Date: 18th May 2024

Company: Campco and Bindu

Number of Students: 180

Number of Faculties: 6

Faculty Coordinator: Mrs. Harshitha V Shetty

Best Regards,

HOD
PG Dept. of Business Administration
Alva's Institute of Engg. & Technology,
Mijar - 574225

PRINCIPAL
Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225, D.K



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

Date: 15/05/2024

To,

Mr. Vivek Alva
Managing Trustee
Alva's Education Foundation
Moodbidri

Sub: Request for Transportation facility for local industry visit

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PG DEPARTMENT OF BUSINESS ADMINISTRATION

Report on Industrial Visit

Date:20.05.24

Venue :Puttur

❖ Objective:

- To seek insights from the companies.
- To understand the process, integration, functioning and manufacturing of one the oldest chocolate, food and beverages company in India.



Visit to Campco,Puttur

On 18th May 2024, at 11am, as students entered the Campco chocolate company in Puttur, before entering the production unit they were instructed to keep mobile phones, watches and other electronic gadgets outside the campus, and were given with safety caps to cover heads and ears, in order to ensure the hygiene environment within the campus. When they got into the main production chamber of the company were the major collection of raw materials, conversion of cocoa and formation of chocolate took place.

The major raw material in the production used is "cocoa". This cocoa is grown by the local farmers and imported from other places. The farm in which the cocoa is grown is named after the founder and president of campo ltd Sri Varnashi Subraya Bhat. This farm is popularly known as "Varnashi Cocoa Farms".

The campo is the only company in India that coverts cocoa beans into chocolate under single roof. It is the only chocolate production unit that collects dry cocoa beans and converts into



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finished goods for the consumption, unlike before now, company majorly uses machineries in different stages of production which was been adopted from Russia and Denmark.

Campco is majorly into B2B model. That is nearly 68% of its products are been sold to other businesses, which include cocoa powder, cocoa biscuits, cocoa liquor etc. Today due to technological innovation and mass storage capacity to Campco can store 23,000 metrics ton capacity of cocoa and cocoa products which comes from Karnataka and Kerala.

Apart from that, campco also targets B2C business model by producing 25 to 30 products under its own brand name which could be found for sale in local store, this B2C is around 32% of the production. B2B products are exported to Nepal, South Africa or been sold to big brands like Cadbury, Nestle etc as semi-finished products.

Campco works 24*7, with the help of 3 work divisions as follows:-

1. First shift
2. Second shift
3. Third shift

Campco has around 400 workers in the plant and majorly all are localite, many of them are as more experienced as 30 years and more. Campco takes good care of their employees, staffs, workers and their interest by providing them timely salaries, incentives, bonus, benefits, etc.

Shyam Prasad, General Manager Campco says, "The best part of the factory is that all the employees are skilled to operate machineries".

Campco also meet standards of global e-commerce to get chocolates. The Unique Selling Proposition of Campco is that they avail the products in the market as and when the demand arises.

All the products of Campco are ISO certified. Apart from this campco also regularly discharges its national duties when it comes to complying with the rules and regulations, payment of taxes like GST returns, Municipal Tax, Professional tax, etc.

Campco earn major share of income through B2B sales. It also uses solar panels for supply of energy in production which reduces cost. We also found fire extinguishers all around the campus to overcome fire accidents. The factory wastes such as water waste is used in the garden of the campus.



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On 20th May 2024 at 3:00 p.m. it was time to visit Bindu one of the most liked home grown brand of India we feel extremely grateful that we were able to visit the production unit of Bindu and Sipon of SG Corporates.

SG corporates has become one of the home grown brands. Their flagship products have become the most selling products both nationally and internationally. Today SG is one of the most famous food and beverage companies in India being Masters in Indian ethnic flavour SG has expanded its products to Healthy fruit based milkshakes, fruit juice soda and snacks among other products the category. The two manufacturing units in the Puttur and Hyderabad, factory setup in Bangalore is planned as well. This manufacturing unit is equipped with latest technology and machines and work place to thousands of employees SG corporates has full fledged sales team which also plays a huge role in the growth of the organisation.



Visit to Bindu, Puttur

Out of all the cool drinks being produced by the SG corporates the fizz jeera masala is one of the product that said sales of the company on fire, the love support which this product had able to collect when compared to other products of this brand was extraordinary. FG launched flagship brand Bindu fizz jeera masala in the year 2002, Sipon 2004, Snack up in 2009, Fruzon in 2012.

Mega fruit processing holding company of Bindu jeera soda brand registered annual turnover of nearly INR 500 crore in financial year 2002. Bindu other than its authentic taste is also most known for the effective distribution channels. This is also regarded as the success mystery



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of bindu. Many other competitive brands also work came into the market after looking at the success of fizz jeera, but were not able to secure their customers because of the ineffective distribution channels. Mangalore today news network, on September 7, 2022 published that Reliance group led up by Mukesh Ambani was very willing to buy the locally started Bindu brand along with the Bindu flagship product Bindu masala and undisclosed amount but their offer was been refused by the owner Satya Shankar Bhat.



Earlier Coca-Cola and Wipro also had offered to buy Bindu but Bindu company always refused the offerings saying that they had no intentions of selling the company now the company that Bindu, which had started small has today become the multi crore business and is appreciated by the customers across the South India.

Apart from this the company also produces other beverage under the Bindu brand are Bindu mineral water, jeera, sipon, energy drink. People landed the decision of owner not to sell the company. this incident itself is the best portrait of the potential of the company. To visit such a visionary unit was a marvellous experience.

❖ Conclusion



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To conclude we could say by this Industrial visit to Campco chocolate company we got good number of visuals and insights of a production unit of a company. We came across the professional code of conduct in the visit. We could also find systematic arrangements in the unit. We could easily relate the theories learnt in the classes as mean of practice in the entire visit. Same in case of Bindu as well, could find a very fine exposure to the production unit of food and beverages, right from the procurement of raw materials, different stages of production, storage of the finished goods in the warehouse. Through both the visits we were successful in extracting the best out of it.

Total of 177 students were part of the industrial visit

A handwritten signature in blue ink, appearing to read "S. Srinivas", is written over a horizontal line.