

INDUSTRIAL VISIT

To

Parle-G Products Pvt. Ltd.

(Theme on: Cost Management & Entrepreneurship)

Dated on: 17th February 2024

Programme:

II B.Com (A&F, PA)

Guidance & Support

Dr. D. Ayub Khan Dawood
Dean-SSSH

Dr. K. Soundrapandian
Head-Commerce

Program Organizers

Dr. S.Rajini
AP-Commerce

Dr. N.Vijayakumar
AP-Commerce

Dr. S.L. Sobiya
AP-Commerce

DEPARTMENT OF COMMERCE



B.S. Abdur Rahman
Crescent
Institute of Science and Technology
Deemed to be University u/s 3 of the UGC Act, 1956

FEBRUARY-2024

Aim of the Industrial Visit

ஞாலம் கருதினுங் கைகூடுங் காலம்

கருதி இடத்தாற் செயின். - 484

விளக்கம்:

செயலை முடிப்பதற்கு ஏற்ற காலத்தை அறிந்து இடத்தோடு பொருந்துமாறு செய்தால், உலகமே வேண்டும் எனக் கருதினாலும் கைகூடும்.

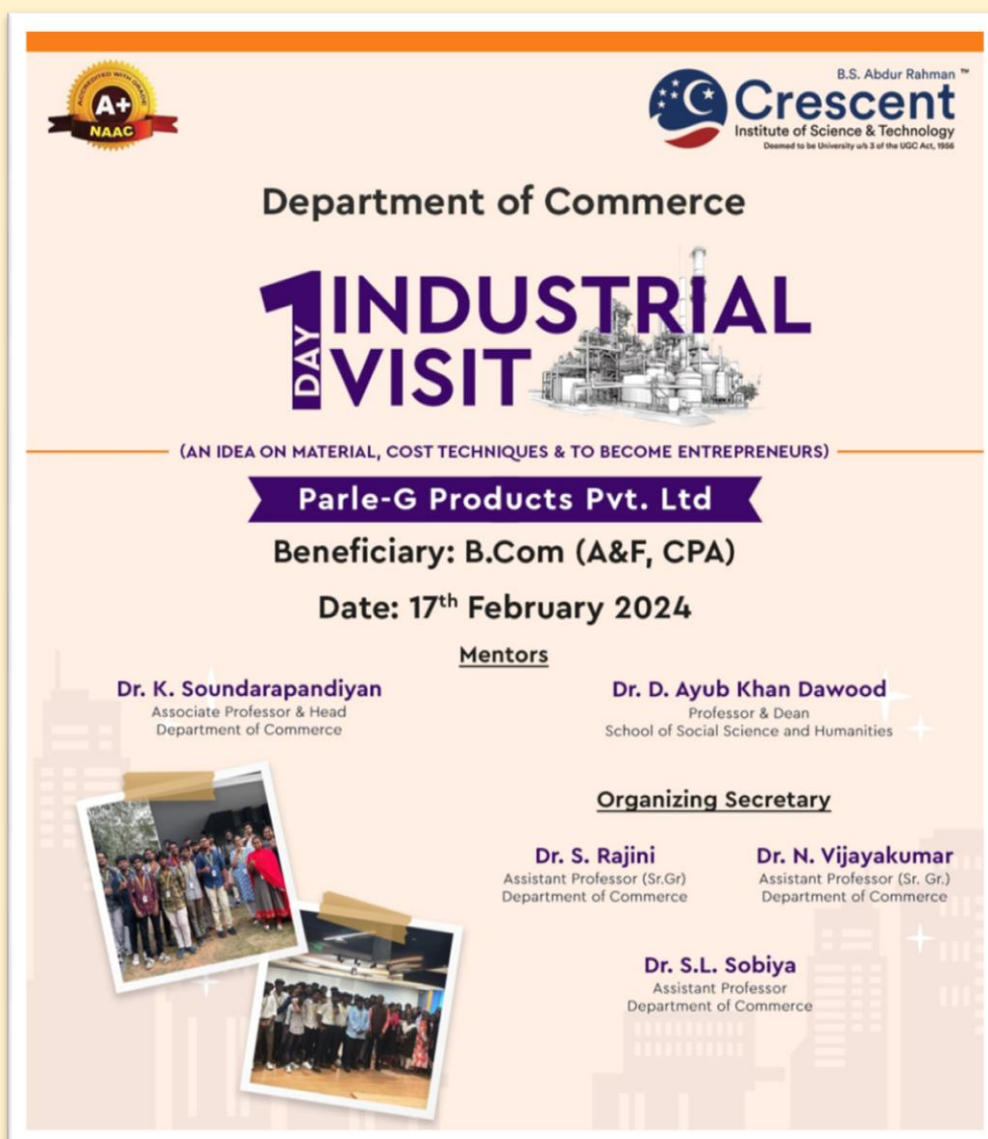
Gnaalam Karudhinung Kaikootung Kaalam

Karudhi Itaththaar Seyin. - 484

Meaning: The pendant world's dominion may be won, In fitting time and place by action done

Visiting different manufacturing companies and to see the production process and working people really help students to make understood the concepts in cost management and that induce them to start self businesses and to become entrepreneur. We know building relationship with companies will always help to get job avenues and opportunities. The aim of industrial visit is to provide experience to the inside operational of the company. Academic information is not enough to fabricate the students careers and outside the academics industrial visit provides students sensible facts in the manufacturing process and to get awareness about new technologies & techniques and the labours commitment towards work and machinery. It is measured to be part of curriculum to complete the UG programme after visiting industry students can gain a combined knowledge

about both theory and practical.



About the visit - to Parle-G Products Pvt. Ltd:

On 17th Feb 2024, total of 60 second year students of Department of Commerce B.Com. (A&F) & B.Com. (PA) visited the **Parle-G Pvt. Ltd**, (Biscuits Manufacturing Company) **Madhavaram, Chennai** at 11.00am along with 3 faculties from Department of Commerce. The following students & faculties participated in the industrial visit:

An Industrial Visit was arranged to Parle-G Manufacturing unit in Chennai. Since 1929, Parle-G have grown to become India's leading manufacturer of biscuits and confectionery. 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.

An in-depth understanding of the Indian consumer psyche has helped them develop a marketing philosophy that reflects the needs of the Indian masses. The visit was organized for B.com (CPA & AF) IInd year Students.

The main objective behind this Industrial Visit was to bridge a communication between students and Industries, to make students familiar with industrial operations and to encourage them to gain practical knowledge especially Cost accounting and financial management. The students got an opportunity to interact with the Human Resource Manager and gained insights on the operational as well as practical functioning of the factory 60 B.com (CPA & AF) IInd year Students participated in this Industrial Visit.

Glimpses of the Visit:



Before entering to
the company

II B.Com (A&F)-
B students

**“An icon for
Aspiration”**

Explore their
interest and
enthusiasm.



II B.Com (PA) – ‘An icon for Individuality of Interest’



II B.Com (A&F)-B - An icon for Aspiration

Evidential Teaching & Learning concept by Observation in the company:

Dr. S. Rajini Assistant Professor, Dept. of commerce explained the concept of cost management and entrepreneurship as a part curriculum in their current semester IV in the company Seminar Hall.

The highlight points are:

- Material management
- Waste management
- Cost control and cost reduction
- Labour forces
- Entrepreneurship qualities and planning etc.,



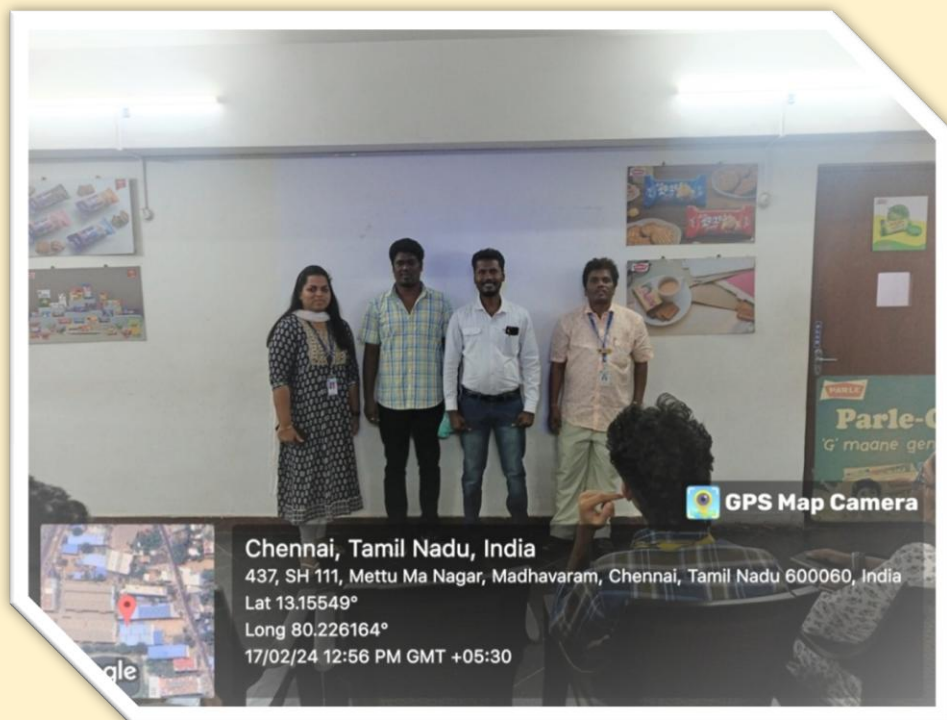
Both the group of learners are each every movement

‘Feeling Thirsty’ as like ‘Testy of biscuit’

to learn the concepts



Dr. S.L Sobiya &
Organizing Team
felicitate as a
token of
compliment to
Mr. Raj Balan,
HR manager,
Parle-G Products
Pvt. Ltd.



Summary:

Initially, on day of visit 17.2.2024 to Parle-G products Pvt. Ltd. Chennai with interest and enthusiasm the students are reached the college campus to reach the target venue. The HR manager has been welcoming us and made discussion with learners and distributed the biscuits bundles during and after physical visit of the manufacturing place.

On end of visit learners are shared their experiences and witnessed the visit by sharing meaningful testimonials.

Learners Testimonials:



Vasima Sulthana N – II B. Com (Professional Accounting)

“Understanding the manufacturing process, biscuit packaging, shipping procedure, and how these relate to our studies is really helpful to aid us realize our topic. We gained knowledge of the entrepreneurial concept, including how to launch a company and uphold a reputation”.

Myself Iswariya M – II B. Com (Professional Accounting) *“It was our second industrial visit on 17.2.24 and my experience was awesome. I got chance to see the manufacturing unit and I closely saw how the product (Parle-g biscuit) was made. It is an excellent place to gain hands-on knowledge and training about the equipment’s and techniques in the manufacturing unit. I really enjoyed my second industrial visit”.*



*This is **K. ARUNMITHRAN** from **B. Com (A&F) 2nd year**, this is to share my experience regarding industrial visit to Parle-G production factory unit, I had a grateful experience with my professors while the industrial visit and also I had a conversation with professors while we are travelling and through that I gained external knowledge. Through the industrial visit I'm able to gain more production knowledge, how the production is to be, how they are reducing the cost and wastages and how they are managing their expenses. In the factory, our professor Dr. Rajini sir who explained us a brief outline on the production and it is helpful to coup-up easily and it was a great experience I wish to thank my professors and department who engaged with the industrial visit and come through the same...thank you for the wonderful opportunity.*

*I am **Rithik S** of **II B.Com (A&F)-B**, This industrial visit provides students with the rare opportunity to witness concept taught in lectures materialize into tangible process. The hum of machinery the smell of raw material, the precision of operations immerses students in a practical learning environment. Also taught how to reuse the wastages. Overall it was good learning experiences.*



A. Mahithashree of II B.Com (A&F)-B, *The I.V*

to Parle-G company offers to us for to learn the process of the product and history of the company opportunity to witness the various stages of biscuit production, from raw ingredient preparation to packaging. The company utilizes state-of-the-art machinery and adheres to strict quality control measures to ensure consistency and excellence in its products.

Thank you