

UGC AUTONOMOUS INSTITUTION

School of Management Sciences

Date: 19.06.2023

**Report on Industrial Visit to Anand Food Products
(Manufacturers of Parle Biscuits)**

The School of Management Sciences has organized one day industrial visit to “Anand Food Products, Manufacturers of Parle Biscuits” located at Saidabad, Hyderabad on 17th June 2023 (Saturday) for MBA I and II Year students. The visit is planned to make the students aware of the real time activities of the unit. The students and 4 faculty members observed the process of manufacturing of biscuits. The company makes a full range of Parle-G biscuits in different flavours and sizes in the unit. The unit runs for 24 hours with employee strength of around 200 members both skilled and unskilled.

The students started from the college at 10:15AM and reached the unit by 11:10AM. The students after being received by the production manager were briefed about the unit and their activities for 30 minutes through an animated video followed by answering the questions raised by the students. The students were also explained regarding the target markets and customer locations in where the brand has strong market presence.

The students acquired great knowledge about manufacturing process of Parle-G biscuits, by this visit. The faculty and students thanked the management and concerned personnel and reached back to the college by 3 PM.

Faculty Coordinators:

Mr. B. Rajender Goud
Mr. K Srikanth
Mr. V Jalender Reddy
Ms. S Shubhananda


Student Coordinators:

Ms. S Saranya
Mr. K Prashanth
Ms. K Vanitha Reddy
Mr. T Tushi Koushik

MBA II Year Students - 13

MBA I Year Students - 39


Industrial Visit In charge


Dean
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Industrial Visit to Anand Food Products (Parle) on 17th June 2023