

## School of Management Sciences

### Report on Industrial Visit to Anand Food Products (Parle Biscuit Mfrs)

The School of Management Sciences as an imperative to initiate industry institute interaction has organized a half day industrial visit to "Anand Food Products, Manufacturers of Parle Biscuits" located at Saidabad, Hyderabad on 27<sup>th</sup> October 2018 (Saturday) for MBA I & II Year Students to enrich them with the real time operational knowledge of the unit. 95 students accompanied by 4 faculty members visited the organization and observed the process of biscuit making starting from mixing of the ingredients to final packing and also became aware of distribution channel management of biscuits to various locations across the state. The company makes two brands of biscuits **Parle-G** and **Hide & Seek** in the unit. The unit runs for 24 hours in two shifts with an employee base of around 250 members. The students are enriched with the application of their theoretical knowledge to the various operational practices of a business.

The students started from the college at 10:15AM and reached the unit by 11:15AM. we are received by the operations manager of the unit and the students were briefed about the unit and their activities for 45 minutes with power point presentation and cleared the doubts raised by the students. The students were also explained about the other units and the brands made by them at different manufacturing units.

The students were very happy with the visit as they could get an insight of the manufacturing process of biscuits. The faculty and students after thanking the management and HR personnel returned back to the college by 2:30PM.

Faculty Coordinators:

Mr. B. Rajender Goud

Dr. P Gopinadh Rao

Student Coordinators:

G Sunanda

D Bhargav Ram

B Ramadevi

K Rohit Naidu

MBA I Year Students - 51

MBA II Year Students - 44

  
Dean

DEAN

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