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(Approved By AICTE &Affiliated With GGSIP University)

DOSSIER

On
Industrial Visit

To
“PARLE”

For the students of MBA I Semester
On

October 30, 2017



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FORM A

Proposal:

- **Name of the event to be organized:** Industrial Visit to Parle
- **Date:** October 30 ,2017
- **Time:** 9:30 am - 1:30 pm
- **Venue:** Parle, Bahadurgarh, Haryana

- **Motivation for the activity:** Industrial visits represent important activities in management programmes that contribute to the achievement of various essential learning outcomes and programme objectives. This is achieved through identifying learning outcomes and a suitable industrial site to achieve them. In this case a Parle manufacturing plant was identified as a site to be visited by the students of MBA-I semester. The main motive of this industrial visit was to provide students appropriate exposure to the manufacturing of confectionary items of the company Parle.

- **Organized by:** Training and Placement Department

FORM B

Part 1

Aim of the event:

The aim of industrial visit to Bisleri was to provide students an insight and exposure regarding internal working of confectionary manufacturing unit. The visit provided an excellent opportunity to interact with industry experts and know more about industrial environment. The students got first hand industrial exposure as to how a brand like Parle carries out its manufacturing activities.

Part-2

ABSTRACT

A long time ago, when the British ruled India, a small factory was set up by Mohanlal Dayal Chauhan in the suburbs of Mumbai city, to manufacture sweets and toffees. The year was 1929 and the market was dominated by famous international brands that were imported freely. Despite the odds and unequal competition, this company called Parle Products, survived and succeeded, by adhering to high quality and improvising from time to time. A decade later, in 1939, Parle Products began manufacturing biscuits, in addition to sweets and toffees. Having already established a reputation for quality, the Parle brand name grew in strength with this diversification. Parle Glucose and Parle Monaco were the first brands of biscuits to be introduced, which later went on to become leading names for great taste and quality.

Over the years, Parle has grown to become a multi-million US Dollar company. Many of the Parle products - biscuits or confectionaries, are market leaders in their category. Today, Parle enjoys a 40% share of the total biscuit market and a 15% share of the total confectionary market, in India. The Parle Biscuit brands, such as, Parle-G, Monaco and Krackjack and confectionery brands, such as, Melody, Poppins, Mangobite and Kismi, enjoy a strong imagery and appeal amongst consumers.

In this way, by concentrating on consumer tastes and preferences and emphasizing Research & Development, the Parle brand grows from strength to strength.

Parle Products has one factory at Mumbai that manufactures biscuits & confectioneries while another factory at Bahadurgarh, in Haryana manufactures biscuits. Apart from this, Parle has manufacturing facilities at Neemrana, in Rajasthan and at Bangalore in Karnataka. The factories at Bahadurgarh and Neemrana are the largest such manufacturing facilities in India. Parle Products also has 14 manufacturing units for biscuits & 5 manufacturing units for confectioneries, on contract. All these factories are located at strategic locations, so as to ensure a constant output & easy distribution. Each factory has state-of-the-art machinery.

All Parle products are manufactured under the most hygienic conditions. Great care is exercised in the selection & quality control of raw materials, packaging materials & rigid quality standards are ensured at every stage of the manufacturing process. Every batch of biscuits & confectioneries are thoroughly checked by expert staff, using the most modern equipment.

The visit to Parle Bahadurgarh plant was divided into 3 phases:-

Phase 1: Video about the Brand and its manufacturing units

Phase 2: Plant visit of students facilitated by company officials,

Phase 3: Question-Answer session related to Parle-G products and manufacturing process

RAW MATERIAL USED IN MANUFACTURING PROCESS

- Wheat flour
- Sugar
- Partially hydrogenated edible vegetable oils
- Invert syrup
- Leavening agents (503 Baking powder)
- Milk solids
- Salt
- Emulsifiers (E 322 or E 471 or E 481)

- Dough conditioners (E 223) and contains added flavors.

PROCESS LAYOUT OF PARLE PRODUCTS LTD.

First of all the parle products buys RAW MATERIAL from the various suppliers and stored into the store room. This raw material is then sent to laboratory for testing and after testing only it is used for manufacturing. The raw material consist of Wheat flour, Sugar, Partially hydrogenated edible vegetable oils, Invert syrup, Leavening agents (503 Baking powder) Milk, solids Salt Emulsifiers (E 322 or E 471 or E 481) and Dough conditioners (E 223).

Such a mixture of raw material is taken and mixed into STEPHAN MIXTURE, which is high power mixture machine. Specially made for mixture of dough, from which the mixture is passed to molder called ROTARY MOULDER. Through that molder approximately 10,000 come out in a minute. Molder had 260 cups fitted in it which gives shape to the biscuits and an impression embossed on it of parle-g.

From rotary molder the dough is passed through a 260 feet long OVEN which is approximately 340* c. In oven there are three stages to be followed

- Removal of moisture.
- Building the structure of biscuits.
- Colorings of biscuits take place.

From oven the hot biscuits are placed on the COOLING CONVYOR, which is 260 feet long and the biscuits continues to run on it for 5 to 7 minutes so that the biscuits become cool and all the moisture that biscuits contain gets evaporated. And because of the above reason the factory has “S FLOW LAYOUT” in the factory.

The conveyer continues to move to COUNTING UNIT where biscuits are counted and seen that it is going on properly or not. The conveyer continues till the biscuits reach the STALKING TABLE at which the biscuits are packed in very orderly manner.

From cooling conveyor sum biscuits are diverted through AUTO FEEDING MACHINE to another stalking machine where packing is done. From stalking table the biscuits are moved on

conveyor to MULTI PACK WRAPPING MACHINE were 16 biscuits are packed into a regular parle g wrapper so that the weight of 16 biscuits comes up to 100 grams.

Then 24 packets of parle g biscuits are packed into a POLY BAG. And after packing it into poly bag it is sent to SEALING MACHINE where it is sealed, Then it is sent to CORRUGATE BOX SECTION in which 6 poly bags are placed and then the boxes are kept on conveyor and sent to DISPATCH SECTION from where the biscuits are sent to various places in India.

FOLLOWING ARE THE MACHINERY USED IN MANUFACTURING

STEPHEN MIXER

The Stephan TK Mixer is an ideal component to fully automatically feed the down-stream make-up equipment for biscuits, bread, rolls, buns, cake, sweet goods, cookies and crackers.

ROTARY MOULD

- structure in corrosion-proof; anodized aluminum and Aisi 304 stainless steel
- satin stainless steel paneling
- swivel wheels and support feet
- trays loader with automatic chain feed
- feeder roller anodizedaluminum
- 1.00 kW speed validator

COOLING CONVEYOR

The biscuit coming from stripping conveyor is directed on to the cooling conveyor to transfer the heat in the biscuit to atmospheric air as it is passing on it. The total travel of the cooling conveyor is 1.5 times the oven length. As per need specifications it need the travel of 150 ft.

LAMINATOR

Laminators are generally used for production of all kinds of hard biscuits, crackers and cocktail snacks. With laminator it is possible to create a puffy pastry-like structure, which is of decisive importance for the quality level and consequently for the sales success. Laminating of Dough band improves the weight/volume ratio considerably.

BISCUIT BAKING OVEN

The oven body consists of steel steam tight tunnel with equally divided zones of the radiators. Stainless steel expansion joints are provided between these zones in order to eliminate the expansion of the oven section. The inspection doors are provided for inspection of the baking goods during the process.

Baking System:

The baking in the heating chamber takes place by radiators located under and above the wire mesh band which distribute heat for uniform baking. The recirculation heating gases of these radiators can be controlled for each zone separately. The closed recirculation system is having slight vacuum so that combustion gases cannot enter into the baking chamber. The ventilating fan is for circulation of the heating gases through the recirculation system and thermostatically controlled burners provide the set temperature of the heating gases.

ROTARY CUTTER

The single head rotary cutter prints fine design on a continuously fed dough sheet and also cuts out the individual dough piece. The unit powered by 1.5KW helical geared motor and speed controlled by AC frequency controller. Drive is given to cutting roller only to accommodate different sizes of dies in this machine.

COUNTING UNIT

The counting unit counts and see that the biscuit making process is going fine or not, i.e. as per the program set in the machine, program is set as per the grams required. Generally 16 biscuits are taken by the counting unit so that it leads to 100 grams.

MULTIPACK WRAPPING MACHINE

This machine helps in wrapping the biscuits on the particular wrapper fixed on the roller of the machine. The wrapper is feed into the machine and the sealing of the wrapper is done by four heater roller, which is fitted on the machine. This heater roller heat up the plastic and seals the packet. And at the same time the jaw cutter cut the packet on the cutting edge marked i.e. as per the grams of the packet which is feed in the automatic machine (100 – 120, 120 – 150, 150 -170, 170 - 190). The packets coming out from the wrapping machine in a minute is programmed in computer and can be changed as per the need.

POLY BAGS

Poly bags contain 24 packets of parle g biscuits in one poly bag. There are 4 workers employed on this section who take care of the work by putting 24 packets of biscuits in the bag and forwarding it to sealing machine section.

SEALING MACHINE

The sealing machine has heater rod for sealing the poly bag in which 24 packet of biscuit are placed, and it have a conveyer belt on other side so that when the poly bag passes through the heater and get sealed then it is passed to the tapping machine.

TAPPING MACHINE

Six such poly bags are placed in one such corrugated box and the box is passed through the tapping machine where are tapped and then sent through a long diversion conveyer belt. This belt helps to transfer the box to the dispatch section directly. 36 boxes are arranged on pallet in the dispatch section, from where they are transferred to the various dealers all over the India and worldwide.

Part-3

Conclusion

Students were enriched with the company products and processes. They were informed about the turnover of the company and the number of employees at the plant. Students got to know about the impact of demonetization and GST on Parle-G.

As it is rightly said that 'See and know' is always better than Read and Learn'. Students at the plant received the real feeling of the company's working and management. They, through this visit got a chance to transfer their theoretical knowledge to practical implication. This will even help to understand subject matter clearly in future also.

INDUSTRIAL VISIT AT A GLANCE



Students prepared for Parle-G video...!!!!



Parle Wafers...!!!



Packaging...!!!