

**Rukmini Devi Institute of Advanced Studies**  
Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE &Affiliated With GGSIP University)

**DOSSIER**  
On  
**INDUSTRIAL VISIT**  
TO  
**“PARLE G”**

**For the students of BBA**  
On  
**October 31, 2017**



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## **FORM A**

Proposal:

- **Name of the event to be organized:** Industrial Visit to Parle G
- **Date:** October 31, 2017
- **Time:** 9:30 am - 01:00 pm
- **Venue:** Parle-G, Bahadurgarh, Haryana
- **Motivation for the activity:** The concept of Industrial visits has been aligned with the academic practices to provide the students with an opportunity to witness how the theoretical concepts in management are utilized in the practical environment.
- **Organized by:** Training and Placement Department

## **FORM B**

### **Part 1**

#### **Aim of the event:**

Industrial visits help students to understand the working of the industry, which helps them to come up with new and innovative ideas. It also gives greater clarity to the students about various management concepts as they get they opportunity practically see how these concepts are put into action.

The main objective behind the visit was to make students aware about how various activities related to various functions like marketing, financing and human resource are carried out in company. The visit to Parle provided an excellent opportunity for the students to comprehend the complexities faced by the organization in various stages and the implications that decisions have.

### **Part 2**

#### **Abstract:**

Students of BBA III (M), Sec-C and BBB III E, Sec-A went for the industrial visit to Parle G plant, to see the operations and gain practical knowledge about manufacturing process.

Parle G is a prominent Biscuit and Confectionaries Manufacturing Company of India. Formed in 1929, the company has grown to become India's leading manufacturer of biscuits and confectionary. With the fastest growing manufacturer of biscuits in India and the world, the Parle name symbolizes quality, nutrition and superior taste.

A batch of 48 students from BBA III semester visited Parle –G. The main objective behind the visit was to make student aware about how various activities related to marketing, financing and human resource are carried out in a company. As soon as we reached the company, we were escorted by company officials to an auditorium where an orientation of company was given by a presentation about history and how company was established followed by an animated film that

showed the success story of Parle. The documentary also showed the description of the array of products offered by Parle in the market.

In the second segment of the visit, the students were taken for a tour of the manufacturing unit where the processes, starting from the processing of the raw material till the final packaging of products, were shown. The high standard of quality and hygiene maintained at the unit was clearly visible.

Almost an hour was spent to see complete set of production which was followed by questions of students. The biggest strength of Parle- G is that they are the largest manufacturers of biscuits and confectionaries in the world for more than 80 years. Parle – G name symbolizes quality, taste and nutrition.

After the short tour of the plant, there was an interactive session between the students and company representatives. The students were also served with different varieties of biscuits at the end of the tour. In all it was a very informative visit for the students and such visits minimize the wide gap between the theoretical knowledge and its application. The overall experience enriched the knowledge bank of students.

### **Part 3**

#### **Conclusion**

Industrial visits enrich the knowledge bank of the inquisitive and innovative minds of students. It provides an insight to the students about the practical aspects of the theoretical knowledge imparted in classes. It makes the students aware of the actual working environment and practices followed in the industry. The guide concluded by saying that “Concentrating on consumer tastes and preferences, the Parle brand has grown from strength to strength ever since its inception”.

**A few Glimpses of the Visit-**



**Gaining knowledge about the company...!!**



**All Together- A Group Photo...!!**