

Rukmini Devi Institute of Advanced Studies

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(Approved By AICTE &Affiliated With GGSIP University)

DOSSIER

On

Industrial Visit

To

“Moon Beverages Ltd.”

For the Students of BBA IV Semester (I Shift)

On

March 22, 2018



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FORM A

Proposal:

- **Name of the event to be organized:** Industrial visit to Moon Beverages, Sahibabad
- **Date:** February 22, 2018
- **Time:** 10: 00 pm - 3:00 pm
- **Venue:** Moon Beverages, Sahibabad
- **Motivation for the activity:** Industrial visits provide exposure of actual workplace to students so that they can relate to and understand the nuisances for brilliant performance in their professional life. The main aim is to go beyond academics in all possible ways; these visits offer insight to students about the practical applications of their theoretical knowledge. The aim of this industrial visit was to give students an outlook of the standard working procedures of a large scale manufacturing unit.
- **Organized by:** Training and Placement Department, RDIAS

FORM B

Part 1

Aim of the Event: Industrial visit is a part of placement activities, during which students visit companies and get insight on the internal working environment of the company. The aim of this industrial visit was to give first hand industrial exposure to students as to how a company like Moon Beverages carries out its manufacturing activities. It also provides access to students in terms of understanding about the management practices, manufacturing capabilities and infrastructural competencies thereby giving the students an opportunity to see practical application of management principles.

Part 2

Abstract:

Students of BBA IV went for the industrial visit to Moon Beverages. The journey to Moon Beverages was very entertaining where students departed from the college around 8:00 a.m. The visit was conducted to give an exposure of the functioning of the company and gain the practical knowledge about the manufacturing and processing unit of Moon Beverages, a leading brand in world soft-drink. The students were warmly welcomed by the whole team of production unit including Mr. Gopesh Mittal (CWC Coordinator). They educated the students about the establishment and working of the packaging unit. Students learned a lot during the visit.

Brief about Moon Beverages:

Moon Beverages is India's largest soft drinks manufacturing about 10,000 bottles in factory. The foundation of Superior Group of Industries was laid by Late Professor M.M. Agrawal Ji, Ex-member of Parliament (Rajya Sabha), in the year 1964. After his untimely demise in the year 2006, the group was chaired by his elder Son Shri Sanjeev Agarwal who changed the group name, which is now known as "M. M. Agrawal Group" (MMG GROUP) as tribute to the great Visionary.

Moon Beverages started with manufacturing of soft drinks THUMS UP, LIMCA, MAAZA, RIMZHIM, BISLERI, SODA GOLD SPOT under arrangement with Parle. However in 1994 the

company became the authorized bottler of Coca Cola Atlanta, USA and started manufacturing and distribution of Coca Cola, Limca, Sprit, Maaza, Thums UP, Fanta, Minute Maid, Coke Zero & Kinley.

Plant Details:

Line Capacities: 600 BPM RGB Line + 240 BPM (Juice) & 240 BPM (600 ml) or 150 BPM 2 Ltrs +70BPM (2.0Lt.) PET Line, Canister Filling 18 Ltrs. and Tetra pack line.

Products: Coke, Fanta, Limca, Sprite, Thums Up, Kinley Soda, Maaza, RimZim.

Pack Size: 200ml, 250ml, 300ml, RGB** & 300ml, 600ml, 1250ml, 2.0 Ltr. PET, Tetrapack 125 ml & Canister 18 Ltrs

Number of Associates: 200(Regular Rolls) and 300(Casual)

*BPM- Bottles per Minute ** RGB-Returnable Glass Bottles

Production Unit:

Visit to manufacturing firms is useful for students to understand the nuances and realities of the shop floor, which in itself is a rare exposure. By visiting the shop floor they get to understand the risky conditions in which workers work, the people management challenges involved in managing workers apart from getting hands-on technical knowledge. During the briefing, Mr. Gopesh Mittal stated that the raw material of the soft drink is generally imported from USA. During the visit in the production unit, he showed the students how the bottling and labelling is done through machine.

Commercial Unit:

During plant visit, coordinators explained the process of quality check, bottling and packaging. Students were also provided with an opportunity to see the technology involved in the manufacturing process of beverages. This visit was a knowledgeable experience for the students and they explored various options of entrepreneurship ventures in the beverages industry during discussions. The visit provided students with an opportunity to learn practically through interaction about working methods and employment practices. Students got hands on experience and knowledge of the holistic components i.e. manufacturing, cleaning, filling, labeling and packaging etc. Various general and technical questions were asked by students like the turnover of the factory, no. of workers working of different departments, recycling of the waste production

material etc. All the queries were handled in detailed & satisfactory manner by the factory supervisors.

Part 3

Conclusion

The industrial visit was a great success & a great learning experience for the students who went for the visit. This gave the students an inside outlook of a production unit which no one would have imagined to do it in their life time. The visit also provided the students with excellent practical examples where the principles of management were followed with utmost precision to attain a higher profitability. The company not only explained us about how to become profitable but also how to maintain the quality standard as well as to follow the environmental policies. In the end, they gave some time to the students for the query session and served them with refreshment. Overall, it was a learning experience for the students and they enjoyed it wholeheartedly.

Moon Beverages Moments



Students learning from the company officials...!!!!



Watch it, Students listening carefully to the mentors....!!!



Students enjoying the learning experience.