



Web Report on “Industrial Visit to Parle-G”

Title	Industrial Visit to Parle-G for the students of BBA III
Date	October 31, 2017
Resource Person/Facilitator	Ms. Hanisha Dalal, Company Official
Summary	<p>RDIAS organized an industrial visit to Parle G factory at Bahadurgarh for BBA students, which happens to be an Indian private limited company. The company is the largest selling brand of biscuits and confectionaries in the world for more than 80 years. The company has maintained its brand and quality throughout the years.</p> <p>The main objective behind the visit was to make students aware about how various activities related to operations, marketing are carried out in company. The students were shown an animated video about the company which depicted the various products manufactured by the company and how they are made. The video showed the quality standards maintained by the company, and the procedures it follows while manufacturing the products.</p> <p>The company officials accompanied the students to the manufacturing plant and explained about the operations, production and packaging processes. The process of the production includes receiving of raw materials for their quality check and storage to the baking, cooling and stacking of biscuits and then finally the dispatching of the products.</p> <p>The visit helped the students to understand the working of the plant and gave them a practical exposure of the operations. The overall experience was knowledgeable both for the students and the faculty members.</p>