



RUKMINI DEVI

Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A+' Grade (2nd Cycle)
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CII, DELNET, DMA, CEGR, ICT Academy, NDL, NHRDN, ASSOCHAM
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt of India



An ISO 9001 : 2015
Certified Institute

DOSSIER

On

Industry Visit to Anmol Bakers

On

January 11, 2019



S.NO.	Particulars	Pg.No.
1.	Form-A : Proposal to organize an event	3
2.	Form B :	
	Part I - Aim of the event	4
	Part II - Abstract	4-5
	Part III - Conclusion	6

Dr. Richa Sharma

Asst. Professor, RDIAS

Prof.(Dr.)Raman Garg

Director, RDIAS

FORM A

Proposal :

- **Name Of the event to be organized :** Industry Visit to Anmol Bakers
- **Date :** January 11, 2019
- **Time :** 10:30AM - 4:30PM
- **Venue :** Greater Noida
- **Organized By:**
- **Motivation for the activity :** To provide an exposure to students about practical working environment .Also to provide students a good opportunity to have better understanding about industrial practices. Students can observe and learn as to how theatrical concepts are put to into action, thereby aiding their practical learning

Form B

Part 1

Aim of the event :

To provide students an insight regarding internal working of companies. Industrial visit provides student a practical perspective on the world of work. It lets student to know things practically through interaction, working methods and employment practices .It helps to gain first hand information regarding functioning of industry.

Part 2

Abstract :

The Industrial Visit to Anmol Bakers Pvt. Ltd. was conducted for the Second semester students of MBA . This industrial visit helped the Students to learn as to how theatrical concepts are put into action, thereby aiding their practical learning. Anmol Bakers Pvt. Ltd. Is a leading player in the Indian FMCG industry with an annual turnover in excess of Rs 1200 cr. They are the fourth largest biscuit brand and the fifth largest cake brand in India in terms of revenue. They started their journey in 1994 and today manufacture 61 varieties of biscuits, 26 varieties of cakes and irresistible cookies which includes products like Butter Bake, Gol Mol, Sweet and Salty Biscuits, Yummy Pure Chocolate Cream, Yummy Milk Cream, Yummy Coconut, Regency Square Marie, Glucose Shakti, Marie Biscuits etc. The company operates with an all-India sales network of 600,000 retailers and 3,000 distribution channels .

This visit helped students to understand about the manufacturing process of biscuits, plant operations capacity, quality control practices, sales and marketing strategies, supply chain management. The tour was initiated by HR Manager Mr. Rohitas Kumar who guided students towards the auditorium where students were given half an hour presentation and documentary about Anmol. Later students were taken for factory production process visit by the Production supervisor. Starting from the warehouse section where all the raw material was stored for further processing , students were moved towards the production unit. In production unit they make the students understood almost everything starting from dough making till the finished product. They explained about the working of different machines like dough maker machine, paste feeder machine, biscuit molding machine, baking oven, packaging machine etc. The manufacturing units have been equipped with the latest modern machineries available in India, which facilitate in manufacturing uniform quality of biscuits. The quality control tests are done at every stage of biscuit-making, i.e., inspection of raw materials, processing and post-production goods by qualified personnel in well-equipped laboratories.

Also they explained about their supply chain management and inventory control to students. Students were shown how theories like KAIZEN, JIT, FIFO works in practical aspect in industry. They mentioned that with the help of their marketing strategies they are becoming leading brand in biscuit manufacturing.

The visit was concluded with a question-answer session, where the students clarified their all their doubts .

Part 3

Conclusion

This visit to Anmol Bakers Pvt. Ltd was enlightening and students gained experience in terms of operational and management skills required in Manufacturing process of the Company. The students had a very elevating and fulfilling experiences and the overall visit was very successful and memorable. This helped students to understand working of manufacturing unit and are exposed to the modernization and technology services of production in corporate world

SnapShot



Students posing in Premises of Anmol .