



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 Moon Beverages for BBA Students

Traning & Placement Department

On

October 17 , 2018



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

Ms. Shikha Dua

Asst. Professor , RDIAS

Prof.(Dr.)Raman Garg

Director, RDIAS

FORM A

Proposal :

- **Name Of the event to be organized :** Industry Visit to Moon Beverages for BBA Students
- **Date :** October 17 , 2018
- **Time :** 9:00
- **Venue :** Moon Beverages Limited
- **Organized By:** Training & Placement Department
- **Motivation for the activity :** • Industrial visits are organized to provide practical exposure to students. It helps in enhancing interpersonal and communication skills of students. It also broaden the vision of the students with exposure to different industries with different working environment

Form B

Part 1

Aim of the event :

With an aim to go beyond academics, industrial visits are arranged for students to provide an insight into the real working environment of the industry and make them aware of industry practices and regulations. It provides an opportunity to plan organize and engage in active learning experiences both inside and outside the classroom. Industry visits sensitize students to the practical challenges that organizations face in the business world. It also gives clarity about various management concepts for students as they can practically see how these concepts are put into action. It helps them to choose their prospective areas of job in an organization.

Part 2

Abstract :

The industrial visit to Moon beverages was a great learning experience. Around 44 students of BBA visited the Moon Beverages Ltd, Ghaziabad. Moon Beverages Ltd. Sahibabad is located at Sahibabad Industrial Area, Ghaziabad. The visit started with video being played in conference hall. Students were thrilled to watch the complete process being followed by the company to manufacture the bottles. Then Ms. Bhawna Saini, resource person of Moon Beverages Ltd started with giving introduction of the industry to the students. She discussed the details of present scenario and future scope of beverages industry and their influence over the market. Further she shared the success and the growth of the **MOON Beverages Limited**, industry starting the journey from a simple glass bottle to the new as well as stylish world of cola cans, bottles and discussed the transitions, the hurdles and the controversies they encountered. Meanwhile refreshment of Coca-Cola is also provided to students to refresh them before visiting the plant.

Later on, the students were divided into group of five students and each group was taken for tour of the plant of cola products manufacturing. All the queries were resolved by the resource person and students were highly satisfied from the visit.

Brief about Moon Beverages Pvt Ltd.:

Moon Beverages Ltd. Sahibabad is located at Sahibabad Industrial Area, Ghaziabad. The Moon Beverages plant at Sahibabad is established in 1987 for manufacturing soft drinks. Moon Beverages Limited is a Public incorporated on 09 January 1987. Moon Beverages started with manufacturing of soft drinks ThumsUp, Limca, Maaza, Rimzhim, Bisleri, 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. The Group enjoys healthy and professional relationship with world leading companies in various services such as Global Industries, Technip Group, Coca-cola Inc, Atlanta, etc. ensuring availability of technical expertise in different Industry areas. Mission & Vision of the organisation is to create industry leadership in each sector of our existence and this set new business benchmarks along with protection and improvement of the natural environment.

Part 3

Conclusion

The industrial visit to Moon Beverages was an enriching experience for students in getting live exposure of manufacturing unit. The plant is fully automated and students were delighted to see the process working so fast with production of tons of bottles in short span. 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 the practical applicability of management theories.

SnapShot



Students listening to the resource person.



Queries being handled by Ms. Bhawna Saini (Resource Person)



The process being explained to the students.