



RUKMINI DEVI

Institute of Advanced Studies

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DOSSIER

On

Industry Visit to Anmol Bakers (BBA)

On

January 18, 2019



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FORM A

Proposal :

- **Name Of the event to be organized :** Industry Visit to Anmol Bakers (BBA)
- **Date :** January 18, 2019
- **Time :** 10:30AM - 4:00PM
- **Venue :** Greater Noida
- **Organized By:**
- **Motivation for the activity :** • Industrial visits are very important to enhance and inculcate practical experience in the students. It is the part of the curriculum and provides opportunity to have real practical experience which is quite different from the theoretical experience.

Form B**Part 1****Aim of the event :**

The aim of this Industrial Visit was to provide an exposure to the students regarding the working environment, process, level of automation, technical specification and management practices followed in Anmol Bakers Pvt. Ltd and to provide them a platform where they can interact with industry experts.

The Industrial visit provided greater clarity to the students about various technical concepts for students as they can practically see how these concepts are put into action. It provides an opportunity to learn practically through interaction, working methods and employment practices. Visiting a company gives a practical perspective on the world of work. It helps to bridge the gap between classroom and the real field world. Students are benefited to learn about "real life" examples of business.

Part 2**Abstract :**

The Industry Visit to Anmol Bakers Pvt. Ltd, a leading player in the Indian FMCG industry with an annual turnover in excess of Rs 1000 cr. They have a strong presence across the Northern and Eastern India, and are currently making progressive efforts to establish our footprints in the Southern and Western parts as well. Their diversified product portfolio contains over 61 varieties of biscuits, 26 varieties of cakes and irresistible cookies for all our consumers to indulge in. The myriad variety of products enable them to cater to a wide range of taste preferences across several consumer segments, thereby making our products less susceptible to shifts in consumer preferences, market trends and risks of operating in a particular product category. Additionally, they also manufacture and export 21 varieties of biscuits. They also take pride in having stayed true to their credo, "Yours tastefully", as their sole purpose has always been to give consumers the gift of taste and quality. Catering to diverse taste buds, they also offer a range that has an exhaustive basket of biscuits covering a variety of segments – sweet, cracker, health, and cream.

The visit commenced with a warm welcome of the students by Mr B.S Sharama . He gave us a briefly narration about working environment and production process of Anmol Bakers Pvt. Ltd. After that, students were taken a tour of the entire plants as well as raw material store where they were shown the complete production zone for crystal clear understanding of students. The students were awestruck to see the technologically advanced equipment's that were being used in the manufacturing unit.

Students accumulated hands on experience on entire manufacturing process and maintenance of Inventory Management. A huge number of questions were asked by students like the turnover of the Industry, minimum eligibility to get hired here, and coordination required of different departments to make product from conversion of raw material and contribution in CSR etc. All the queries were handled in a most satisfactory manner by the manufacturing supervisors. The overall experience was enriching and acquainted the students with application of management principles.

Part 3

Conclusion

Industrial visits provide students valuable educational opportunities away from the classroom, without using textbooks and other tools. It helps in making connections between the different aspects of their educational experience. It was a great learning and enriching experience for students.

SnapShot



1. Company official describing about the company.



2. Official explaining about the baking process



3. Students and Company official having discussion Time.