



# 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, CBGR, 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 LT Foods-Daawat Rice (BBA)

*On*

## January 29, 2019



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

**Ms. Megha Grover**

Asst. Professor , RDIAS

**Ms. Bushra**

Asst. Professor

**Prof.(Dr.)Raman Garg**

Director, RDIAS

## **FORM A**

### **Proposal :**

- **Name Of the event to be organized :** Industry visit to LT Foods-Daawat Rice (BBA)
  
- **Date :** January 29, 2019
  
- **Time :**
  
- **Venue :** Sonipat
  
- **Organized By:**
  
- **Motivation for the activity :** • Motivation behind arranging industrial visit is to provide practical exposure to a student which has its own importance for the students which are pursuing professional degrees. Industrial visits carries various benefits in their kitty like meeting company people, exploring product and process layout of products and services being offered by company. In a classroom a student may not get real life experience therefore industrial visits acts as catalyst for the students for further enhancing their skills, knowledge and abilities. It also helps the students to get the overview about company overview and procedures.

## Form B

### Part 1

#### Aim of the event :

Aim behind this visit was to explore about Daawat Rice, the process of making rice . The aim Major aim was student get an idea about how a rice is processed from paddy and the process through which the rice has to go through before is available for sale in the market. To be very precise this visit was arranged to get the answers of these questions. Industrial visit provides the platform to students where they can enter into the organizational world, to interact with company officials, to know more about internal environment of Lt- Foods. Because of this visit students were also able to understand how Lt- Foods handles contingent situations like machinery breakdown, issues on some particular news etc.

### Part 2

#### Abstract :

**Daawat Rice** is one of the most leading and India's one of the largest exporters of rice With a total daily consumption of 30.13 million readers (Source: IRS 2012 Q4), making it one of the most widely consumed rice all over India.

Its one of the fastest growing major rice brand in India. Has its plant in cities like Bhubhneswar, Sonipat and Pune, Bhubhneswar one is the largest plant which Lt- Foods is having

Industrial Visit to Daawat Rice was for the students of BBA II semester students who are new to company culture and functioning. We reached the office premises at 11:15 am. And were warmly greeted by Company Officials.

The visit started with light refreshment followed by the token of remembrance for our students. After refreshments students visited the shop floor where they saw how Daawat Rice actually start their production of rice from paddy. They use huge machines in which first, all the paddy is brought in the plant directly from the farmers, then the paddy is cleaned and al the dust is removed, after that the process of separating rice from the paddy is done with the help of machines. During the visit he showed the students how the rice is made from consumable and every rice is checked before the final packing. Even after packing and before sending the packets into the markets, they have their own kitchen in which the lots are checked and then they transport it to the retailers and wholesalers.

### **Part 3**

#### **Conclusion**

Indeed it was a great experience. Students were very happy as whatever query they was wonderfully resolved by the concerned person. Some of the queries were competitors of Daawat Rice, the use of quantity of fertilizers, in case of machinery breakdown how the situation is handled etc. From the BBA students point of view this visit was very knowledgeable and fruitful as they are studying operations management where they need to have an idea about assembly line, product layout and process layout.

## SnapShot



'Amitabh Bachchan'- The Brand Ambassador of Daawat Rice



The cleaner Plant of Daawat!!