



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

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Approved by AICTE, Ministry of HRD, Govt. of India

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

Department of Management

Report

On

Industrial Visit

Organized by : Department of Management, Maharaja Agrasen Institute of Technology

Date : October 25, 2023, Wednesday

Time : 10:00 am – 5:00 pm

Venue : Parle G, Delhi Jaipur Road, Neemrana, Alwar - 301705

No. of students : 30

Course : BBA

Batch : 2022-25

Faculty Coordinators : Dr. Ratika Sikand & Dr. Neeru Gupta

The Department of Management, MAIT organized an industrial visit to Parle-G Neemrana, for the BBA (Batch 2022-25).

Parle G, a well-known brand in the biscuit industry, operates a manufacturing plant in Neemrana. Department of Management, MAIT organized a visit to the Parle G Neemrana plant to provide students with insights into the processes of Parle G biscuits.

The primary objective was to bridge the gap between theoretical concepts in management and their practical application, emphasizing the importance of real-world implications.

Upon arriving at the Parle G Neemrana plant, students were briefed on the visit's rules. The visit commenced with the presentation of a memento to Mr. Narender Singh, the Unit Head. The guides then welcomed the students, introducing Parle G through a video. The video covered the brand's history, the variety of biscuits produced, and the company's contributions to the community.

Following the video, the students were taken to the heart of the production process known as "The Factory Floor." Here, students have explained the intricate process of biscuit manufacturing. Students witnessed the mixing of ingredients, the baking process, and the packaging of Parle G biscuits.

Throughout the visit, students gained knowledge about quality control measures, the various stages involved in biscuit production, and the plant's maintenance protocols for ensuring safety.

The plant guides actively engaged with students, addressing their queries and providing detailed explanations. The interactive session enhanced the educational experience, allowing students to grasp the practical aspects of management concepts.

The visit to the Parle G Neemrana plant proved to be an enriching and educational experience for the students. It offered a tangible connection between classroom theory and real-world applications. The students expressed enthusiasm and thoroughly enjoyed the trip, gaining valuable insights into the biscuit manufacturing industry.

This educational undertaking, aimed at facilitating student learning, received substantial support from Prof. (Dr.) Amit Gupta, an esteemed academician and the Head of the Department of Management, at Maharaja Agrasen Institute of Technology.

Memories:

