

## **Atharva Institute of Management Studies**

### **Activity / Event Report**

Name of Event/Title : Industrial Visit @Igatpuri

Company Visited : Parle Biscuits Pvt Ltd  
Dainik Bhaskar Corp Ltd

No of Students Attended : 103 Students

Date of Visit : 25<sup>th</sup> December, 2024 to 27<sup>th</sup> December, 2024

Class / Sem : MMS Regular 2<sup>nd</sup> Year (Batch 2023 – 2025)

Faculty coordinator : Dr. Reena Poojara  
Dr. Vaibhav Patil  
Prof. Ketan Sutaria  
Ms. Harshda Patil  
Ms. Kishori Kale

# **DESCRIPTION**

## **Objectives**

- To provide students with practical exposure to the functioning of industries and their operations, bridging the gap between theoretical learning and real-world application.
- To familiarize students with the structure, processes, and challenges of industries, helping them gain insights into the corporate environment and decision-making strategies.
- To establish a connection between academic concepts and their application in real-time scenarios, fostering a better understanding of industry practices.
- To equip students with analytical and observational skills by exposing them to various functional areas of organizations, such as production, marketing, finance, and operations.
- To enable students to interact with industry professionals, creating opportunities for mentorship, guidance, and professional networking.
- To promote experiential learning by allowing students to witness and engage in real-world industrial activities, enhancing their academic and professional growth.

## **Key Takeaways**

### **1. Enhanced Industry Knowledge**

Students gained first-hand insights into the operations, production processes, and quality control measures adopted by Parle Biscuits Pvt Ltd and Dainik Bhaskar. This exposure bridged the gap between theoretical learning and practical application.

### **2. Understanding Business Operations:**

The visit provided a comprehensive understanding of how large-scale organizations manage workflows, from procurement of raw materials to delivering finished products, and how media houses handle information dissemination and marketing.

### **3. Practical Exposure to Corporate Practices**

The visit emphasized the importance of automation, supply chain efficiency, and technology in modern businesses, as observed in the operations at Parle Biscuits. It also highlighted the role of creativity and strategy in media operations at Dainik Bhaskar.

### **4. Real-World Application of Concepts**

Students observed the practical application of concepts learned in class, such as operations management, marketing strategies, and quality assurance techniques.

### **5. Interaction with Industry Experts**

The session included an interactive Q&A, where students had the opportunity to discuss trends, challenges, and career opportunities in the food production and media sectors with company representatives.

### **6. Teamwork and Professional Conduct**

The visit reinforced the importance of teamwork, discipline, and professional behavior in a corporate setting, as demonstrated by the well-coordinated operations at the visited organizations.


## **Learning Outcomes**

- The students has gained practical exposure to the manufacturing processes at Parle Biscuits, including quality control measures and automation techniques. They also observed inventory management and supply chain practices ensuring efficiency and cost-effectiveness.
- Students explored how Dainik Bhaskar integrates technology with traditional media to maintain its market leadership and also learned about innovative marketing campaigns and strategies used to engage diverse customer segments.
- Students observed professional work environments and organizational culture in two distinct industries: FMCG and Media and understood the importance of collaboration and teamwork in achieving business goals.
- They connected classroom theories of operations, marketing, and business strategy with practical applications in the industry and analyzed how concepts like Lean Manufacturing, Consumer Behavior, and Media Planning are implemented.

- Students were also engaged in discussions with industry professionals, gaining insights into real-life challenges and solutions in their domains and recognized the need for adaptability and continuous learning in a dynamic business environment.
- By exploring career opportunities in FMCG and Media sectors, students understood the skill sets and competencies required to excel in these industries.

## Communication with Company

### 1. Parle Biscuits Pvt Ltd



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
 (Approved by AICTE, DTE & Affiliated to University of Mumbai)  
 (NAAC Accredited)

Date: 23-12-2024

TO,  
 M/S Parle Biscuits Pvt. Ltd.  
 Conde - Dhumal or  
 Egatpuri - Nashik.

Sub : Permission for industrial visit.


Dear Sir,


It gives us a great pleasure to introduce our Institute, Atharva Institute of Management Studies Malad Mumbai. One of the vibrant institution imparting education affiliated to Mumbai University.


We would like to request your kind self to allow 103 number of Students along with 05 number of faculty members to visit your organization / company on ----- at ----- Hrs.

Hope to receive your positive reply from your esteemed organization.

Thanking you,





Yours truly,  
  
 (Dr. D Henry Babu)  
 DIRECTOR

AET Campus, Malad-Warve Road, Charkop Naka, Malad (West), Mumbai 400 095, INDIA.  
 Phone : + 91 (22) 4029 4949 / 49259500  
 E-mail : administration@atharvaaims.edu.in • Web : www.atharvaaims.edu.in

## 2. Dainik Bhaskar Corp Ltd



### ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Approved by AICTE, DTE & Affiliated to University of Mumbai )

( NAAC Accredited )

Date: 23-12-2024

To,  
Dainik Bhaskar Corp Ltd.  
Nashik.

Sub : Permission for Industrial visit.

Dear Sir,

It gives us a great pleasure to introduce our Institute, Atharva Institute of Management Studies Malad Mumbai. One of the vibrant institution imparting education affiliated to Mumbai University.

We would like to request your kind self to allow 103 number of Students along with 05 number of faculty members to visit your organization / company on 26.12.2024 at \_\_\_\_\_Hrs.

Hope to receive your positive reply from your esteemed organization.

Thanking you,

*Thakur*



Yours truly,

*Dr. D Henry Babu*  
(Dr. D Henry Babu)  
DIRECTOR

AET Campus, Malad-Marve Road, Charkop Naka, Malad (West), Mumbai 400 095. INDIA.

Phone : + 91 (22) 4029 4949 / 49259500

E-mail : [administration@atharvaim.edu.in](mailto:administration@atharvaim.edu.in) • Web : [www.atharvaim.edu.in](http://www.atharvaim.edu.in)

# Glimpse of Event

## 1. Parle Biscuits Pvt Ltd







## 2. Dainik Bhaskar Corp Ltd







# Attendance Sheet

Atharva Institute of Management Studies						
MMS - SEM III - Batch 2023 - 2025						
Industrial Visit:- LIST OF ROOMMATES (FEMALE)						
ROOM NO.1						
Sr No.	STUDENT NAME	ROLL NO.	Div	AGE	DATE OF BIRTH	CONTACT INFO
1	Kshitija Sawant	51	B	26	25-10-2001	9867909925
2	Sakshi Gharat	67	B	23	25-10-2001	8421357024
3	Sampada Shivade	53	B	27	25-10-2001	7499165804
4	Pranita Khedekar	30	B	23	12-04-2001	9082349535
ROOM NO.2						
5	Unnati Nakum	40	B	24	22-12-2000	7021829460
6	Suhasi Jain	20	A	24	22-12-2000	7773971465
7	Roshni Survase	59	A	22	02-12-2002	8828491012
8	Krushni Shah	47	A	23	06-11-2001	9328678389
ROOM NO.3						
9	Nishita Patel	43	B	24	29-10-2000	7045064299
10	Khushi Jain	21	B	21	10-03-2003	8291692346
11	Nisha Pareek	42	B	25	02-05-1999	9372398695
12	Janhavi Raut	42	A	22	17-09-2002	7083080795
ROOM NO.4						
13	Apurva Mohite	35	B	23	06-09-2001	9130565170
14	Sahyogi Gaikwad	16	B	23	25-10-2001	9137557701
15	Mansi Jadhav	17	A	24	09-09-2000	8108449417
16	Mansi Sona	57	A	22	20-05-2002	9022231902
ROOM NO.5						
17	Sushmita Kapure	28	B	23	30-07-2001	9623919537
18	Pranali Kukudkar	25	A	24	19-07-2000	8928492159
19	Ayusha Rana	39	A	23	20-12-2001	7066246599
20	Pranoti Salunkhe	44	A	23	06-04-2002	7083212173
21	Harshada Malpure	28	A	23	21-04-2002	9358987738
ROOM NO.6						
22	Priya Premkumar	38	A	24	03-10-2000	8805647696
23	Neelam Shekhawat	50	A	23	19-01-2001	9284137267
24	Nidhi Chaudhary	13	B	23	16-11-2001	8652364918
25	Anchal Malpani	27	A	22	21-02-2002	9867215469
ROOM NO.7						
26	Vaishnavi Arwari	4	B	22	19-05-2002	7057476622
27	Sphurti Shere	54	B	22	15-05-2002	8149181508

28	Mansi Sankhe	50	B	22	21-05-2002	9137178901
29	Unnati thakur	60	B	22	14-04-2002	7709640701
<b>ROOM NO.8</b>						
30	Kajal Mungad	37	B	22	01-09-2002	7776060168
31	Charu Yadav	66	B	24	02-05-2000	9891999811
32	Sakshi Berde	6	A	22	01-09-2002	9359004947
33	Komal Agrawal	2	A	22	03-09-2002	7276679385
34	Preeti Dhodwani	13	A	22	24-04-2002	9588649059
<b>ROOM NO.9</b>						
35	Divya Vartak	64	A	22	21-04-2002	8237617119
36	Neha Surve	60	A	23	16-11-2001	7506452007
37	Pooja Kudtarkar	31	B	23	1-6-2001	9969118646
38	Sakshi Jain	22	B	23	10-7-2001	9637773233
<b>ROOM NO.10</b>						
39	Shruti Naik	39	B	22	09-08-2002	9004424771
40	Khushi Mandlik	32	B	21	02-02-2003	8369029954
41	Pallavi Kangutkar	23	A	25	13-04-2003	9967157551
42	Mansi Chitroda	14	B	21	13-04-2003	6291152452



Atharva Institute of Management Studies						
MMS - SEM III - Batch 2023 - 2025						
Industrial Visit:- LIST OF ROOMMATES(MALE)						
ROOM NO.1						
Sr No.	STUDENT NAME	ROLL NO.	Div	AGE	DATE OF BIRTH	CONTACT INFO
1	Pankaj Tamkhane	61	A	27	26-11-1997	7796085586
2	Nayan Shirke	52	A	25	03/12/1999	7900199840
3	Nainish Patidar	34	A	23	17/02/2002	9753407128
4	Jay Juthani	21	A	27	02/04/1997	7498341152
ROOM NO.2						
5	Ankur Dhere	12	A	29	14/02/1995	9004216509
6	Pankaj Ahire	1	B	24	26/10/2000	9619515383
7	Shreyas Khune	24	A	23	30/05/2001	7738771863
8	Sahil Kachave	22	A	22	29/05/2002	7900037356
ROOM NO.3						
9	Pranav Waghe	63	B	23	26/12/2001	9529378172
10	Aakash Ghia	17	B	23	07/09/2001	9653187667
11	Yogesh Bansode	8	B	24	26/12/2000	7796886950
12	Chetan Mulik	36	B	24	10/11/2000	7738144335
ROOM NO.4						
13	Sahith Gurudu	19	B	25	22/07/1999	9987951062
14	Ashwin Gorivale	18	B	29	03/04/1995	9967168237
15	Prathamesh Govidwar	16	A	23	03/03/2001	8623003644
16	Karan Patil	35	A	23	22/06/2001	8291212268
ROOM NO.5						
17	Sushmit Bhagat	10	B	26	01-12-1998	8007412303
18	Vaibhav Akhare	2	B	27	22-10-1997	9765919584
19	Arpit Bobade	10	A	25	21-05-1999	8530366502
20	Chaitanya Thombare	62	A	22	09-05-2002	8806906468
ROOM NO.6						
21	Wasim Sayyed	46	A	24	24/01/2000	8850781801
22	Ajit Shiroor	53	A	24	16/12/2000	8291934853
23	Shankar Badgujar	4	A	24	01-05-1999	7249398598
24	Ramprasad Shinde	51	A	23	25/07/2001	8686471201
ROOM NO.7						
25	Sahil Kamthe	27	B	27	07/12/1997	9821707085
26	Rohit Jaiswal	23	B	23	22/05/2001	8855290304
27	Hrithik Bajaj	7	B	22	03/06/2002	7021742290
28	Yash Thakre	59	B	23	28/08/2001	9604426450
ROOM NO.8						
29	Shubham Bans	5	A	25	02/12/1999	8433643005
30	Sopan Shukta	55	B	23	01/30/2001	8108246839
31	Abhishek Pawaskar	45	B	24	07/09/2000	9136110879
32	Saurabh Singh	57	B	23	07/19/2001	8505076165

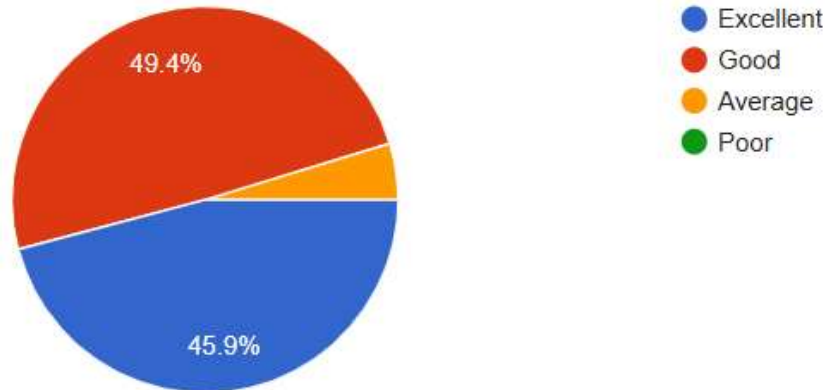


Sr No.	STUDENT NAME	ROLL NO.	Div	AGE	DATE OF BIRTH	CONTACT INFO
<b>ROOM NO.9</b>						
33	Mukund Thorve	63	A	23	30-05-2001	9082125075
34	Ashish Wakale	65	A	24	09-12-2000	7038702181
35	Sushant Pawar	36	A	25	06-08-1999	8421330076
36	Vivek Nawandar	32	A	23	10-10-2001	7083406973
<b>ROOM NO.10</b>						
37	Kaustubh Bhogle	12	B	26	07/11/1998	8454093668
38	Vaibhav Musale	38	B	22	10/06/2002	7972929201
39	Prafulla Kadwadkar	25	B	26	12/12/1998	7773921619
40	Aniket Patil	44	B	26	03/12/1998	9604732783
<b>ROOM NO.11</b>						
41	Krishna Pawde	37	A	23	21/06/2001	7447810633
42	Kunal Mane	29	A	25	22/08/1999	7738042021
43	Nikhil Ahire	3	A	24	16/06/2000	8594762376
44	Mukundan Srikanthan	58	A	22	05/05/2002	9920921935
<b>ROOM NO.12</b>						
45	Swapnil Salame	43	A	25	22/12/1999	7219564031
46	Swapnil Badgujar	6	B	25	01-12-1998	8575282722
47	Ghanshyam Meshram	37	B	23	18/02/2001	9765434897
48	Om Panchal	41	B	22	12-9-2002	9156985028
<b>ROOM NO.13</b>						
49	Abhishek Sirsath	56	A	23	18/10/2000	9096882775
50	Akesh Raut	47	A	23	10/3/2000	8830878098
51	Suvansh Yadav	67	A	25	18-04-1999	8850476221
52	Adesh Raut	40	A	23	23/02/2001	8668586525
<b>ROOM NO.14</b>						
53	Anubhav Maurya	33	B	23	13/05/2001	8104989656
54	Sameer Shirwadkar	54	A	24	16/11/2000	8189176367
55	Rutvik Kajrekar	28	B	25	10/06/1999	8329981528
56	Vishal Bhandari	7	A	23	13-08-2001	8389403112
<b>ROOM NO.15</b>						
57	Aditya Khankar	29	B	24	19/06/2001	9820257246
58	Yash Kadu	24	B	23	01/05/2001	7715875776
59	Varun Salvi	45	A	24	13/11/2000	9082348780
60	Hrushikesh Ayare	5	B	24	27/02/2000	8689160125
61	Varad Bedekar	9	B	26	29/10/1999	7030344453

# Feedback Analysis

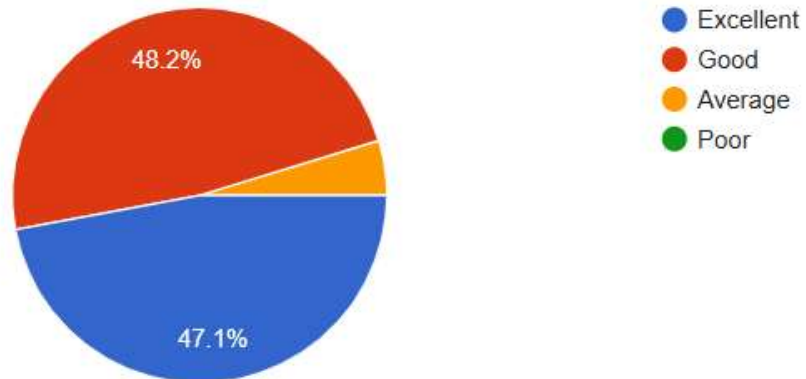
How would you rate the pre-visit communication and coordination?

85 responses



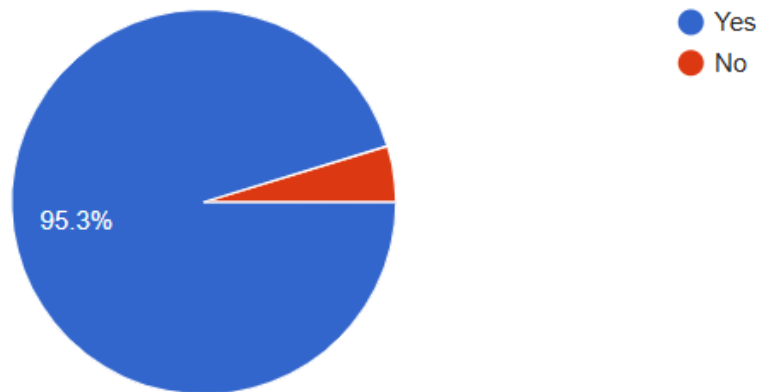
How would you rate the content and quality of the information provided at Parle Biscuits Pvt Ltd?

85 responses



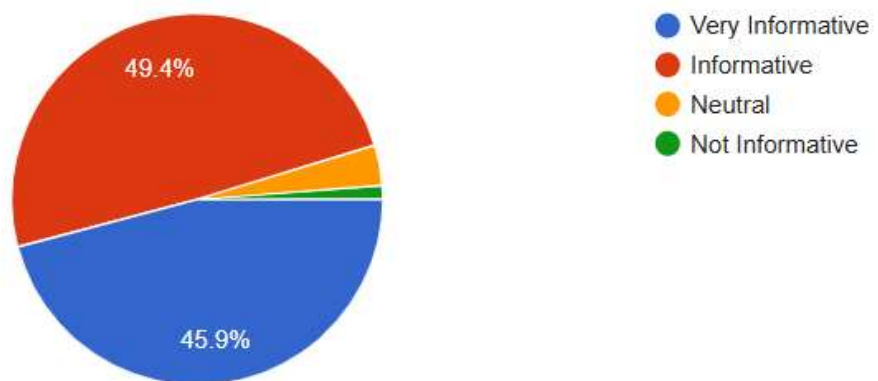
Were the production processes demonstrated clearly during the factory tour?

85 responses



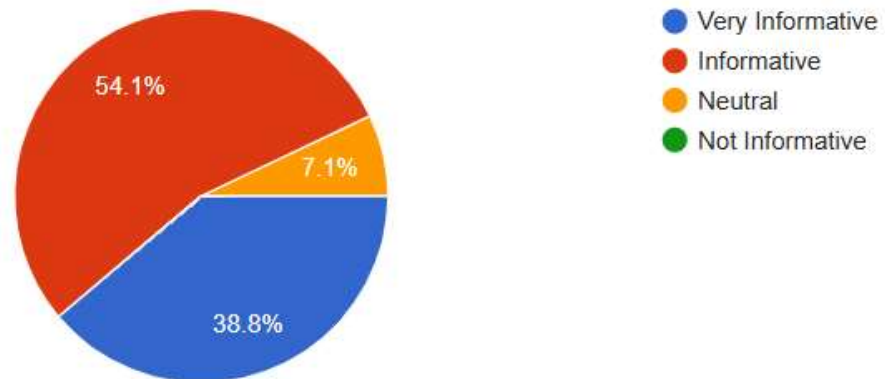
How informative was the visit in terms of Manufacturing processes?

85 responses



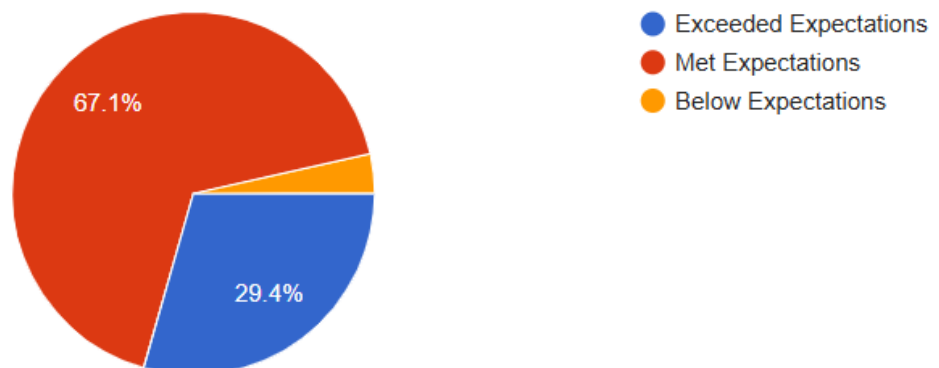
## How informative was the visit in terms of Quality control measures?

85 responses



## Did the visit meet your expectations in terms of learning about the food and biscuit industry?

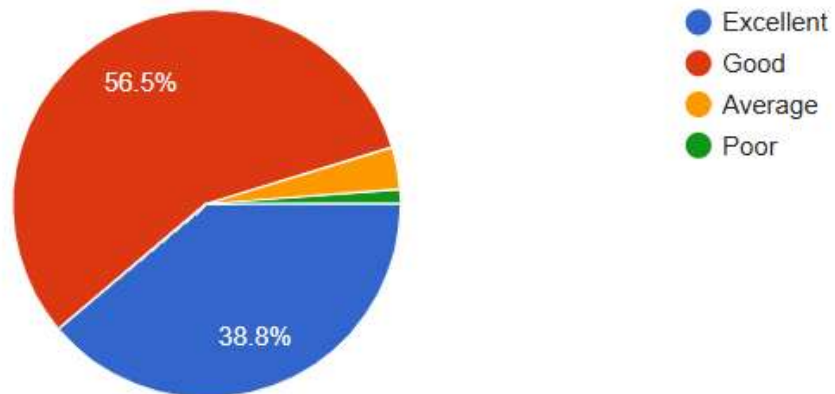
85 responses





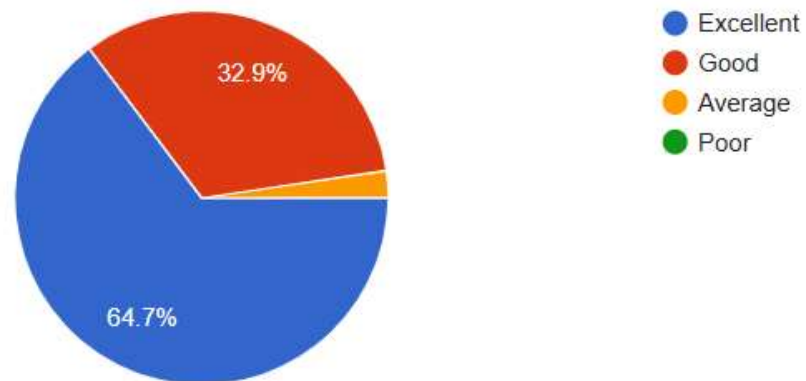
How would you rate the overall visit to Parle Biscuits Pvt Ltd?

85 responses



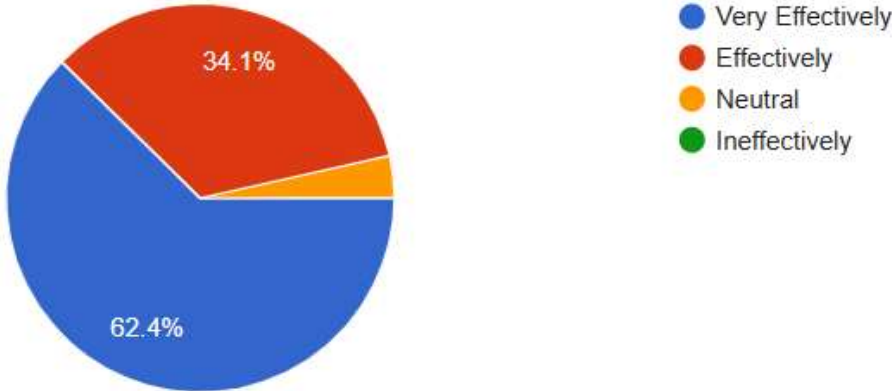
How would you rate the hospitality and professionalism of the Dainik Bhaskar team?

85 responses



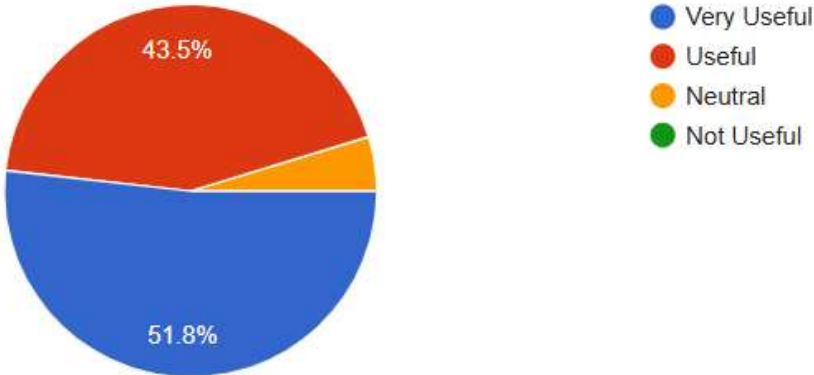
How effectively did the visit showcase the newspaper publication process?

85 responses



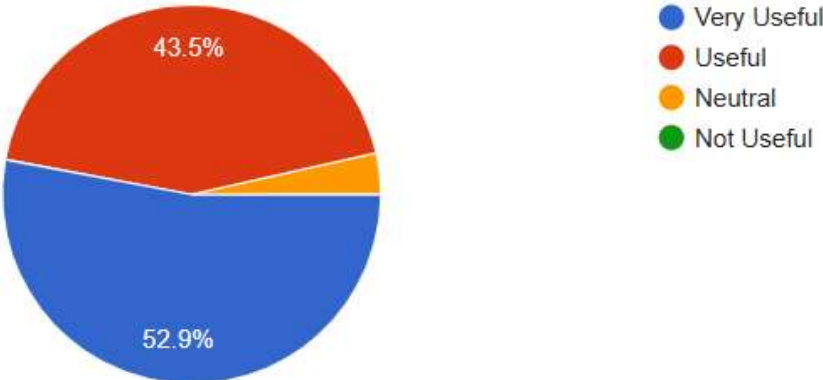
How useful was the session in terms of understanding Content creation and editorial processes?

85 responses



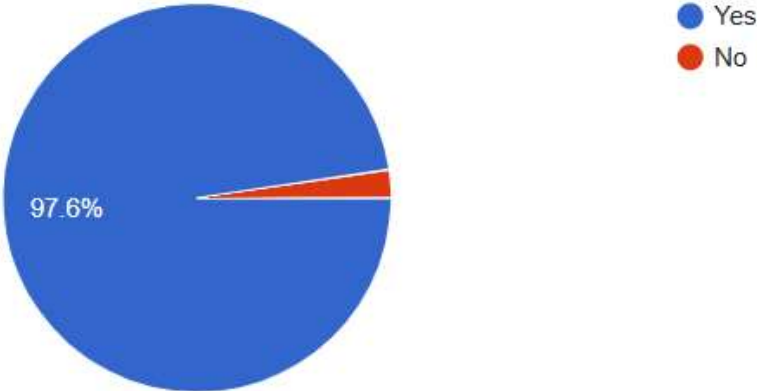
How useful was the session in terms of understanding Printing and distribution mechanisms?

85 responses



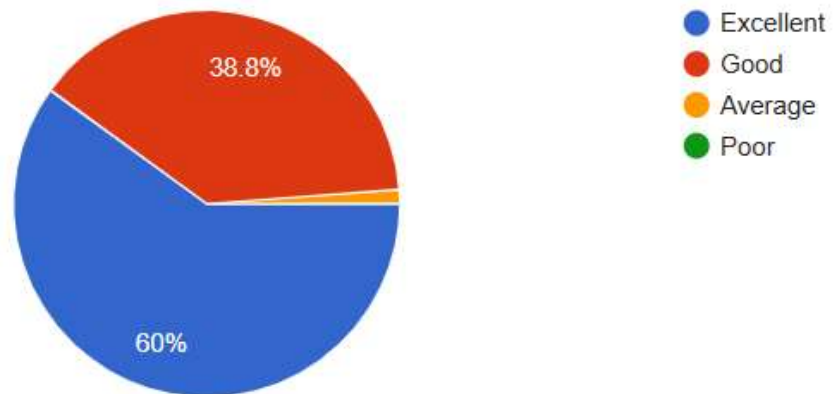
Were the technological advancements in the media and publishing industry discussed adequately?

85 responses



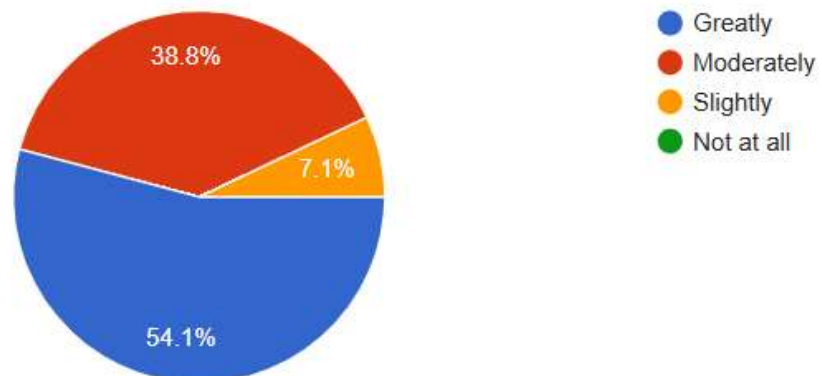
## How would you rate the overall visit to Dainik Bhaskar?

85 responses



## To what extent did the industrial visit contribute to your understanding of real-world business processes?

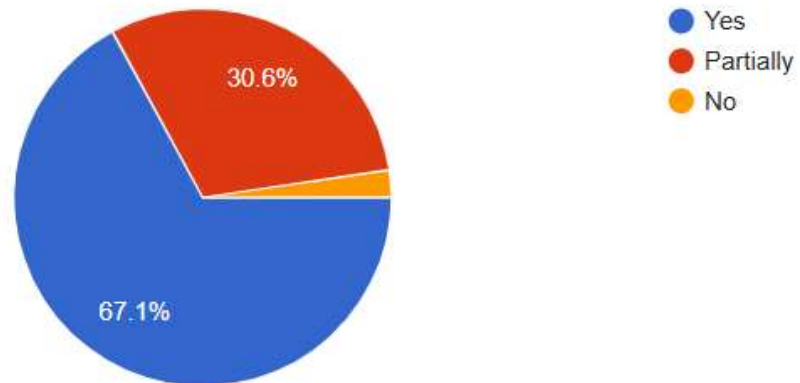
85 responses





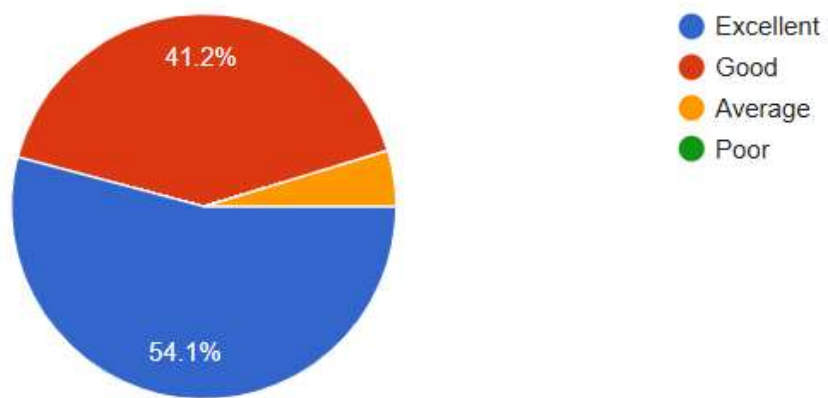
Did the visit help you relate theoretical knowledge with practical applications?

85 responses



How would you rate the overall experience of the industrial visit?

85 responses



**EVENT REPORT PREPARED BY:** Prof. Ketan Sutaria

**Verified by:** Dr. Reena Poojara

**Submitted to:** Dr. D. Henry Babu – Director - AIMS