



Krantiveer Vasantrao Narayanrao Naik Shikshan Prasarak Sanstha

**LOKNETE GOPINATHJI MUNDE**

**INSTITUTE OF ENGINEERING EDUCATION & RESEARCH**

Canada Corner, Sharanpur Road, Nashik 422 002

Approved by AICTE, Accredited 'B' Grade by NAAC



Department of Management Studies

*Academic Year 2024-25*

*Report on Industrial Visit*

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**Name of the Event:** Industrial Visit

**Name of Industry:** Parle Biscuits Pvt, Ltd.

**Day & Date:** 16.10.2024

**Objective :-**

**Strategic Management:** Study Parle's marketing plans, business plans, and brand management strategies.

**Networking Opportunities:** To promote contacts with business leaders and maybe create links for upcoming internship or employment opportunities.

**Promote Industry Exposure:** To expose students to the automotive industry, fostering potential career interests and networking opportunities.

**Innovation and Sustainability:** To explore the company's initiatives in innovation, sustainability practices, and how they adapt to changing market trends.

**Coordinators.** : - Prof. Mahima Ugale, Prof. Rahul Thorat, Dr. Samrudhi Shete

**About The Visit:-**

**Introduction:**

As part of our MBA curriculum, we are excited to organize an industry visit to Parle Biscuits Pvt. Ltd., a leader in the Indian FMCG sector and a household name known for its diverse range of biscuits and confectionery products. This visit aims to bridge the gap between theoretical knowledge and practical application, providing students with firsthand experience of business operations in a dynamic manufacturing environment.

Parle has a rich history dating back to 1929 and has established itself as a pioneer in the biscuit industry. With a commitment to quality and innovation, Parle has become synonymous with trusted snacks across

India and beyond. During this visit, we will have the opportunity to explore the company's production processes, supply chain management, and marketing strategies, gaining valuable insights into how a successful brand navigates the challenges of a competitive market.

- **Arrival and Reception:** The students arrived at the Parle Biscuits Pvt. Ltd, Nashik, and were warmly welcomed by the company's representatives. We were given visitor card and safety hair mask, to ensure hygiene during the tour.

**Assembly Techniques:** Automated Production Lines: Parle uses advanced machinery and automated systems to streamline the biscuit production process. This includes dough mixers, sheeters, and cutters that operate continuously to maximize output and reduce manual labor.

**Batch Processing:** Ingredients are mixed in batches according to specific recipes, allowing for precise control over quality and consistency. This technique is crucial for maintaining the distinct taste and texture of Parle's products.

**Modular Systems:** The production line may incorporate modular systems that allow for flexibility in manufacturing different types of biscuits. This enables quick changes in production without significant downtime.

**Quality Control Stations:** Throughout the assembly process, there are designated quality control checkpoints where products are inspected for size, shape, and quality. This ensures that only the best products move forward in the assembly line.

**Packaging Automation:** After baking and cooling, biscuits are automatically packaged using high-speed machines. This minimizes human intervention and reduces the risk of contamination, ensuring the products remain fresh.

**Lean Manufacturing Principles:** Parle often applies lean manufacturing techniques to eliminate waste, optimize processes, and improve efficiency. This approach focuses on continuous improvement and maximizes resource utilization.

- **Standard Operating Procedures (SOPs):** Well-defined SOPs guide the assembly process, ensuring that all team members are aligned on the methods and quality standards expected at each stage of production.
- **Time Management:** During our visit, we learned about the importance of time management in the manufacturing process. The company emphasized the value of optimizing production schedules to meet market demands efficiently. Students gained valuable insights into how Parle Biscuits Pvt. Ltd implements time management techniques to maximize productivity.
- **Systematic Work:** The facility's organization and systematic approach to work were impressive. Students were encouraged to observe how each workstation was well-organized, with clearly defined roles and responsibilities. This systematic work approach contributed to the overall efficiency of the production process.



- **Safety Measures:** At Parle Biscuits Pvt. Ltd., safety measures are a top priority to ensure the well-being of employees and the integrity of the production process. **Hygiene and Sanitation:** Strict hygiene protocols are followed, including regular cleaning of equipment and facilities, to ensure product safety and employee health. **Fire Safety Measures:** Fire safety protocols are in place, including fire extinguishers, alarms, and clear evacuation routes. Students learned about the importance of adhering to safety guidelines in an industrial setting.
- **Management Techniques:** Our visit also provided insights into various management techniques adopted by the corporation. We learned about inventory management, quality control, and the use of modern technology to streamline operations. The management team at Parle Biscuits Pvt. Ltd emphasized the need for adaptability and continuous improvement in the rapidly changing automotive industry.

### **Conclusion: -**

The industrial visit to Parle Biscuits Pvt. Ltd, Gondhe, Nashik, was an enlightening experience for all participants. The visit offered valuable lessons in, time management, systematic work, assembly technique, safety, discipline, and management techniques. It provided a practical understanding of how a leading FMC manufacturer operates and manages its production processes.

We extend our gratitude to Parle Biscuits Pvt. Ltd, for their warm hospitality and for imparting valuable knowledge to our students. This visit will undoubtedly contribute to our academic and professional growth.

### **Outcome: -**

**Enhanced Practical Knowledge:** Participants gain a deeper understanding of FMC manufacturing processes, management practices, and safety protocols, applying theoretical concepts in a real-world context.

**Career and Networking Opportunities:** The visit provides opportunities to connect with industry professionals, potentially leading to internships, job placements, or valuable networking contacts for future career endeavors.

**Improved Academic Performance:** The insights gained during the visit can translate into improved academic performance as students can relate their classroom learning to practical industry applications, enhancing their overall education.

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