

A report on
“Industrial Visit to Priyagold, Greater Noida”

20th September 2023
(10:00 AM Onwards)

PROGRAMME REPORT

Organized by



Department of Masters Of Business Administration
Accurate Institute of Management and Technology

49, Knowledge Park-III, Greater Noida, (U.P.), 201306

EVENT TITLE: “Industrial Visit to Mother Dairy, Patparganj”

PARTICIPANTS: MBA First year students & Faculty members.



Coordinator of the Visit: Mr. Rishabh Gaur

Date:
15.09.23

MBA Department

Circular

Subject: Industrial Visit to Priyagold for MBA 1st Year Students

Dear Students,

This is to inform all MBA 1st year students that an industrial visit to **Priyagold** has been organized on 20th September 2023.

➤ **Details of the Visit:**

- **Date:** 20th September 2023
- **Location:** Priyagold, Surajpur, Greater Noida
- **Purpose:** To provide students with practical insights into the manufacturing and business processes of a leading company in the FMCG sector.
- **Departure Time:** 10am from College Campus
- **Return Time:** 1pm

All students are required to assemble at the designated departure point 15 minutes prior to the departure time. Attendance is mandatory, and students are expected to dress in formal attire. Please carry your college ID card and a notebook for taking notes.

For any queries or further details, please contact MBA 1st Year Coordinator Mr. Rishabh Gaur.

We look forward to your active participation in this valuable learning experience.

Dr. Shuchita Singh

Activity Report

Industrial Visit to Priyagold

Date of Visit: 20th September 2023

Objective:

The industrial visit to Priyagold, Surajpur, Greater Noida, was organized for MBA 1st year students to provide them with practical insights into the manufacturing and business processes of a leading company in the FMCG sector.

Details of the Visit:

- **Departure:** Students assembled at the college campus at 9:45 AM. The bus departed promptly at 10:00 AM for Priyagold, Surajpur, Greater Noida.
- **Arrival and Welcome:** Upon arrival, students were welcomed by Priyagold staff who provided an overview of the company and its operations.
- **Factory Tour:** The visit included a guided tour of the manufacturing facilities, where students observed the production processes of various FMCG products. They learned about quality control measures, packaging techniques, and the use of technology in manufacturing.
- **Interactive Session:** Following the tour, there was an interactive session where students had the opportunity to ask questions and engage with Priyagold executives and plant managers. This session enhanced their understanding of operational challenges and industry practices.
- **Networking Opportunity:** Students networked with industry professionals, gaining insights into career opportunities and industry trends within the FMCG sector.
- **Conclusion and Return:** The visit concluded with a closing session where students received insights on career prospects and challenges in the FMCG industry. The bus departed from Priyagold at 1:00 PM and returned to the college campus by 1:30 PM.

Participant Feedback:

- **Educational Value:** Students found the visit highly educational and insightful, gaining practical knowledge about FMCG manufacturing processes and industry best practices.
- **Engagement:** The interactive session and factory tour were particularly appreciated, as they provided real-world exposure and allowed for direct interaction with industry professionals.
- **Overall Experience:** Feedback from students was positive, with many expressing appreciation for the opportunity to apply classroom learning to real-world scenarios.

Conclusion:

The industrial visit to Priyagold was a successful learning experience for MBA 1st year students, offering them valuable insights into FMCG manufacturing and business operations. The visit achieved its objective of bridging theoretical knowledge with practical industry exposure, preparing students for future careers in the FMCG sector.

Few Glimpse of the Visit

