

A Brief Report
on
‘Industrial Tour of MBA II Year Students’
Organized by
Faculty of Commerce and Management
24th to 28th May 2023



Department of Commerce & Business Management
Faculty of Commerce & Management
INTEGRAL UNIVERSITY
Kursi Road, Lucknow, Uttar Pradesh 226026

Tour Summary

- **No. of days: 05**
- **No. of students participated: 75**
- **No. of faculty members participated: 05**
- **No. of companies Visited: 03 (Parle, Bajaj Motorcycles and SIIDCUL)**
- **No. of places visited: 03 (Rudrapur, Corbett National Park, Nainital)**

An industrial tour from Rudrapur to Ramnagar and Nainital was organized from 24th May to 28th May 2023, by Department of Commerce & Business Management for MBA final year students under the guidance, support and motivation of Vice Dean, Prof Adeel Maqbool and Head Prof Shahid Mazhar. A team of Seventy-five MBA students and five faculty members namely Dr Abdul Tayyab Khan, Dr Noor Alam Khan, Dr Aisha Badruddin Mr Shahabuddin and Ms Aiman Khwaja and the tour director Mr Abdul Qavi began the journey on 24th may from Lucknow.

The stay was arranged in the resort in Ramnagar namely CORBETT ADVENTURE RESORT for two days. The first visit was scheduled in the morning of 25th May to the PARLE factory. Parle products is an Indian multinational food processing company, based in Mumbai. It is best known for the biscuit and brand Parle-G where students came to learn about the working of the industry their marketing strategies and the different opportunities, they can get for the job in PARLE industry. The students learned how the machines are manufacturing the products in different levels from raw materials to the final products. There were various automated and very few manual machines. The working was very arranged and systematic in proper order which makes the students learn how to handle the work load and pressure when they will come in job life.

OBJECTIVE OF INDUSTRIAL VISIT

Industrial visit is a vital part of management courses. The main objective of industrial tour was to bridge the gap between classroom teaching and practical working environment and to bring in some positive intangible changes to the personalities of students which results from long distance group travel and industrial visit. Through industrial visits students get awareness and first-hand knowledge about the working of the real corporate world. Visiting different companies actually help students to build a good relationship with key persons in those companies in order to nurture future job prospects. Provides opportunities to plan organize and engage in active learning experiences both inside and outside the classroom. Provides an insight into the real working environment of the industry. It helped them to see their future place in the working world.



INDUSTRIAL TOUR
MASTERS OF BUSINESS ADMINISTRATION
24th - 28th MAY, 2023
RUDRAPUR AND RAMNAGAR
UTTARAKHAND



Details of Companies Visited

Integral University has organised an industrial visit on 25 May 2023 to:

- **Parle Biscuits Pvt. Ltd.-** Located at Integrated Industrial Estate, Pant Nagar, Rudrapur-
Started by Mohanlal Dayal Chauhan way back in 1929 at Vile-Parle, a Mumbai suburb, Parle Products first launched an orange candy and then other confectionaries before entering the biscuits segment 10 years later.
- **Bajaj Auto Ltd. -** Pant Nagar Plant Registered in 2015, India Bajaj Motors Ltd. has gained immense expertise in supplying & trading of Automobile spare part four-wheeler like gear, engine, tyre etc. The supplier company is located in Rudrapur, Uttarakhand and is one of the leading sellers of listed products.
- **SIIDCUL-** Located at Rudrapur, Uttarakhand is a Government of Uttarakhand Enterprise, was incorporated as a Limited Company in the year 2002 with an authorised share capital of Rs. 50 Crores by Government of Uttarakhand.

Parle Biscuits Pvt. Ltd. SIDCUL Pantnagar Rudrapur

- Parle Biscuits Private Limited is a Private incorporated on 26 September 1974. It is classified as non-govt company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 5,000,000 and its paid-up capital is Rs. 4,950,000. It is involved in Manufacture of other food products.
- Parle Biscuits Pvt. Ltd. is located in sector 1 and plot 3 in Pantnagar Sidcul Rudrapur. In Rudrapur unit there are more than 200 workers for daily work and production is over 70 tons per day.

MISSION

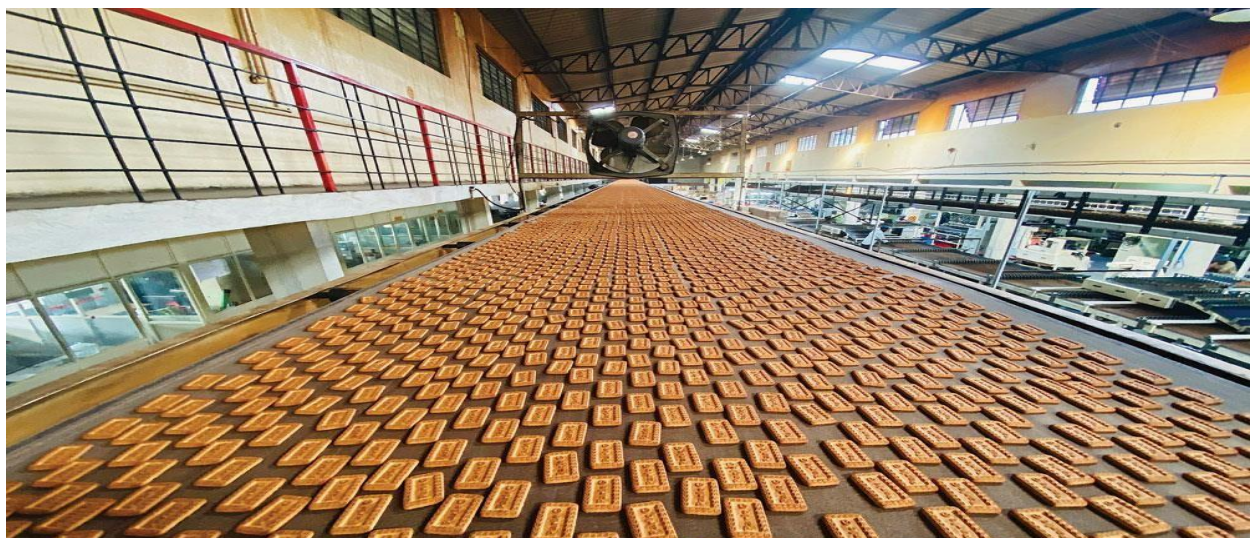
To work on the popularity, adoption, and implementation of the concept of Corporate Social Responsibility while adding measurable values to the community and to our company along with managing related processes to the advantage of all concerned in a way that becomes model for other corporations for replication.

VISION

To ensure benefit to society and to the corporation for sustainable development by imparting measurable values to all stakeholders in every aspect of our operations. Ensuring Corporate Social Responsibility is adopted through principles implementations that contribute to our country's social, cultural, and environmental development and help in developing the awareness on these issues.

Students of MBA Final Year Integral University had an unforgettable visit to Parle-G factory in Rudrapur, Uttarakhand. They enjoyed a guided factory tour, witnessing the entire biscuit making process. Insightful sessions conducted by

the factory's experts educated the students about the biscuit industry and company's commitment to quality and cost effectiveness. The students also had the delightful opportunity to sample and taste a variety of biscuits, experiencing the unique flavours that have made the brand so popular over the years. The students and faculty members express their heartfelt gratitude to the factory personnels for their hospitality and enthusiasm for making the visit memorable and an enriching experience.



State Infrastructure & Industrial Development Corporation Uttarakhand Ltd. (SIIDCUL)

State Infrastructure & Industrial Development Corporation Uttarakhand Ltd. (SIIDCUL), a Government of Uttarakhand Enterprise was established primarily with an objective of providing overall industrial development of the state. SIIDCUL is dedicated to catalyse industrial growth in Uttarakhand providing the best industry Specific Infrastructure.

SIIDCUL was incorporated as a Limited Company in the year 2002 with an authorized share capital of Rs. 50 Crores by Government of Uttarakhand. It was established primarily with an objective of providing overall industrial development of the state by developing necessary infrastructure and industrial in the state of Uttarakhand directly or through special purpose vehicles, investments assisted companies etc.

SIIDCUL's commitment is towards 'Ease of Doing Business' by providing an investor-friendly & transparent mechanism which completely eliminates any physical touch point. A fully automated land allotment process through single window clearance system and our SIIDCUL, BPMS application has been to bring in speed and accountability to the land allotment process and other processes of SIIDCUL.

SIIDCUL Pant Nagar: One of the Automobile Hubs of India Pantnagar is home to Tata Motors, Ashok Leyland, Bajaj Auto, Lucas TVS, Varroc Group, Yazaki, KLT Automotive & Tubular Products, Tata Auto Comp Systems etc. It has established itself as one of the major Automobile hubs in the country.

Other Projects Undertaken by SIIDCUL:

Plastic Park- SIIDCUL has been developing a Plastic Park under the Government of India's Department of Chemicals and Petrochemicals' scheme of "setting up of plastic

parks in India”. SIIDCUL has identified 40 acres of land in IIE Sitarganj Phase-II under the project. The State-of-the art Plastic Park will have a Plastic Recycling Facility, a CIPET Centre, Plastic Product Evaluation Centre (PPEC), Tool room, CFC etc. SIIDCUL has already allotted 17 plots to interested investors and 48 plots are vacant at present.

Aroma Park- SIIDCUL has developed an Aroma Park at IIE Kashipur under the Aroma Park Policy 2018 of the Government of Uttarakhand. 24 nos. of Industrial plots have been allotted to investors and 23 plots are lying vacant. Aroma Park will reap benefits from the presence of GB Pant University of Agriculture & Technology, Centre for Aromatic Plants, Forest Research Institute etc. The Aroma Park has been developed to promote niche sectors like Herbs & Aromatics where the state has advantages of adequate availability of aromatic produce and suitable agro-geo climate for aromatics cultivation. Skilled manpower and R&D capabilities are available within the state.

Electronics Manufacturing Cluster- SIIDCUL has been developing an EMC at IIE Kashipur in around 133 acres of land under of Ministry of Electronics and Information Technology (MeITY)’s scheme EMC 2.0. The EMC at IIE Kashipur will have the following facilities: Plug & Play Facility, Ready Built Factories (RBF) sheds, Warehousing facility, Employee Hostel, Fire Station, Medical Facility, Business Complex etc. The broader aim is to support the existing ESDM ecosystem and to attract global Electronics manufacturers with their supply chains to the State.

AKIC- SIIDCUL has identified and earmarked 1002 acres of land in Khurpia, TehsilKichha, District Udham Singh Nagar for the development of an Integrated Manufacturing Cluster under the Government of India’s ambitious Amritsar Kolkata Industrial Corridor project. An SPV has been formed NUITL (NICDC Uttarakhand Industrial Township Ltd.) for the implementation of the project. In terms of common infrastructure, the IMC will have STP, CETP, Daycare facility, Skill Development Center, Hospital, Dedicated Power Substation, Truck Terminal, Workers Canteen, Community Area, Shopping Center etc.

Chharba- With a nation-wide emphasis on strengthening healthcare systems, the pharmaceutical sector (Bulk Drugs, APIs, PPEs, Medical Devices etc.) is expected to grow significantly and will require huge investments. Considering this aspect, Government of Uttarakhand has proposed to attract pharmaceutical industries to Chharba, Dehradun. It will also be developed as a key Knowledge Hubs of the State.



Bajaj Auto Ltd. SIIDCUL Pantnagar, Rudrapur, Uttarakhand

Bajaj Auto Ltd. is located in Sector 10 IIE SIIDCUL Pantnagar Rudrapur and deals in Automobile – 2 Wheelers, 3 Wheelers, 4 Wheelers & Parts. The Bajaj Group is amongst the top 10 business houses in India. Bajaj Auto's has in all three plants, two at Waluj and Chakan in Maharashtra and one plant at Pant Nagar in Uttaranchal, western India.



The second day was scheduled for the visit in the BAJAJ Ltd in Rudrapur. The group has involvement in various industries that include automobiles (2- and 3-wheelers), home appliances, lighting, iron and steel, insurance, travel and finance. Various information about the industry its working areas in different sectors, the marketing strategies which the company uses for sale and the jobs opportunities in the company were explained. The students got a very good opportunity as they were informed about the various opportunities which can help their career growth also.