

DEPARTMENT OF MBA



INDUSTRIAL STUDY VISIT REPORT

Name of the Industries:

- ✓ **KARNATAKA SILK WEAVING FACTORY**, Bengaluru
- ✓ **KEYNES TECHNOLOGIES** - Mysore
- ✓ **HIGHEST ELEVATED TEA FACTORY** (Ooty)
- ✓ **SILVER OAK CHOCOLATE FACORY** – (OOTY)

Class - II MBA – III SEMESTER

DEPARTMENT MASTER OF BUSINESS ADMINISTRATION

07th to 12th November, 2022

OBJECTIVES OF INDUSTRIAL STUDY VISIT:

KARNATAKA SILK WEAVING FACTORY (MYSORE)

- ❖ To provide awareness on Silk Weaving Process of Sarees in the factory
- ❖ To know the latest HR policies & financial policies implementing in the Factory.
- ❖ To know different marketing strategies implemented in marketing of sarees
- ❖ To witness the latest trends & Technologies used in the factory
- ❖ To understand the competitors for silk weaving sarees in the country.

KAYNES TECHNOLOGIES Pvt. Ltd (MYSORE)

- ❖ To bring awareness about, what exactly is being manufactured in Kaynes Technologies factory.
- ❖ To create awareness on how to manufacture the Micro Chips & Electronic Gadgets in the factory
- ❖ To know the various welfare facilities provided to the employees in the Factory
- ❖ To know what are the safety measures taken by the company for their employees.
- ❖ To know their marketing strategies for these electronic items in the markets.

HIGHEST ELEVATED TEA FACTORY- (OOTY)

- ❖ To bring awareness about manufacturing process of Coffee & Tea Products in the factory
- ❖ To know the various welfare facilities provided to the employees in the Factory
- ❖ To understand the work life balance & quality of work life of the employees in Tea Factory
- ❖ To understand how Tea & Coffee Products are marketed throughout the country.

SILVER OAK CHOCOLATE FACTORY EUCALYPTUS OIL FACTORY - (OOTY)

- ❖ To bring awareness about manufacturing Process of different chocolate products in the factory
- ❖ To bring awareness about manufacturing Process of Eucalyptus Oil in the factory
- ❖ To know how to extract the raw materials for making Chocolates and Eucalyptus oil
- ❖ To know the various welfare facilities provided to the employees in the Factory
- ❖ To know the work life balance & quality of work life of the employees in chocolate Factory
- ❖ To know how chocolate products are marketed through the country.

07-11-2022

On 7th morning MBA Final year students around 71 and 4 faculty members started from Vijayawada railway station to Chennai in Pinakani express. we reached Chennai by 2 pm. We took Kaveri express from Chennai and reached Bangalore on 8th morning at 5 clock.

09-11-2022

In the Morning session, we visited Karnataka Silk Weaving factory at 10.30 am. We had a warm welcome by the company representative. They explained the silk manufacturing process to the students. The HR manager of Karnataka silks company explained their HR policies and marketing methods of selling Karnataka silk sarees and their financial turn over etc. He also explained about their customers and their competitors. Then the company representatives took the students to the company visit to show their manufacturing process and equipments which they use for making sarees.



STUDENTS GATHERING AT KARNATAKA SILKS WEAVING FACTORY, MYSORE

INDUSTRIAL VISIT TO KARNATAKA SILK WEAVING FACTORY, MYSORE



09-11-2022

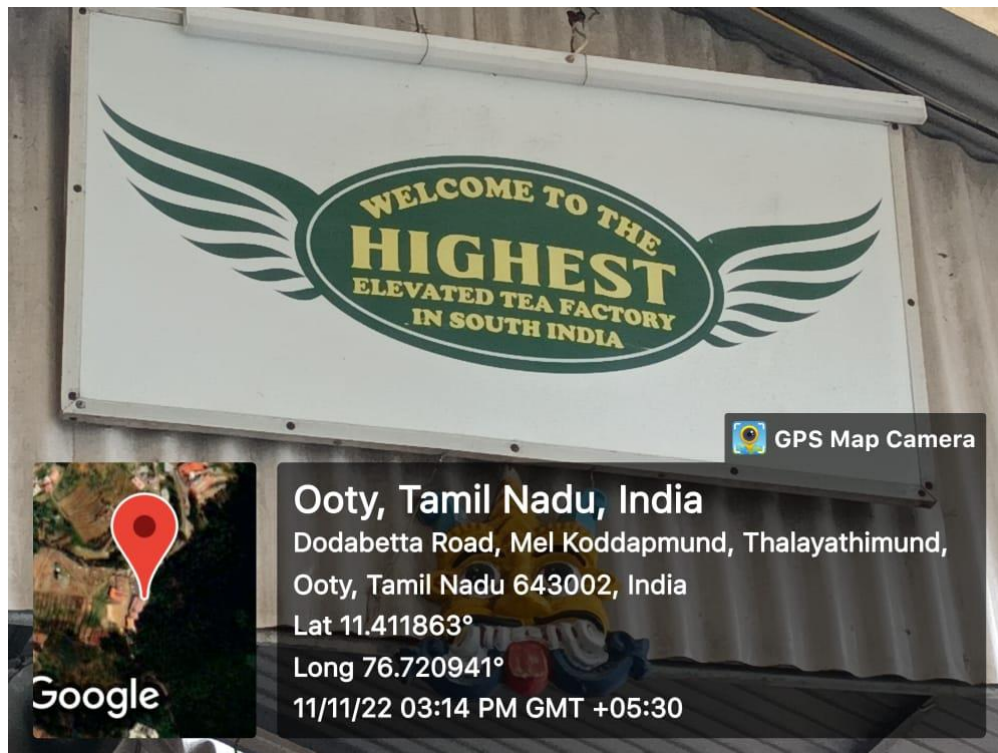
We visited **KAYNES TECHNOLOGIES, MYSORE** at 2 pm. The Plant Manager of Kaynes Technologies Mr. Kalyan interacted with the students. The Plant Manager accompanied the students and explained the process of manufacturing mother boards of the computer and other display boards of various segments . He has shown the entire process of manufacturing of chips of various electronic items.. He explained HR & marketing policies of the organization & their exports to foreign countries.



INDUSTRIAL STUDY VISIT TO KAYNES TECHNOLOGIES, MYSORE

11-11-2022

We visited **Highest Elevated Tea Factory in Ooty** with 71 students and 4 faculty members. In that factory the Manager (operations) Deveswar explained the process of manufacturing the tea powder for the ultimate consumption. He also explained different types of tea like white tea, green tea, black tea and different flavors of tea. He also explained the advantages consuming different types of tea. Finally he accompanied with the students for plant visit showing the process of tea manufacturing and its packing process.



DIFFERENT PRODUCTS MADE BY DODABETTA TEA FACTORY, OOTY



STUDENTS GATHERING AT HIGHEST ELEVATED TEA FACTORY, OOTY

1-11-2022

We visited **Silver Oak Chocolate factory & Eucalyptus Oil Factory** in **ooty** with 71 students and 4 faculty members. Mr. Sravanan, Manager (operations) explained the process of manufacturing the Eucalyptus oil and also helped us to know how to use the eucalyptus oil in the houses for the ultimate consumption. Simultaneously we also visited the chocolate factory .He explained different types of Chocolates manufacturing and how different flavors of chocolates are made for consumption.



STUDENTS GATHERING AT CHOCOLATE FACTORY AND EUCALYPTUS OIL FACTORY