

DEPARTMENT OF BUSINESS ADMINISTRATION

INDUSTRIAL STUDY TOUR – 2019 – 23rd – 27th September, 2019

COIMBATORE – KODAIKANAL- OOTY

23-09-2019:

On 23rd morning both MBA PG & M.COM Final year students around 80 students and 5 faculty members started from Vijayawada railway station to Chennai in Pinakani express. we reached Chennai by evening 5.30 pm. we started from Chennai railway station to Coimbatore by kaveri express reaching Coimbatore on 24th morning by 7 clock.

24-09-2019

In the Morning session, we visited **ALPHACRAFT PRIVATE LTD** at 11 am with 80 students and 5 faculty members. Alpha Craft Private Limited manufactures aluminium die castings. The Company offers dies and trim tools, sand core box, and casting machinery. .The HR manager of Alpha Craft Private Ltd explains the company products like aluminium die castings and its uses, sand core box, casting machinery and its uses. He also explained their customers and their competitors. He explained HR Policies of the organization, marketing strategies of dies and trim tools, sand core box, and casting machinery



INDUSTRIAL VISIT TO ALPHA CRAFT PVT LTD., COIMBATORE

INDUSTRIAL VISIT TO ALPHA CRAFT PRIVATE LTD



24-09-2019

We visited **LAKSHMI MILLS COMPANY LTD.,** UNIT -1at 2pm with 80 students and 5 faculty members. The HR Manager of Lakshmi Mills Company Ltd., Mr. G. Doraiswamy interacted with the students through power point presentation. The HR Manager accompanied with the students and explained process of extraction of cotton, the process of weaving, spinning. He has shown the entire process of weaving, spinning and he also explained how they extract raw material for manufacturing of cotton items. He explained HR Policies of the organization, marketing strategies of cotton items &their exporting to foreign countries.



INDUSTRIAL VISIT TO LAKSHMI MILLS COMPANY LTD, COIMBATORE

27-09-2019

We visited **Bench Mark Tea Factory** in **Ooty** with 80 students and 5 faculty members. In that factory the Manager (operations) Devesware explains the process of manufacturing the tea powder for the ultimate consumption. He also explained different types of teas like white tea, green tea, black tea and different flavors of tea. He also explained what are 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 Bench Mark Tea factory, Ooty



Factory manager explaining about tea process



INDUSTRIAL VISIT TO BENCH MARK TEA COMPANY, OOTY



**PG COURSES DIRECTOR FELICITING MANAGER (OPERATIONS),
BENCH MARK TEA COMPANY, OOTY**