

# **KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**

(Sponsored by: S.K.P.V.V. Hindu High Schools Committee)

Kothapeta, Vijayawada – 520 001.

NAAC 'A' Grade in Cycle :3  
ISO 9001: 2015

UGC-CPE  
NIRF 92<sup>nd</sup> Rank (All India)

## **PG DEPARTMENT OF BUSINESS ADMINISTRATION**



## **INDUSTRIAL STUDY VISIT REPORT**

**Name of the Industries : ITC PSPD LTD**

**BHADRACHALAM, TELANGANA STATE**

**Class : I MBA – II SEMESTER**

**Department : MASTER OF BUSINESS ADMINISTRATION**

**Days of Visit : 05<sup>th</sup> & 06<sup>th</sup> May 2023**

## **OBJECTIVES OF INDUSTRIAL STUDY VISIT:**

### **ITC PSPD LTD (BHADRACHALAM)**

- ❖ To view ITC Bhadrachalam Unit
- ❖ To understand the paper making process in ITC Unit
- ❖ To understand the Production Process of Paper in the ITC PSPD
- ❖ To know the latest HR & Financial policies implemented in the ITC.
- ❖ To know the various welfare facilities provided to the employees in the ITC
- ❖ To understand the various marketing strategies implemented for marketing of ITC Products
- ❖ To view different Products & different Segments of ITC Industry.

## **PG DEPARTMENT OF BUSINESS ADMINISTRATION**

### **INDUSTRIAL STUDY TOUR**

**MAY- 2023**

#### **ITC PSPD UNIT, BHADRACHALAM, TELAGANA**

The PG Department of Business Administration organized an industrial study visit to ITC PSPD Ltd, Bhadrachalam on May 5th and 6th, 2023. A total of 97 students participated, accompanied by 3 faculty members. The visit was divided into two days, with permission granted by ITC for 50 students each day.

On May 5th, we departed from the Bus Stand Premises at 6:30 am with 46 students and 3 faculty coordinators. We arrived at ITC Bhadrachalam at 11:00 am. Upon reaching the company, the students were divided into two smaller groups, each consisting of 25 students and one faculty coordinator. The industry coordinator, Asst. HR Reshma from ITC, accompanied the students and took them to the seminar hall for an interactive session with the Assistant HR Manager.



#### **Students Gathering at the Starting of the industrial study visit.**

During the session, they explained the process of gathering raw materials from the forest and the paper-making process from those raw materials. Before the plant visit, the company representatives instructed the students to wear helmets and shoes to enter the plant. Subsequently, they guided the students through the in-house plant, explaining various concepts related to paper production and other activities carried out at the ITC PSPD unit. The company coordinators showcased all the production machinery and other related equipment used in the paper-making process. They also demonstrated the packing units for paper bundles. The first batch of 25 students completed the plant visit, followed by the second batch.



## STUDENTS GATHERING AT SEMINAR HALL AT **ITC PSPD, BHADRACHALAM**

The Assistant HR Manager then provided an explanation of various concepts related to the industry. He discussed the company's HR policies, marketing strategies, and how they manage financial aspects. He also addressed any doubts or questions the students had regarding HR, finance, and marketing concepts at ITC PSPD.



## STUDENTS GATHERING AT **ITC PSPD, BHADRACHALAM UNIT**

On May 6th, the Section B students gathered at the bus stand. With a total of 51 students and 3 faculty members, we departed at 6:30 am and arrived at ITC Bhadrachalam at 11:00 am. Similar to the previous day, the students were divided into two groups, each consisting of 25 students and one faculty coordinator. The industry coordinator, Asst. HR Manager Srinivasa Rao from ITC, accompanied the students and took them to the seminar hall for another interactive session.



The Students gathering at seminar hall and Photo gallery with Asst.HR Manager

This time, all students were dressed in blazers and shoes as a sign of discipline for the industry visit. Following the same protocol, the students were required to wear helmets and shoes to enter the plant. They were taken to the in-house plant, where they were introduced to different concepts related to paper production and other activities at the ITC PSPD unit. The company coordinators showcased the production machinery and other equipment involved in making paper for final use. The packing units for paper bundles were also presented. Similar to the previous day, the first batch of 25 students completed the plant visit, followed by the second batch.

Overall, the industrial study visit to ITC PSPD provided students with valuable insights into the paper production process, HR policies, marketing strategies, and financial management within the company.



MBA students gathering at ITC PSPD , Bhadrachalam, Telangana