

DEPARTMENT OF COMMERCE AND MANAGEMENT

INDUSTRIAL STUDY VISIT REPORT

Name of the Industries : **Karnataka Soaps Manufacturing Ltd.**
(Bangalore)
Visvesvaraya Industrial & Technological Museum
(Bangalore)
Karnataka Soaps & Detergents- Sandalwood Oil

Division (Mysore)
KISC- Mysore silks and Kauvery Silks Outlet.
(Mysore)
Doddabetta chocolate Factory
(Coonoor)
Doddabetta Tea factory
(Coonoor)
Eucalyptus Oil Manufacturing Ltd.
(Ooty)

Class : **III BBA**

Department : **COMMERCE & MANAGEMENT**

Days of Visit : **15th - 21st NOV, 2023**

OBJECTIVES OF INDUSTRIAL STUDY VISIT:

KARNATAKA SOAPS MANUFACTURING LTD. (BENGALURU)

- ❖ Gain practical insights into the soap manufacturing industry through a guided tour of Karnataka Soaps' manufacturing facilities.
- ❖ Understand the operations, processes, and technologies involved in the soap manufacturing industry, providing a real-world context to theoretical knowledge.
- ❖ Explore any innovative technologies or practices implemented by Karnataka Soaps in their manufacturing process, providing exposure to the latest advancements in the industry.
- ❖ Gain insights into the company's CSR initiatives and understand how businesses can contribute to social and environmental causes.
- ❖ Appreciate the cultural and regional significance of Karnataka Soaps in the context of Bengaluru and the state of Karnataka.
- ❖ Engage in interactive sessions or workshops organized by the company to enhance learning and understanding of soap manufacturing processes.

VISVESVARAYA INDUSTRIAL & TECHNOLOGICAL MEUSEUM (BENGALURU)

- ❖ Gain insights into the historical development of industries, technology, and entrepreneurship in India through exhibits and displays at the museum.
- ❖ Learn about the entrepreneurial journey and contributions of notable figures in the industrial and technological sectors, understanding the challenges and successes they faced.
- ❖ Explore exhibits on technological innovations and advancements that have had a significant impact on various industries, providing inspiration for business innovation.
- ❖ Relate theoretical concepts studied in BBA programs to practical applications by observing how management principles are implemented in industrial and technological settings.

KARNATAKA SOAPS & DETERGENTS- SANDALWOOD OIL DIVISION (MYSORE)

- ❖ Understand the supply chain management involved in the production of soaps and sandalwood oil, from raw material sourcing to final product distribution.
- ❖ Explore how product innovation is implemented in the soap and sandalwood oil division, understanding the importance of staying competitive through continuous product development.
- ❖ Learn about market trends and consumer preferences in the soap and sandalwood oil industry, providing valuable insights for future marketing and business strategies.
- ❖ Understand the significance of brand management in the context of soap and sandalwood oil products, including how brand reputation is built and maintained.
- ❖ Recognize the cultural and heritage significance of sandalwood in the region and how it is incorporated into the products, linking cultural aspects with business strategies.

KISC- MYSORE SILKS AND KAUVERY SILKS OUTLET (MYSORE)

- ❖ Gain practical insights into the day-to-day operations of a silk and textile retail outlet, understanding how a retail business functions.
- ❖ Understand the importance of customer service in the retail sector and how it contributes to a positive customer experience.
- ❖ Explore the concept of visual merchandising and how it is implemented in a silk and textile retail setting to attract customers and enhance the shopping experience.
- ❖ Gain insights into potential career paths within the retail and textile industry, understanding the various roles available in retail management, sales, and merchandising.

DODDABETTA 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 Know the work life balance & quality of work life of the employees in Tea Factor
- ❖ To know how Tea & Coffee Products are marketed throughout the country.

DODDABETTA CHOCOLATE FACTORY (OOTY)

- ❖ Gain practical knowledge about the entire tea production process, from cultivation to processing and packaging.
- ❖ Learn about the quality control measures and assurance processes implemented in the tea manufacturing industry, emphasizing the importance of maintaining product quality.
- ❖ Conduct informal market research by understanding consumer preferences, market trends, and competitive dynamics within the tea industry.
- ❖ Recognize the cultural and regional significance of tea in the context of Coonoor and the broader region, linking cultural aspects with business strategies.

NILGIRIS EUCALYPTUS OIL MANYFACTURINGS (COONOOR)

- ❖ To bring awareness about process of extraction of eucalyptus essential oil from eucalyptus leaves
- ❖ To know the steps involved in preparing Eucalyptus Oil as it is used for curing Cold, Cough, Headache, Body Pains etc.
- ❖ To know how the Export & Imports made by this company.

DEPARTMENT OF COMMERCE & MANAGEMENT INDUSTRIAL STUDY TOUR - 2023 - -BANGALORE -MYSORE -- OOTY --- COONOR

15-11-2023

40 final year students of BBA and 2 faculty members started from Vijayawada railway station to Yeshwanthpur in Kondaveedu Express. The team reached Yeshwanthpur by 9.00 am on 16th Nov.

16-11-2023

The team went to Karnataka Soaps Manufacturing Ltd. (Bengaluru) at 2.00 p.m. and Visvesvaraya Industrial & Technological Museum (Bengaluru) at 4.00pm. In the Evening the team visited to Local attraction Iskon Temple.



17-11-2023

The students visited Karnataka Soaps & Detergents Manufacturing Ltd. , Sandal Wood Division (Mysore) at 11.00 am and KISC, Silk Weaving Factory at 3.00 pm (Mysore). The Students observed the process, machinery and products in the company. They also visited Mysore Maharaja Palace and Brindavan Gardens in the evening.



18-11-2023

The team went to Doddabetta Tea Factory (Ooty) at 11.00 am and Chocolate Factory at 3.00 pm (Ooty). In the Evening the team visited to world's second highest peak in Ooty.



19-11-2023

The BBA Team visited NILGIRIS EUCALYPTUS OIL MANYFACTURINGS. Students witnessed the manufacturing process of Eucalyptus Oil and its uses. They also gained information about the Eucalyptus leaves and its growth, Raw material suppliers, storage, marketing strategies, different prices of different oils and Exporting etc. The students have observed the machinery used for manufacturing eucalyptus oil also.



20-11-2023

In return, the local attractions added to our visit. The team visited to Black Thunder Amusement Park. A combination of both Wet and Dry rides are included here. This part of trip filled with fun and excitement.

Feedback from Students

We are very thankful to the Management of KBN College, Principal, Vice- Principal for arranging these Industrial Visits which helps us to gain more practical knowledge about different manufacturing process what we have seen during my industrial Visit. We are happy and thankful to our Faculty who guided us throughout the industrial tour and I am also thankful to the tour operators for providing good hospitality.

-- By III BBA STUDENTS --

DEPARTMENT OF COMMERCE AND MANAGEMENT
III BBA STUDENTS LIST FOR INDUSTRIAL VISIT FROM 16-11-2023 TO 21-11-2023

S.NO	NAMES	ROLL NO	GENDER	SIGNATURE(S)
1	L.MEGHANA	213701	FEMALE	L. Meghana
2	CH.MOHAN KRISHNA	213702	MALE	Mohan
3	B.MURALI	213704	MALE	muralis
4	S.LIKHITHA	213705	FEMALE	Likhitha
5	J.RAVI KIRAN	213708	MALE	Ravi Kiran
6	M.ESWAR	213712	MALE	M. Eswar
7	K.JATLAMMA	213713	FEMALE	K. Jattamma
8	ML.MADHUMITA	213714	FEMALE	M.L. Madhumitha
9	D. VASAVI	213715	FEMALE	D. Vasavi
10	A.MANOJ	213716	MALE	A. Manoj
11	B.SAI KIRAN	213717	MALE	B. Sai Kiran
12	P.DEEPTHI	213719	FEMALE	P. Deepthi
13	N.GOPAL NAYAK	213720	MALE	N. Gopal Nayak
14	D.MANASA	213721	FEMALE	D. Manasa
15	P.SANJANA	213722	FEMALE	P. Sanjana
16	V.NIKHILA	213723	FEMALE	V. Nikhila
17	CH.HARSHITHA	213725	FEMALE	Ch. Harshitha
18	ANJI	213729	MALE	G. Anjanayulu
19	BALA DINESH	213730	MALE	Bala Dinesh
20	RV.KANYA KUMARI	213731	FEMALE	R. Vasavi Kanyakumari
21	G.CHINNA SATYA	213732	MALE	G. Chinna Satya
22	M.REVANTH	213733	MALE	M. Revanth
23	S.BAJI	213734	MALE	S. Baji
24	vijayaramaraju	213735	MALE	V. Vijayaramaraju
25	B.VARDHAN	213736	MALE	B. Vardhan
26	R.JAYANTH	213737	MALE	R. Jayanth
27	D.RAKESH	213738	MALE	D. Rakesh
28	M.ESWARI	213740	FEMALE	M. Eswari Chandika
29	SK.SHABAZ	213741	MALE	S. Shabaz
30	P.JAGADISH	213742	MALE	P. Jagadish
31	P.PREMA JYOTHI	213743	FEMALE	P. Prema Jyothi
32	N.PRANAV	213745	MALE	N. Pranav
33	Harry	213746	MALE	Harry
34	B.NARESHPAL	213747	MALE	B. Nareshpal
35	D.BABY DURGA PRASAD	213748	MALE	D. Baby
36	KNVS.KARTHEKIYA	213751	MALE	K. K. N. V. S. Dheechanaga
37	S.SAI KIRAN	213752	MALE	S. Sai Kiran
38	SK.AFRID	213753	MALE	SK. AFRID
39	SUBASH	213754	MALE	S. L. V. Subash
40	K.SOMESWARAO	213755	MALE	K. Someswarao
41	D.PAVAN KUMAR	FACULTY	MALE	D. Pavan Kumar
42	V.SAILAJA	FACULTY	FEMALE	V. Sailaja