



JSPM's
JAYAWANTINSTITUTE OF MANAGEMENT STUDIES

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& Affiliated to Pune University)

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Industrial Visit Report

Parle-G

Advisors: -

Dr. Bipin Bankar (Director, JIMS)

Dr. Shweta Padale (HOD, MCA)

Event Details: -

Event Name: - Industrial Visit

Event Date: - 24/06/2023

Venue: - Parle G Vadgaon, Maval, Pune

Target Audience: - MBA (1st Year Students)

Visit Coordinator: - Prof. Kshitija More & Dr. Shailesh Rajhans

Accompanying Faculties: - Dr. Bipin Bankar, Dr. Shailesh Rajhans, Dr. Anisha Mahindrakar, Prof. Kshitija More.

Mode of transportation: - Institute Bus

Introduction: On 24th June 2023, a group of 71 students from JSPM JIMS, MBA dept. embarked on an insightful industrial visit to Parle G.

Industrial visits are an integral part of Management Education and it is this experience that helps students to gain first-hand information regarding the functioning of various industries. It provides students with an opportunity to learn practically through interaction, working methods, and employment practices. Moreover, it gives exposure from an academic point of view.

Ms.Smita who was the coordinator at Parle guided students during the Visit. She displayed a documentary film on Parle Industry explaining the working of the plant and gave an insightful presentation related to the working of the plant and its production including the automation of the plant which follows the highest hygiene standards. The documentary was enjoyed a lot by the students. She also described the diversified functions of the company in a nutshell and throw light on the market share of the product as well.

About Parle G: - In 1929 a small company by the name of Parle products emerged in British-dominated India. The intent was to spread joy and cheer to children and adults alike, all over the country with its sweets and candies. The company knew that it wouldn't be an easy task, but they decided to take the brave step. A small factory was set up in the suburbs of Mumbai, to manufacture sweets and toffees. A decade later it was upgraded to manufacture biscuits as well. Since then, the Parle name has grown in all directions, won international fame, and has been sweetening people's lives all over India and abroad.

About the Plant:-

Students visited the Processing Plant, Packaging Plant of Biscuits and Wafers, where they got a chance to see the inside view of the factory where right from the dough (the first input) to the last stage i.e., packaging and how each step is performed mechanically. The students were also taken to the printing department. In one minute, lakhs of products can be manufactured by an efficient machine. The environment inside was aesthetic, pure, and hygienic. The Parle G products are economically so affordable that they are marketed even in the remotest part of the country.

Conclusion: Overall, the activity was highly interactive and a great learning experience for the students on the concepts related to production and operations within a manufacturing plant. The combination of learning while having fun was made possible by seeing the assembly process in person. Students expressed their hearty thanks to our worthy Director and Coordinator to provide such an opportunity to enhance their knowledge.

Event at a Glance





B. Bankar
Dr. Bipin Bankar
Director