



JSPM's

JAYAWANT INSTITUTE OF MANAGEMENT STUDIES
(NAAC Accredited-A Grade)

(Approved by AICTE, New Delhi, Recognised by Govt. of Maharashtra &
Affiliated to Savitribai Phule Pune University)

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A.I.S.H.E. CODE-C-60096



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Director

Industrial Visit Report

Golden Brittles Factory

Advisors: - Dr. Bipin Bankar (Director , JIMS)

Dr. Sudarshan Pawar (HOD, MBA)

Event Details: -

Event Name: - Industry Visit

Event Date: - 28/10/2023

Venue: - Golden Brittles Factory, Lonavala

Mode of transportation: - Institute Bus

Target Audience: - MBA (1st Year & 2nd Year Students)

Visit Coordinator: - Prof. Saily Talodhikar

Accompanying Faculties: - Prof. Sham Malgikar, Dr. Rasika Patil , Prof. Chitra Sharma, Dr. Shailesh Rajhans, Dr. Sudarshan Pawar, Prof. Nitin Tambekar, Prof. Kshitija More

About Industry:

- An Industry visit was organized by MBA Department for MBA- I & II year student to **Golden Brittles Factory, Lonavala** Pune on **28th October, 2023**.

Objective:

- To study market trends, consumer preferences, packaging strategies, and marketing techniques employed by chikki manufacturers. This knowledge can be applied to their own ventures.
- To learn about various quality control measures employed in chikki manufacturing and know about the various quality checks, testing methods, and certifications required to ensure the final product meets the necessary standards.
- To encourage participants to appreciate and buy locally produced goods, contributing to the local economy.

Key highlights:

1. **Production Process:** Participants got a first-hand look at the entire chikki production process, from raw material preparation to the final packaging. They witnessed the stages of mixing, mouldings, baking, cooling, and packaging, gaining a comprehensive understanding of the manufacturing workflow.
2. **Machinery and Technology:** Participants had the opportunity to see the specialized machinery and technology used in chikki production. This includes mixers, ovens, moulding machines, and packaging equipment. Understanding the technology involved provided valuable insights into the efficiency of modern manufacturing processes.
3. **Quality Control Measures:** Participants learnt about the quality control measures implemented by the company that include quality checks at different stages of production, adherence to food safety standards, and testing methods to ensure the chikki meets specified quality criteria.
4. **Raw Material Sourcing:** The visit included information about the sourcing of raw materials, such as various types of nuts, jaggery, sugar, and flavourings. Participants learnt about the company's relationships with suppliers and the importance of sourcing high-quality ingredients.
5. **Packaging and Labelling:** Participants observed the packaging techniques employed by the company, including packaging designs, materials used, and labelling information. Packaging is crucial for product presentation, safety, and marketing, and participants gained insights into these aspects.

Skills Focused:

- Cultural Sensitivity
- Technical knowledge
- Quality Control
- Safety Awareness

Glimpses of Visit





Lonavala, Maharashtra, India
74B, Lonavala, Kusgaon Budruk, Maharashtra 410401, India
Lat 18.747767°
Long 73.425917°
29/10/23 10:31 AM GMT +05:30

 **GPS Map Camera**



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MBA HOD

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