

HOLY CROSS COLLEGE

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REPORT ON FIELD VISIT

Pran Beverages (India) Pvt. Ltd.

In the month of November, 2017 Business Administration Department organized two days Industrial Visit (7th and 14th November, 2017) to the production unit of PRAN Beverages (India) Pvt. Ltd., where the students of the department along with Principal and four teachers visited the site situated at Bodhjunnagar, Agartala, Tripura (W).

The field visit helped the students to get in depth information regarding the planning and initiation of the company and about the founder which was explained by the officials of the company. The students came to know about various products that were manufactured during the initial time not only that they also get the glimpse of the present scenario of different products manufactured by PRAN in this factory. The employees working over there helped the students to know how the manufacturing of various products especially noodles, biscuits, breads etc. and how this products are being marketed.

The students were amazed and curious to know about the backward linkages, operations related issues and many more topics related to their processing, marketing, financial issues, interest of diversification in future etc.

The GM of PRAN Beverages (India) Pvt. Ltd., Mr. Sujan Krishna Roy and AGM of Pran Beverages (India) Pvt. Ltd., Mr. Anjanava Majumder took an interactive session with the students to answer various queries and share their own experience related to various problems and various ways to counteract those problems. They also encouraged the students for generating various innovative ideas so that they can also become a successful person in the upcoming days. Finally the Principal of Holy Cross College invited Mr. Sujan Krishna Roy the GM of Pran Beverages (India) Pvt. Ltd. to deliver a lecture session in our college campus and he obliged to that proposal.

Summary:

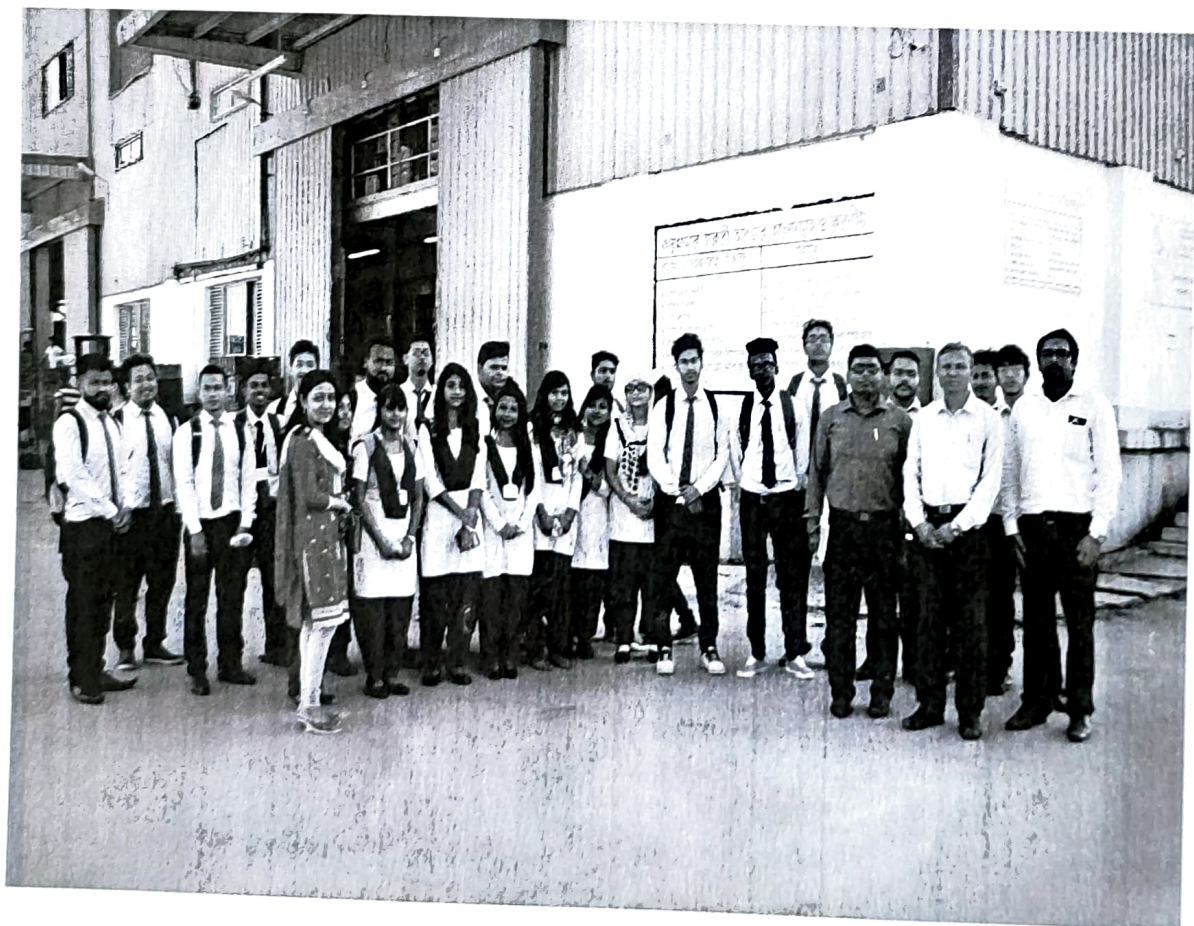
- * Trip Organized by: Department of Business Administration.
- * Students attended: All the students of BBA 1st, 3rd and 5th semester.
- * Guided by: Principal along with 4 Teachers
- * Outcome: The students were able to relate the things practically and get various ideas about what happens in industry.

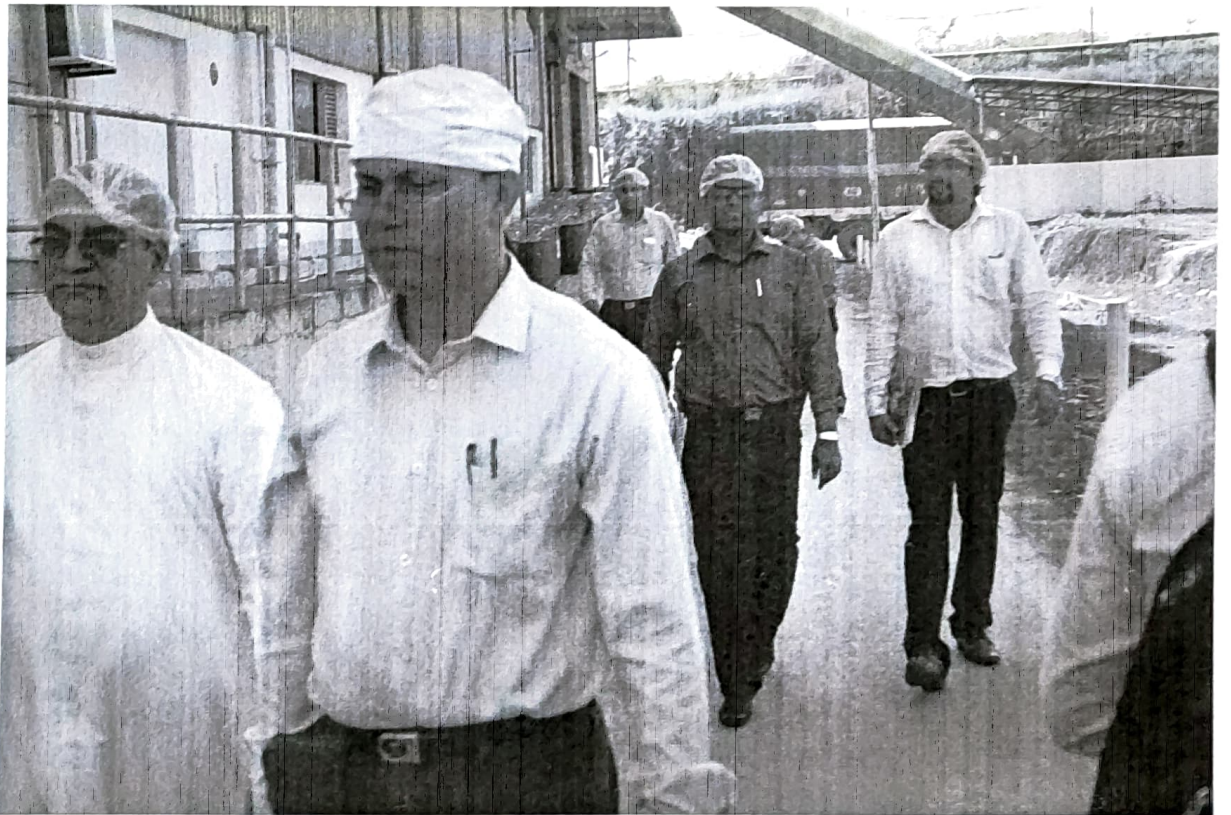

Head,
Department of Business Administration
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Agartala.

Head

Department of Business Administration
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Industrial Visit to PRAN Beverages (India) Pvt. Ltd. on 7/11/2017





**Industrial Visit to PRAN Beverages (India) Pvt. Ltd. on
14/11/2017**



