



Saradha Gangadharan College

Date: 23.2.23

DEPARTMENT OF CORPORATE SECRETARYSHIP

BONAFIDE CERTIFICATE

As a part of the requirements to the fulfillment to the award of degree of **BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP) B.COM (CS)**, students from the II year B.COM (CS) of **SARADHA GANGADHARAN COLLEGE, PUDUCHERRY** are attending an Industrial Visit in **United Industries Private Limited, Ambathur Chennai** on **24.02.23**.

M. Vijayalakshmi
HEAD

Dr. M. VIJAYALAKSHMI M.Com, M.Phil, Ph.D
-HEAD, Department of Corporate Secretaryship
Saradha Gangadharan College
Puducherry-605 004.

Dr. E. Uthayasuriyan
PRINCIPAL

Dr. E. Uthayasuriyan, M.Com, M.B.A., M.Phil, Ph.D.
Principal

Saradha Gangadharan College
Velrampet, Puducherry - 605 004.



Saradha Gangadharan College

(Affiliated to Pondicherry University)
(Recognized by UGC under Section 2(f) of the UGC Act 1956 as a PG Institution)
(Accredited by NAAC with B++ Grade)

DEPARTMENT OF CORPORATE SECRETARYSHIP

BONAFIDE CERTIFICATE

As a part of the requirements to the fulfillment to the award of degree of **BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP) B.COM(CS)**, students from the II year B.COM(CS) of **SARADHA GANGADHARAN COLLEGE, PUDUCHERRY** are attending an Industrial Visit in **United Industries Private Limited, Chennai** on **24.2.23**. Students were appraised on the aspects of Logistics Management and Supply Chain Management.

M. Vijayalakshmi
HEAD

B.COM(CS)

J. Senthilvel
HEAD

HUMAN RESOURCE

Date:

PUDUCHERRY





SARADHA GANGADHARAN COLLEGE

(Affiliated to Pondicherry University)
(Recognized by UGC under Section 2(f) of the UGC Act 1956 as a PG Institution)
(Accredited by NAAC with B++ Grade)

DEPARTMENT OF CORPORATE SECRETARYSHIP

REPORT ON THE INDUSTRIAL VISIT TO UNITED INDUSTRIES PLASTICS PVT LIMITED, CHENNAI

Students of the II year B.COM (CS) were taken to an industrial visit to United Industries Plastics PVT LTD., Sriperambadhur, Chennai on the 24th of February 2023. United Group was found in 1985 as a small injection moulding unit at Chennai with two machines. With commitment to quality and customer service the business started growing at a greater pace. There were about 1000 employees and the unit functions round the clock in three shifts. UI caters to Tier 1 vendors of Hyundai, Ford, Reno-Nissan, Toyota and Daimler and through their group companies they cater to TI Cycles, Wheels India, Brakes India, TVS Rubber, Schneider Samsung and Ashok Leyland.

An overview of the industrial unit was observed by the students. The students were divided into groups and were guided by a departmental head from the concern. They were apprised about the company's product portfolio, the manufacturing process of injection moulding and painting and the inventory handling. The richness of their organizational culture was evident in the way of their approach and exposure to their activities. All the students obtained an idea about the logistics management and their supply chain. Additionally the students interacted with the officials and cleared their doubts on observation. They were able to get an understanding about the procedure of the procurement of raw materials, the condition of storage, quality check, process of production, maintenance of stores ledger, the care taken for the spraying process and the despatch of finished goods



Saradha Gangadharan College

Date: 23.2.23

DEPARTMENT OF CORPORATE SECRETARYSHIP

BONAFIDE CERTIFICATE

As a part of the requirements to the fulfillment to the award of degree of **BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP) B.COM (CS)**, students from the II year B.COM (CS) of **SARADHA GANGADHARAN COLLEGE, PUDUCHERRY** are attending an Industrial Visit in **United Industries Private Limited, Ambathur Chennai** on **24.02.23**.

M. Vijayalakshmi
HEAD

Dr. M. VIJAYALAKSHMI M.Com, M.Phil, Ph.D
-HEAD, Department of Corporate Secretaryship
Saradha Gangadharan College
Puducherry-605 004.

Dr. E. Uthayasuriyan
PRINCIPAL

Dr. E. Uthayasuriyan, M.Com, M.B.A., M.Phil, Ph.D.
Principal

Saradha Gangadharan College
Velrampet, Puducherry - 605 004.



Saradha Gangadharan College

(Affiliated to Pondicherry University)
(Recognized by UGC under Section 2(f) of the UGC Act 1956 as a PG Institution)
(Accredited by NAAC with B++ Grade)

DEPARTMENT OF CORPORATE SECRETARYSHIP

BONAFIDE CERTIFICATE

As a part of the requirements to the fulfillment to the award of degree of **BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP) B.COM(CS)**, students from the II year B.COM(CS) of **SARADHA GANGADHARAN COLLEGE, PUDUCHERRY** are attending an Industrial Visit in **United Industries Private Limited, Chennai** on **24.2.23**. Students were appraised on the aspects of Logistics Management and Supply Chain Management.

M. Vijayalakshmi
HEAD

B.COM(CS)

J. Senthil
HEAD

HUMAN RESOURCE

Date:

PUDUCHERRY





SARADHA GANGADHARAN COLLEGE

(Affiliated to Pondicherry University)
(Recognized by UGC under Section 2(f) of the UGC Act 1956 as a PG Institution)
(Accredited by NAAC with B++ Grade)

DEPARTMENT OF CORPORATE SECRETARYSHIP

REPORT ON THE INDUSTRIAL VISIT TO UNITED INDUSTRIES PLASTICS PVT LIMITED, CHENNAI

Students of the II year B.COM (CS) were taken to an industrial visit to United Industries Plastics PVT LTD., Sriperambadhur, Chennai on the 24th of February 2023. United Group was found in 1985 as a small injection moulding unit at Chennai with two machines. With commitment to quality and customer service the business started growing at a greater pace. There were about 1000 employees and the unit functions round the clock in three shifts. UI caters to Tier 1 vendors of Hyundai, Ford, Reno-Nissan, Toyota and Daimler and through their group companies they cater to TI Cycles, Wheels India, Brakes India, TVS Rubber, Schneider Samsung and Ashok Leyland.

An overview of the industrial unit was observed by the students. The students were divided into groups and were guided by a departmental head from the concern. They were apprised about the company's product portfolio, the manufacturing process of injection moulding and painting and the inventory handling. The richness of their organizational culture was evident in the way of their approach and exposure to their activities. All the students obtained an idea about the logistics management and their supply chain. Additionally the students interacted with the officials and cleared their doubts on observation. They were able to get an understanding about the procedure of the procurement of raw materials, the condition of storage, quality check, process of production, maintenance of stores ledger, the care taken for the spraying process and the despatch of finished goods



Saradha Gangadharan College

DR.T.MUTHUKUMARAN, M.Com, M. Phil, MBA, Ph.D., NET, SET,
HEAD, DEPARTMENT OF MANAGEMENT STUDIES

Date: 20.09.2022

To
ART & CRAFT VILLAGE
WRZ6 & PV8, Murungapakkam,
Puducherry-605 004

Respected Sir,

Sub: Practical training for preparation of Rural Entrepreneurship Project Report – Reg.

Our college is affiliated to the Pondicherry University and conducting BBA degree course, besides other degree courses. The final year BBA students have to undergo a practical training in Art and Craft Village for one day compulsorily to prepare a project report which carries 100 marks. The said Rural Entrepreneurship project report will be prepared based on their study or observation of the rural entrepreneurship.

In view of the above we propose to send 51 final year students of BBA to undergo the practical training in Art and Craft Village, so as to prepare a project report as part of their curriculum. The students would be allowed to do the training on 22nd September 2022.

We would be much grateful, if you could give your consent in this regard.

Thanking you,

Yours faithfully,

[Handwritten signature]
20/9/22



Dr. K.Uthayasuriyan, M.Com, M.B.A, M.Phil, Ph.D.,
Principal
Saradha Gangadharan College
Velrampet, Puducherry - 605 004.

(HEAD OF THE DEPARTMENT)
Dr. T. MUTHUKUMARAN,
M.Com, M.B.A, M.Phil, Ph.D.
HOD, Department of Management Studies
Saradha Gangadharan College
Puducherry - 605

MERAKI

Clothing and Accessories (Art and Craft Village)

Art and Craft Village:

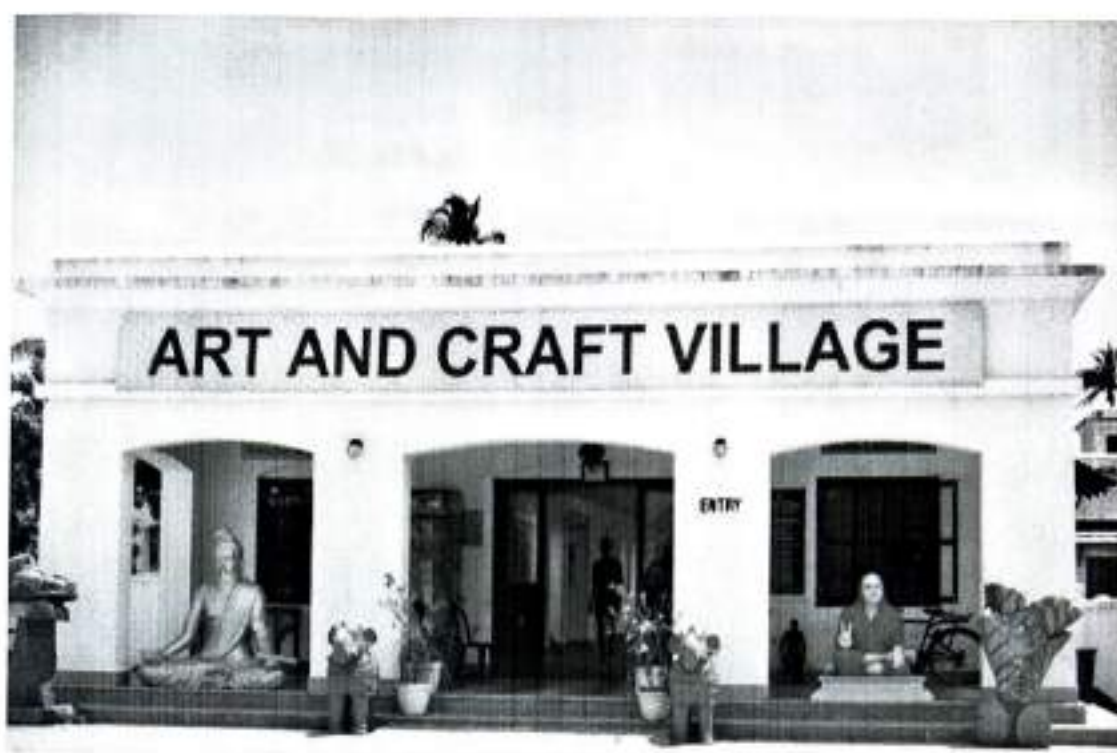
Art and Craft Village Pondicherry is one of the must-visit tourist places located in Murungapakkam, Puducherry, 605004. Pondicherry, a little France in India, has many tourist spots to visit, like beaches, parks, boating, and many more activities. The Art and Craft village was designed by the Indian National Trust for Art and Cultural Heritage (INTACH) and the Puducherry Tourism Development Corporation (PTDC) at a cost of Rs.5.32 crore. Art and Craft Village Pondicherry cover more activities like boating, sightseeing, mangrove ride, arikemedu visit, harbor visit, arts and crafts. It is a budget-friendly place locates 5.1 km from Pondicherry. The Art and Craft Village was lead by the Tourism Department of India which was opened in 2018. It has 17 stalls which produce their own products and sell them at the same place at Art and Craft Village. It works all 365 days and the working time for them is from 10Am - 6Pm. The various art and crafts which we can find there are.,

- 1.Lamp shade making
- 2.Coconut shell craft
- 3.Leaner crafting
- 4.Mat making
- 5.Fragrant candles
- 6.Tanjore paintings
- 7.Sea shell craft
- 8.Wood craft
- 9.Glass painting and Pencil drawings
- 10.Stone craft
- 11.Pottery
- 12.Hand made paper
- 13.Hammock
- 14.Fashion designing
- 15.Palm leaf craft
- 16.Terracotta statues
- 17.Embroidery bags
- 18.Stone carvings


Dr. T. MUTHUKUMARAK
M.Com, M.B.A., M.Phil., Ph.D.
HEAD, Department of Management Studies
Saradha Gangadharan College
Puducherry - 08.

Dr. K.Uthayesuriyan, M.Com.,M.B.A.,M.Phil.,Ph.D.,
Principal
Saradha Gangadharan College
Velrampet, Puducherry - 605 004.





Art and Craft Village

MERAKI Clothing and Accessories:

MERAKI Clothing and Accessories was a stall located in the Art and Craft Village which was a fashion designing shop started by a Woman Entrepreneur named Jessindha Pradier who was a B.A Hons Fashion Designing graduate she was honoured as Young Entrepreneur and Women Entrepreneur. This is what she said about her business that, 'I make hand printed and embroidered bags as well as fashion accessories like pouches and purses that reflect a fun & playful theme or a social message. Among my latest innovations are my tie & dye shrugs that come in free size and can add to any apparel and enhance beachwear. They can be used as cover-ups for swimwear too. While I enjoy a local market demand, this is my first venture to such a platform. I am optimistic about the response. I think this is a good stage for me to look at exports. All my products are handmade and my dominant art is 'marbeling'. I design them all'. She was a hardworking women entrepreneur and she is an inspiration for many young woman.

VISIT TO PALLAVARAM FRIDAY MARKET

The second year students of Department of Management Studies visited Pallavaram Friday Market on 14th October 2022 which is located at Arumalai Chavadi, Pallavaram, Chennai, Tamilnadu. It is popularly known as Pallavaram Sandhai and has its origin in 1800. The market is open only on Fridays, and is known locally as the Friday Market. The market extends to a length of over 2Km and there are about 250 plus stalls available in this market, in which the agro based stalls contribute the most. Many second hand electrical products are also sold and it is obvious that many local people come there to buy the products. Most of the sellers are from nearby districts. They come to this market every Friday to sell their products. This is one of the most diverse markets. students have ever seen. It starts with furniture, second hand electrical products, metal vessels, old artifacts; clothing stalls etc., and ends with pets, ornamental plants, spices, vegetables, dried fishes, fruits etc. The heart of this market is its vendors because they still sell the products after the pandemic to save the culture and character of Friday market. In spite of the chaotic crowd in the market, people are eager to buy some stuff.



The best thing about this market is that it is well organized. It is the nature of Indians that they are much organized and co-operative in chaotic situations. The place where the vendors set their stalls by pitching tarpaulin sheets is determined by the time they reach the market before Friday morning. It's just first come first serve basis. The vendors compete in the market with hundreds of vendors who were trying to get the best spot to set the stall and sell their products. The vendors will be at the both sides of market road at the beginning of it which is filled with furniture items and after the half path the vendors will cover both sides of the road and at the center of the road, people can barely walk in between the stalls and there will be no space for vehicles. It will take an hour to visit the whole market. The visit to the market gave an insight on marketing to the students.

T. Muk
Dr. T. MUTHUKUMARAN,
B.Ed., M.B.A., M.Phil., Ph.D.
HEAD, Department of Management Studies
Saradha Gangadharan College
Velampet, Puducherry - 04.



[Signature]
Dr. K. Uthayasuriya, M.Com., U.B.A., M.Phil., Ph.D.
Principal
Saradha Gangadharan College
Velampet, Puducherry - 605 004.

The students of III BBA visited the following places as part of their Field Study on 25th Nov 2022.

1. P.K.R Chicken Farm
2. Mandavai Fishermen Society
3. Jayakrishna Cocopeat Coir Fibre

P.K.R Chicken Farm

On November 25, 2022 students visited the rural poultry farming business which is located at Atchikadu, Marakkanam, Tamilnadu. Poultry farming is the form of animal husbandry which raises domesticated chickens to produce meat or eggs for food but also for feathers.



Students gained more knowledge about poultry farming. Most importantly the owner of the farm, Mr. Velmurugan provided valuable information and explained about the business in an elaborate manner.

Mandavai Fishermen Society

The students visited the fishery business sited at Marakanam, which is a coastal panchayat town in Villupuram district Tamilnadu. Fishermen from this society mainly rely on this business for their livelihood. Fishes are exported to Villupuram, Tindivanam, Puducherry and around some nearby villages. There are around 130 boats and 350 families living in that place.



T. Murthy



[Signature]
Dr. K. Uthayasuriyan, M.Com., M.B.A., M.Phil., Ph.D.,
Principal
Saradha Gangadharan College
Velrampet, Puducherry - 605 004.

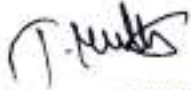
The students were able to have an idea on different types of fishes and fishing nets used. Seafood plays an essential role in human appetite and people do fishing for their livelihood. It was very interesting to know about fishermen's journey of life through our Rural Entrepreneurship visit, and was an eye opener for the students.

Jayakrishna Cocopeat Coir Fibre

The students visited the rural business which is coir fibre farm located in Atchikadu, Marakkanam, Tamilnadu. Coir pith or Cocopeat or dust is a biomass material obtained during the extraction of coir fiber through coconut husk and hence a byproduct of the coir industry. The owner of this business is Mr.Velmurugan who is a successful entrepreneur for many years and doing his business judiciously and ethically.



The students had gained knowledge on various products obtained from coir fibre and the processes involved. There is a huge scope in the coir industry that is still to be explored. The availability of raw material coir fibre is abundant in India and it provides employment opportunities for rural area population.


Dr. T. MUTHUKUMARAN
M.Com., M.B.A., M.Phil., Ph.D.
HEAD, Department of Management Studies
Saradha Gangadharan College
Puducherry - 04.




Dr. E. Uthayasuriyan, M.Com., M.B.A., M.Phil., Ph.D.
Principal
Saradha Gangadharan College
Velrampet, Puducherry - 605 004.



Saradha Gangadharan College

[Accredited with B++ grade by NAAC (CGPA 2.92) in Second Cycle
Affiliated to Pondicherry University;
Recognised by UGC's 2f of the UGC Act 1956 as a PG Institution;
An ISO 9001:2015 Certified Institution]

22nd March 2023

From

Dr. T. Muthukumar
Head, Department of Management Studies
Saradha Gangadharan College
Puducherry- 605004

T. Muthu
22/3/23

To

Mr. Jeen. K. Jacob
Factory Manager
NIKITA Containers Pvt. Ltd.
Kurumbhpet
Pondicherry- 605009

Dear Sir,

Warm Greetings from Saradha Gangadharan College!!!

Sub: Permission for Industrial Visit by the BBA Students of our College on 24 March 2023-
reg.

I would like to inform you that II BBA students from Department of Management Studies of our College are keen in visiting your esteemed organization as part of their academic requirement of practical knowledge of various operations. They will be accompanied by our staff members.

We shall be grateful if you could permit our students for the above visit on 24 March 2023, Friday.

Thanking you,

Yours faithfully,

T. Muthu

Dr. T. Muthukumar
(Head of the Department)

Dr. T. MUTHUKUMARAN,
M.Com, B.A., M.Phil, Ph.D.,
HEAD, Department of Management Studies
Saradha Gangadharan College
Puducherry - 605004



Saradha Gangadharan College

[Accredited with B++ grade by NAAC (CGPA 2.92) in Second Cycle;
Affiliated to Pondicherry University;
Recognised by UGC u/s 2f of the UGC Act 1956 as a PG Institution;
An ISO 9001:2015 Certified Institution]

DEPARTMENT OF MANAGEMENT STUDIES

Poducherry,
29th March 2023

To

Mr. Jeen Jacob
Factory Manager
Nikita Containers
Kurumbapet
Pondicherry

Dear Sir,

Sub: Expression of gratitude for permitting students to visit the Factory- re:

We are deeply indebted to you for granting us permission for Industrial Visit at your esteemed organisation for our II BBA students for academic requirement of practical knowledge of various operations on 24.03.2023. . The working method and production process of the plant were clearly explained by Ms. Abhinaya, Safety Officer of the plant. Students viewed the process in detail and raw materials used for finished products. The queries of the students about the various operation processes were clearly explained.

We are grateful for your support and co-operation. We would like to have association with you in future too.

Yours sincerely,

DR. T MUTHUKUMARAN

Head, Department of Management Studies

Dr. T. MUTHUKUMARAN,
M.Com., M.B.A., M.Phil., Ph.D.,
HEAD, Department of Management Studies
Saradha Gangadharan College
Poducherry - 06.



NIKITA

Nikita Containers Private Limited



Fac : R.S.No.16/3 & 16/5, Vazhudavur Road, Kurumbapet Village, Iyyankuttipalayam, Puducherry - 605 009. Tel : 0413 2272 640 / 2273 781
Off : Clarion House, S-8, Thiru Vi Ka Industrial Estate, Guindy, Chennai - 600 032. Tel : +91 - 44 - 2250 0588 / 599 Fax : +91 - 44 - 2250 1588

29th March 2023

To

The Head of the Department
Department of Management Studies
Saradha Gangadharan College
Lake Road, Velrampet
Puducherry- 605004

Respected Sir,

This is to inform you that second year students and 3 faculty members from the Department of Management Studies, Saradha Gangadharan College visited our factory on 24.03.2023 for the academic requirement of practical knowledge of various operations. After a brief interaction with the Manager Operations of the factory Mr. Jeen K Jacob, the students were divide into two teams for better interaction and easy understanding of the working of the plant.

The working method and production process of the plant were clearly explained by Ms. Abinaya, Safety Officer of the plant. Students viewed the process and the raw materials used for the finished products. Students enquired and clarified the doubts about the various operation processes.

Thanking you

For NIKITA CONTAINERS PVT LTD

Authorised Signatory



REPORT ON INDUSTRIAL VISIT TO NIKITA CONTAINERS (P) LTD

Date: 24.03.2023



INTRODUCTION: Nikita Containers Pvt. Ltd is located in Iyankuttipalayam, Kurumbapet, Puducherry-09.

They are manufacturing tin containers which are used in many industries like food and beverage, cosmetics and pharmaceuticals. They provide tin containers for many leading companies.

❖ **Raw materials:**

They get the raw materials (tin sheets) from their branch in Chennai and are printed with the required information, design of the products' containers, date of production, name of the product, total quantity of the sheet and their net weight. After the raw materials are checked they are sent for production. The raw materials are bought with 18% GST.

❖ **Production Process:**

All the printed tin sheets are cut down to the required sizes. They pass through the process of shaping the sheets into containers. They are shaped by hydraulic press. The center part, the top part and the bottom part are made separately. After all the parts are fixed, they are sealed.

- ❖ They use solar energy of 40%, the rest 60% electric supply.
- ❖ The machines are maintained weekly on Sundays.
- ❖ Employees total strength: 135 on roll, Peak Period 200
- ❖ Working hours: 8 hours shift, 2 hours over time. The employees are given 15-20 min breaks.

Sales and Products:

Food and beverage industry: 80% of their products are for food and beverage industry.

They provide containers for the following products:

✓ Cookies, Sweets, Coffee, Pepper, Nuts, Tea, Chocolates, Liquor, Lip Balm, Talcum Powder etc.

❖ **They manufacture three kinds of containers:**

- * **Primary containers-** direct contact with the material/product.
- * **Secondary containers-** prevented from direct contact with the material with help of paper.
- * **Tertiary containers-** containers will be placed in a separate box and will be sealed for shipping.



Their social responsibility to society

- a) Zero Emission
- b) Zero Effluents
- c) Zero Land Pollution

Certificates earned by Nikita Containers

1. **SEDEX** -Supplier Ethical Data Exchange
2. **HACCP**- Hazard Analysis Critical Control Point
3. **ISO 9001-QMS**- Quality Management System

Impact of Covid 19: Covid 19 didn't impact them much because it is mainly producing the tin containers for food and pharma products which had high demand during that period.

Sales and Shipment: They started their business for producing containers for Yardley Talcum powder initially and now they produce many varieties of containers which are shipped to countries like UK, Dubai etc. They earned a turn-over of 68 crores in 2021.

Conclusion: The industrial visit to NIKITA Containers was very informative and educative. Students learned about the kinds of tins, the process of making the tin sheets into a final product. The company has all the safety measures like fire alarm, assembling point etc.

Dr. S. Srinivasan, M.Com., M.B.A., M.Phil., Ph.D.,
Principal
Saradha Gangadharan College
Velurampet, Puducherry - 605 004.

Dr. T. MUTHUKUMARAN,
M.Com., M.B.A., M.Phil., Ph.D.,
HEAD, Department of Management Studies
Saradha Gangadharan College

Dr
23/2/23

Date: 23.02.2023

FROM

Dr.T.Muthukumar,
Head of the Department,
Assistant Professor,
Department of Management Studies
Saradha Gangadharan College.
Puducherry.

TO

Dr.K.Uthayasuriyan,
Principal,
Saradha Gangadharan College
Puducherry.

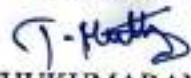
Respected Sir,

Sub: Permission for Industrial Visits by the BBA Students of our College-reg;

I would like to inform you that our students from BBA department consisting of 51 Nos. are going to visit Daisy Dairy, Puducherry on 24.02.2023 for the preparation of Observation Report. They will be accompanied by two staff members (Mrs. R.A. Mageshwari, Mrs.A.Datchayani). Hence, I request you to give us permission for the Industrial Visit.

Thanking you,

Yours faithfully,


(DR.T.MUTHUKUMARAN)
HOD



Saradha Gangadharan College, Puducherry

Accredited with B++ grade by NAAC (CGPA 2.92) in Second Cycle
Affiliated to Pondicherry University
Recognized by UGC under Section 2(f) of the UGC Act 1956 as a PG Institution
An ISO 9001:2015 certified Institution

DEPARTMENT OF MANAGEMENT STUDIES

Puducherry,

28th February 2023

To

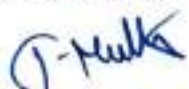
The Managing Director,
Daisy Dairy,
Edayarpalayam,
Pondicherry.

Dear Sir,

Sub: Expression of gratitude for permitting students to visit the Factory-reg.

We are deeply indebted to you for granting us permission for Industrial visit at your esteemed organisation for our BBA students for academic requirement of practical knowledge of various operations on 24.02.2023. the working method and production process of the plant were clearly explained by Mr.P.Prakash, Managing Director of the plant. Students viewed the process in detail and raw materials used for finished products. The queries of the student about the various operation processes were clearly explained. We are grateful for your support and co-operation. We would like to have association with you in future too.

Yours sincerely

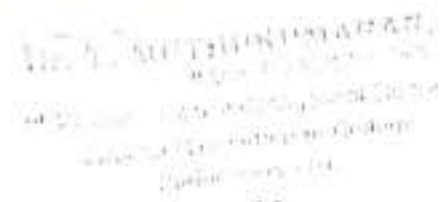

Dr. T. Muthukumaran

Head, Department of Management studies


Dr. K. Uthayasuriyan, M.Com., M.B.A., M.Phil., Ph.D.,

Principal

Saradha Gangadharan College
Velrampet, Puducherry - 605 004.





Saradha Gangadharan College

[Accredited with B++ grade by NAAC (CGPA 2.92) in Second Cycle;
Affiliated to Pondicherry University;
Recognised by UGC u/s 2f of the UGC Act 1956 as a PG Institution,
An ISO 9001:2015 Certified Institution]

DEPARTMENT OF MANAGEMENT STUDIES

Visit to Mellow Lite Ice Cream Factory, Pondicherry on 24th February 2023

The third year students of Department of Management Studies visited Mellow Lite ice cream factory on 24th Feb 2023, Friday. Daisy Dairy is a partnership firm founded by a group of four MBA graduates on November 20, 2018 and run it successfully till date. The main vision of the company is to provide the quality dairy products to their customers and to become the leading brand among other manufacturers. They started this business to manufacture more diversified products under Daisy Dairy such as Packed Milk, Curd, Butter, Ghee, Cheese, Paneer, Ice Creams, Fresh Cream, Butter Milk, Milk Powder, Condensed Milk, etc. After many years of research they gained more knowledge about the Dairy Industry. As the first step they decided to start an Ice Cream company on 27th July 2019 and named it as Mellow Lite Ice Cream to promote it as a different brand which is a multi-branding strategy.



The students interacted with the factory manager and understood various steps in the production of ice cream. They learned about the hardships faced by an entrepreneur while starting a business, and also how to invest wisely while having low investment and the strategies used by the company to retain their customers and shareholders. The branding strategies and Research and Development of the company are understood. It is an initiative of MBA graduates and it motivated and kindled a fire of innovative spirit in the minds of BBA students who visited the factory.

[Signature]
Dr. K. Uthayasuriyan, M.Com., M.B.A., M.Phil., Ph.D.
Principal
Saradha Gangadharan College
Melrampet, Puducherry - 605 004.

[Signature]
Dr. S. Senthil Kumar
Head of Department
Department of Management Studies
Saradha Gangadharan College
Melrampet, Puducherry - 605 004.

Date: 15.02.2023

FROM

Dr. T. Muthukumar,
Head of the Department,
Assistant Professor,
Department of Management Studies
Saradha Gangadharan College.
Puducherry.

TO

Dr. K. Uthayasuriyan,
Principal,
Saradha Gangadharan College
Puducherry.

Respected Sir,

Sub: Permission for Industrial Visits by the BBA Students of our College-reg;

I would like to inform you that our students from BBA department consisting of 51 Nos. are going to visit Express Avenue, Chennai on 17.02.2023 for the purpose of data collection from customers and shopkeepers. They will be accompanied by our staff members. Hence, I request you to permit our students for the data collection.

Thanking you,

Yours faithfully,


(DR. T. MUTHUKUMARAN)

HOD

1/2
15/2/23

Questionnaire for the customers

1. How often do you visit the mall?
 - a. Once in a year
 - b. Twice in a month
 - c. Once in a month
2. What is your overall experience when you are at the mall?
 - a. Satisfied
 - b. Average
 - c. Dissatisfied
3. Which is your favourite store at the mall?
 - a. FMCGs
 - b. Cosmetics
 - c. Apparel
 - d. Footwear
 - e. Home Appliances
4. Which is your least favourite store at the mall?
 - a. FMCGs
 - b. Cosmetics
 - c. Apparel
 - d. Footwear
5. How do you feel about the prices at the mall?
 - a. Reasonable
 - b. Not reasonable
5. Are you aware of the offers given by the shops in the mall?
 - a. Yes
 - b. No
6. How do you feel about the parking at the mall?
 - a. Convenient
 - b. Not convenient
7. Which is your favourite area in the mall?
8. How do you feel about the cleanliness of the mall?
 - a. Excellent
 - b. Average
 - c. Untidy
9. What is your favourite thing to do at the mall?
 - a. Purchase
 - b. Just a visit
 - c. Spend time with friends
10. Would you recommend the mall to others?
 - a. Yes
 - b. No

Questionnaire for the shopkeeper

Name of the Shop:

1. Which is the top most selling product in your shop?
2. Age group of customer mostly visits your store?
a) Below 15 b) 16-20 c) 21-25 d) 26-30 e) Above 30
3. How many customers visit your store a day?
a) Less than 10 b) 10 -20 e) Above 20
4. What is the purpose of placing the shop in shopping mall?
a) Wide range of customers b) Parking facility c) Easy accessible location
d) Safety & security d) Food courts e) Game zone f) Others
5. Do you keep the customers informed of the discounts, seasonal sales etc.
a) Yes b) No
6. Do you consistently meet your sales target?
a) Yes b) No
7. Which strategy are you following to attract the customers?
a) Offer quality products b) Attractive packaging
c) Offer discounts d) Attractive pricing
8. How much time does a customer spend in your shop for purchasing a product?
a) Less than half an hour b) Half an hour c) 1 hour d) More than 1 hour
9. Do you agree that the customer prefer to purchase the same product frequently?
a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree
10. When is the peak sale?
a) Week days b) Weekends c) Public Holidays



Saradha Gangadharan College

[Accredited with B++ grade by NAAC (CGPA 2.92) in Second Cycle;
Affiliated to Pondicherry University;
Recognised by UGC u/s 2f of the UGC Act 1956 as a PG Institution;
An ISO 9001:2015 Certified Institution]

DEPARTMENT OF MANAGEMENT STUDIES

Visit to Express Avenue Mall, Chennai on 18th February 2023

The third year students of Department of Management Studies visited Express Avenue Mall located in Royapettah, Chennai on 17th Feb 2023, Friday. EA was opened in 31st August 2010. It has 4 floors of retail space including corporate offices and a hotel. It houses 210 premium national and international brands. The mall has plenty of drive-in space and ample car parking. The food court called EA Garden, has 25 counters with several food and beverage options.



EA has a unique blend of luxury, affordability and entertainment. The more prominent are acclaimed brands like H&M, Global Desi, MAC, F21, Rado, Swatch, Seiko, etc. To know about the interest of customers towards cosmetics, students visited showrooms of Sephora, The Body Shop and Bobbi Brown. Bags and shoes are a hot deal at Clarks, Charles and Keith. Pocket- friendly shops like Pantaloons, Max, Reliance Trends, and Bata are to the rescue. It takes whole day to explore the entire mall and students enjoyed every moment there. It's the best spot in Chennai for availing the best shopping experience with friends and family.

The students interacted with the shopkeepers and customers to know the purchasing pattern and the loyalty of customers. They observed the visit of customers and window shoppers and understood more about the purchasing pattern too.

Dr. K. Uthayasuriyan, M.Com., M.B.A., M.Phil., Ph.D.,
Principal
Saradha Gangadharan College
Velrampet, Puducherry - 605 004.

Dr. T. MUTHUKUMARAN,
M.Com., M.E.A., M.Phil., Ph.D.
HEAD, Department of Management Studies
Saradha Gangadharan College
Puducherry - 605 004.



Rajaganapathy

BOARD MILLS PRIVATE LTD.

Mill : Villupuram Main Road, Vadamangalam,
Thennai - Post, Puducherry - 605 102.

☎ : 2666322
☎ : 2666622
Fax : 2666666
☎ 978 66 00 838

GST No. : 34AAACR3666C1ZO

Date: 24/06/2022

To:

The Head of the Department.
Bachelor of business administration.
Saradha Gangadharan College,
Lake Road,
Velrampet,
Puducherry – 605004.

Respected Sir,

This is to inform you that the following students from BBA department of Saradha Gangadharan College visited our institution for academic requirement of practical knowledge of various operations. After a brief interaction with the Managing Director of the company Smt. SAKUNTHALA BAALAKRISHNAN, the students were divided into four teams for better interaction and easy understanding for the working of the plant.

The working method and production process of the plant was clearly explained by Mr. Udayakumar.D, General Manager Operation of the plant. Students viewed the process and raw materials used for ~~the~~ products. Students raised questions about the various operation processes.

For Rajaganapathy Board Mills Pvt Ltd,

B. Sakunthala

Smt. B. Sakunthala
(Managing Director)



Saradha Gangadharan College

14th July 2022

From

Dr.T. Muthukumaran
Head, Department of Management Studies
SaradhaGangadharan College.
Puducherry- 605004

To

The Managing Director
Rajaganapathy Paper Mills
No:51, Villupuram main Road
Vadamanagalam
Tamilnadu-605102

Dear Sir,

Warm Greetings from SaradhaGangadharan College!!!

Sub: Permission for Industrial Visit by the BBA Students of our College on 22June 2022-reg.

I would like to inform you that students from BBA department of our College are keen in visiting your esteemed organization as a part of their academic requirement of practical knowledge of various operations. They will be accompanied by our staff members. Hence, I request you to permit our students for the visit on 22 June 2022.

We shall be grateful if could permit our students for the above visit.

Thanking you,

Yours faithfully,

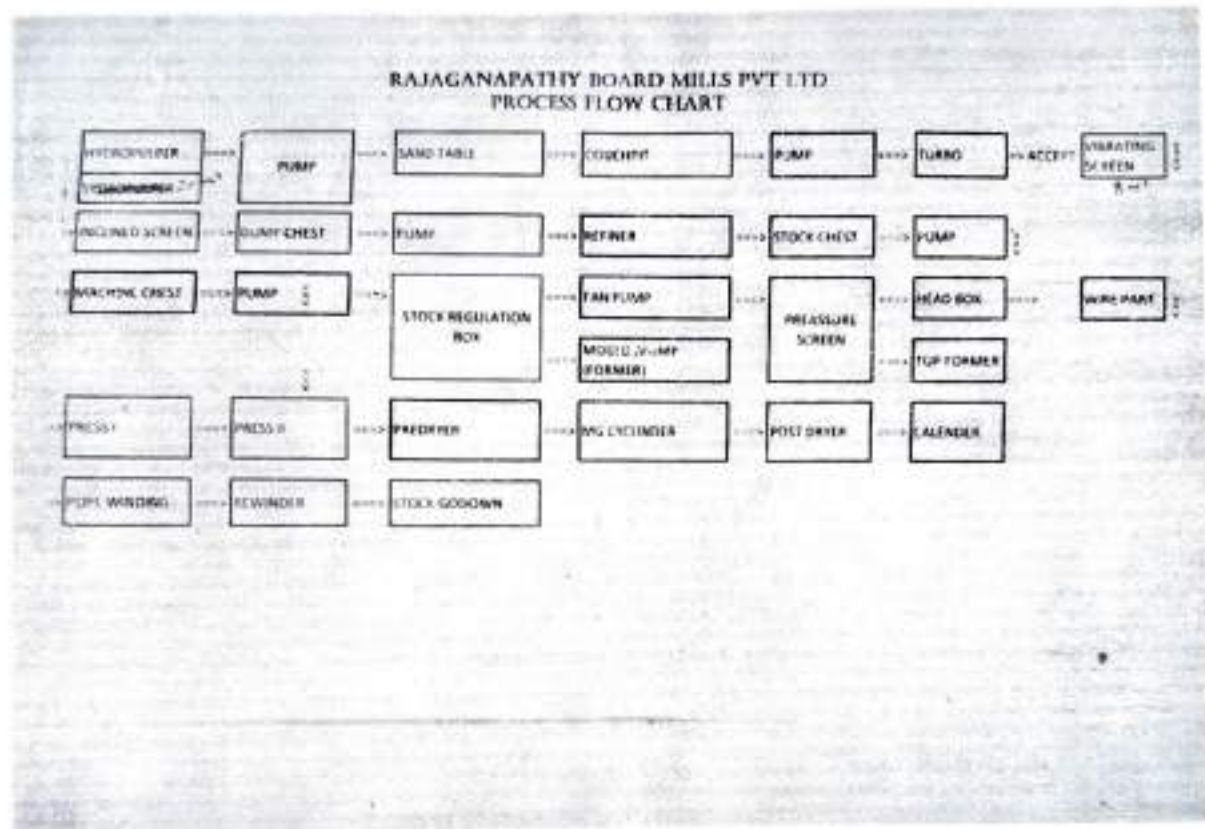

Dr. T. MUTHUKUMARAN,
M.Com, M.B.A, M.Phil, Ph.D.,
Head of the Department
Saradha Gangadharan College
Puducherry - 04


Dr. M. Annyasuriyam, M.A, M.L.S, Ph.D.,
Principal
Saradha Gangadharan College
Velrampet, Puducherry - 605 004.



INDUSTRIAL VISIT TO RAJAGANAPATHY PAPER MILLS

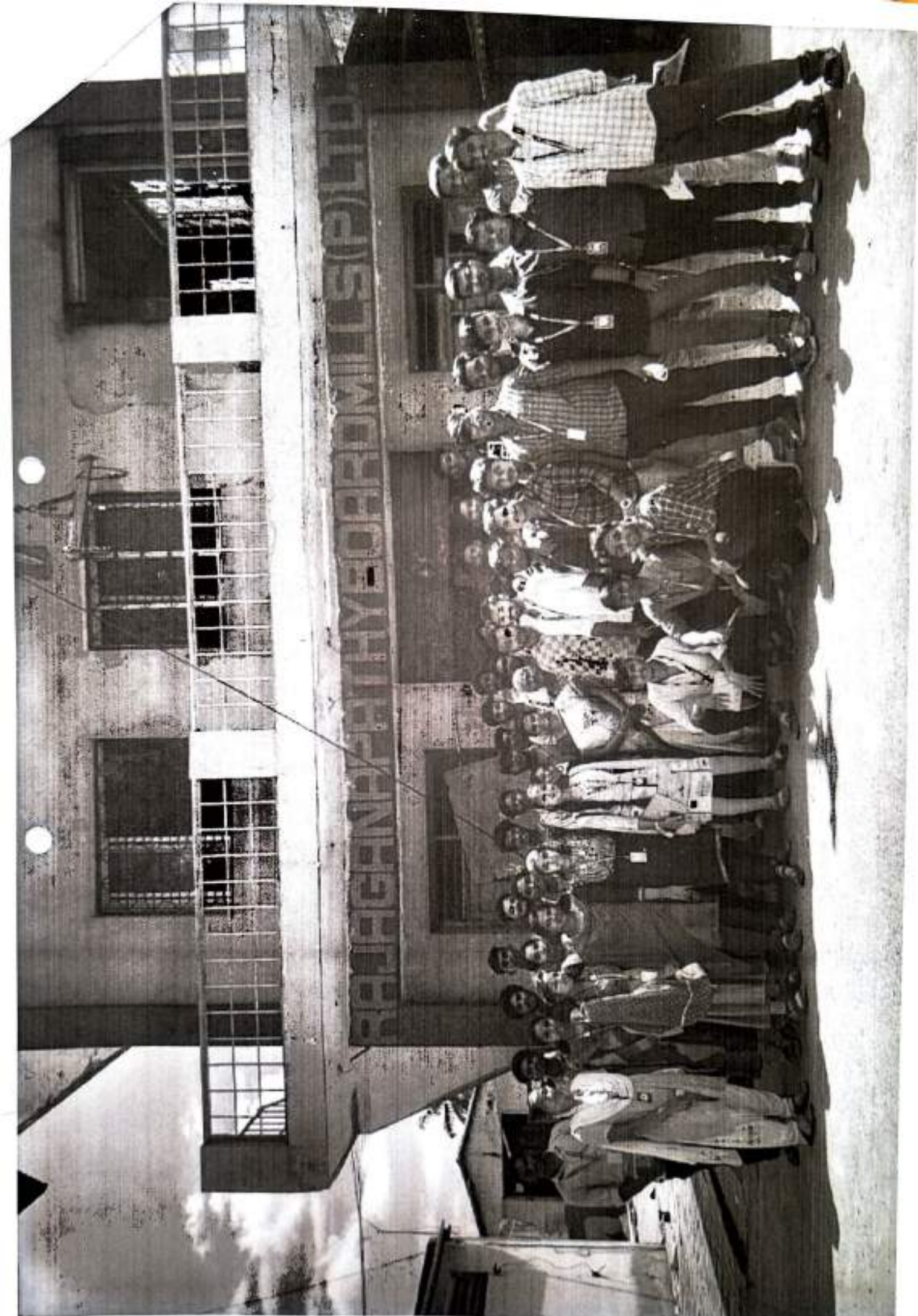
On 17th June 2022 BBA II students were sent for an industrial visit to Rajaganapathy paper mills at Vadamangalam, Tamil Nadu. The company was established in 16 December 1987. After a brief interaction with the Managing Director of the company Mrs. Balakrishnan Shakuntala, the students were divided into four teams for better interaction and easy understanding for the working of the plant. The working of the plant was done by Mr. Udayakumar who is currently employed there. A flow chart representing the working of the machinery is given below: -



Raw materials required for this plant is mainly of three types 1. Carton boxes, 2. Colour records, 3. Plastic film roll. Raw material arrive from suppliers of Coimbatore and Karnataka. The raw materials are also sourced from local small suppliers. The prices of the raw materials vary from Rs.17/Kg to Rs.25/Kg.

The raw materials are crushed and mixed with 10KL of water to turn it into a pulp. Which the goes through screening and gets collected 4 tanks with an individual capacity of 2KL each. Here the cationic sizing takes place. Then the pulp is sent on a conveyor belt for drying which is in turn monoglazed and rolled into a finished product. The PH is set >5. Each finished roll weighs around 750Kg. The plant at full capacity can produce 14 – 15 tonnes of finished product. The manpower is supplied by S.R agency.

After the explanation of the working of the plant the students were served with hot tea and potato fritters before the boarding the bus.





GPS Map Camera


Vadamangalam
Google

Vadamangalam, Tamil Nadu, India

No 45, Villupuram Main Road, Vadamangalam, Tamil Nadu 605110, India
Lat 11.902646°
Long 79.733733°
24/06/22 10:53 AM



GPS Map Camera



vadamangalam

Google

Vadamangalam, Tamil Nadu, India

No 45, Villupuram Main Road, Vadamangalam, Tamil Nadu 605110, India

Lat 11.902633°

Long 79.733708°

24/06/22 12:31 PM



damangalam

Google

Vadamangalam, Tamil Nadu, India
WP3M+5H7, Vadamangalam, Tamil Nadu 605102, India
Lat 11.902633°
Long 79.733785°
24/06/22 10:50 AM



K. Uthayasuriyan
22/06/22

T. Muthukumar

Dr. K. Uthayasuriyan, M.Com., M.B.A., M.Phil., Ph.D.,
Principal
Saradha Gangadharan College
Velrampet, Puducherry - 605 004.

Dr. T. MUTHUKUMARAN
M.Com., M.B.A., M.Phil., Ph.D.
HEAD, Department of Management Studies
Saradha Gangadharan College
Puducherry - 605 004



Nikita Containers Private Limited

Fac : R.S.No.16/3 & 16/5, Vazhudavur Road, Kurumbapet Village, Iyankuttipalayam, Puducherry - 605 009. Tel : 0413 2272 640 / 2273 781
Off : Clarion House, S-8, Thiru Vi Ka Industrial Estate, Guindy, Chennai - 600 032. Tel : +91 - 44 - 2250 0588 / 599 Fax : +91 - 44 - 2250 1588

Date: 28.07.2022

To

The Head of the Department,

Department of Management studies,

Saradha Gangadharan College,

Lake road,

Velrampet,

Puducherry-605004.

Respected Sir,

This is to inform you that the students from BBA & M.com department of Saradha Gangadharan College visited our factory on 21.07.2022 & 25.07.2022 for academic requirement of practical knowledge of various operations. After a brief interaction with the Manager operations of the factory Mr. JEEN K JACOB, the students were divided into two teams for better interaction and easy understanding for the working of the plant.

The working method and production process of the plant was clearly explained by Mr.S.ARJUNKUMAR, Safety officer of the plant. Students viewed the process and raw materials used for finished products. Students raised questions about the various operation processes.

For Authorised signatory

Manager operations

MR.JEEN K.JACOB



REPORT ON INDUSTRIAL VISIT TO

NIKITA CONTAINERS (P) LTD

Date: 25.07.2022



INTRODUCTION: Nikita Containers Pvt. Ltd is located in Iyankuttipalayam, Kurumbapet, Puducherry-09.

They are manufacturing tin containers which are used in many industries like food and beverage, cosmetics and pharmaceuticals. They provide tin containers for many leading companies.

❖ Raw materials:

They get the raw materials (tin sheets) from their branch in Chennai and are printed with the required information, design of the products' containers, date of production, name of the product, total quantity of the sheet and their net weight. After the raw materials are checked they are send for production. The raw materials are bought with 18% GST.

❖ Production Process:

All the printed tin sheets are cut down to the required sizes. They pass through the process of shaping the sheets into containers. They are shaped by hydraulic press. The center part, the top part and the bottom part are made separately. After all the parts are fixed, they are sealed.

- ❖ They use solar energy of 40%, the rest 60% electric supply.
- ❖ The machines are maintained weekly on Sundays.
- ❖ Employees total strength: 135 on roll, Peak Period 200
- ❖ Working hours: 8 hours shift, 2 hours over time. The employees are given 15-20 min breaks.

Sales and Products:

Food and beverage industry: 80% of their products are for food and beverage industry.

They provide containers for the following products:

- ✓ Cookies, Sweets, Coffee, Pepper, Nuts, Tea, Chocolates , Liquor, Lip Balm, Talcum Powder etc.
- ❖ They manufacture three kinds of containers:
 - * Primary containers- direct contact with the material/product.
 - * Secondary containers- prevented from direct contact with the material with help of paper.
 - * Tertiary containers- containers will be placed in a separate box and will be sealed for shipping.



Their social responsibility to society

- a) Zero Emission
- b) Zero Effluents
- c) Zero Land Pollution

Certificates earned by Nikita Containers

1. SEDEX -Supplier Ethical Data Exchange
2. HACCP- Hazard Analysis Critical Control Point
3. ISO 9001-QMS- Quality Management System

Impact of Covid 19: Covid 19 didn't impact them much because it is mainly producing the tin containers for food and pharma products which had high demand during that period.

Sales and Shipment: They started their business for producing containers for Yardley Talcum powder initially and now they produce many varieties of containers which are shipped to countries like UK, Dubai etc. They earned a turn-over of 68 crores in 2021.

Conclusion: The industrial visit to NIKITA Containers was very informative and educative. Students learned about the kinds of tins, the process of making the tin sheets into a final product. The company has all the safety measures like fire alarm, assembling point etc.

Dr. T. MUTHUKUMARAN,
M.Com., M.B.A., M.Phil., Ph.D.,

Dr. E. Uthayasankar, M.Com., M.B.A., M.Phil., Ph.D.,
Principal
S. Saikrishna Gangadharan College
Puducherry 605004.



Saradha Gangadharan College

19th July 2022

From

Dr. T. Muthukumaran
Head, Department of Management Studies
SaradhaGangadharan College.
Puducherry- 605004

To

Mr. Jeen. K. Jacob
Factory Manager
NIKITA Containers Pvt. Ltd.
Kurumbhapet
Pondicherry- 605009

Dear Sir,

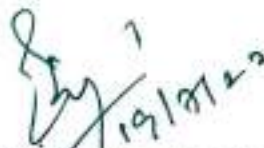
Warm Greetings from SaradhaGangadharan College!!!

Sub: Permission for Industrial Visit by the BBA Students of our College on 21 July 2022-reg.

I would like to inform you that III BBA students from Department of Management Studies of our College are keen in visiting your esteemed organization as part of their academic requirement of practical knowledge of various operations. They will be accompanied by our staff members.

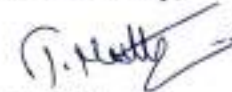
We shall be grateful if you could permit our students for the above visit on 21 July 2022, Thursday.

Thanking you,


Dr. K. Uthayasuriyan, M.Com., M.B.A., M.Phil., Ph.D.,
Principal
Saradha Gangadharan College
Velrampet, Puducherry - 605 004.



Yours faithfully,


Dr. T. Muthukumaran

(Head of the Department)

Dr. T. MUTHUKUMARAN
M.Com., M.B.A., M.Phil., Ph.D.

HEAD, Department of Management Studies
Saradha Gangadharan College



Saradha Gangadharan College

19th July 2022

From

Dr. T. Muthukumaran
Head, Department of Management Studies
SaradhaGangadharan College.
Puducherry- 605004

To

Mr. Jeen. K. Jacob
Factory Manager
NIKITA Containers Pvt. Ltd.
Kurumbhapat
Pondicherry- 605009

Dear Sir,

Warm Greetings from SaradhaGangadharan College!!!

Sub: Permission for Industrial Visit by the BBA Students of our College on 21 July 2022-reg.

I would like to inform you that III BBA students from Department of Management Studies of our College are keen in visiting your esteemed organization as part of their academic requirement of practical knowledge of various operations. They will be accompanied by our staff members.

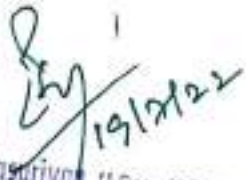
We shall be grateful if you could permit our students for the above visit on 21 July 2022, Thursday.

Thanking you,

Yours faithfully,

Dr. T. Muthukumaran

Head of the Department
DR. T. MUTHUKUMARAN,
M.Com., M.B.A., M.Phil., Ph.D.
HEAD, Department of Management Studies
Saradha Gangadharan College


19/7/22
Dr. K. Uthayasriyan, M.Com., M.B.A., M.Phil., Ph.D.
Principal
Saradha Gangadharan College
Velrampet, Puducherry - 605 004.

