

Practical Record

An Industrial Visit report submitted to Bengaluru City University in partial fulfilment of the
requirement for the award of degree of
Bachelor of Business Administration



Bengaluru City University

By

AMULYA H R

Student Id:

Reg no: B2023003

Under the Guidance of

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LLM,MBA,KSET(PHD)

Assistant Professor



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- ET-Corporate Citizen Award of the Year 2010-11 to GCMMF
- Amul receives Green Globe Foundation Award
- Rajiv Gandhi National Quality Award - 1999

CONCLUSION

It is concluded that Amul ice cream has a high the market and is highly preferred by customers, demand for the products are so much that customers are shifting to other brands because of supply shortages.

STUDENT OPINION

That I didn't attend it practically because of this covid pandemic then mam send the vedio of Amul Ice-cream. Then I researched about this industry and I gave valuable information about AMUL ICE-CREAM. In this project I clearly understand about AMUL ICE-CREAM. I hope this report make clear about the AMUL ICE-CREAM



Charadees
Principal
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The West Coast Paper Mills Ltd.

WEST COAST PAPER LTD

- A.P.P. Mills Ltd. Rajahmundry
- J.K. Paper Industries.
- Mysore Paper Mill
- Bilt Paper Mill

COMPITATORS FOR DUPLEX BOARD

- L.T.C Badralachalam
- Bal Krishna Paper Mill
- N.R. Paper Mill
- Ballarpur Industries
- Sirpur Paper Industries
- Sheshasai Paper Mills Ltd.

CONCLUSION

It is concluded that Amul ice cream has a high potential in the market and is highly preferred by customers, demand for the products are so much that customers are shifting to other brands because of supply shortages.

That I didn't attend practically because of this Covid pandemic then mam send the vedio of Paper Mills. Then I researched about this industry and gathered valuable information of paper mill. I hope this report may help me to understand more the Paper Mills

Sharada S
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WEST COAST PAPER MILL

more impressive than the yearly share price gain of 36% over the same period. So one could conclude that the broader market has become more cautious towards the stock. The reasonably low P/E ratio of 7.49 also suggests market apprehension.

STUDENT OPINION:

As the pandemic is going on the college was unable to take for a industrial visit. So as per the guidelines given my guide I have made a report on the paper making process and about the west coast paper and mills company. In which we can come across how the paper will be manufactured from the tree woods and also from the non-wood through pulping. In this I have learnt how the tress will be differentiated for the wood materials and for the paper manufacturing. With the pulping we have 4 steps

- Making pulp
- Beating
- pulp to pulp paper
- finishing

The west coast company has given me a certain information which also have a details about its history, finance department, marketing, BOD's, HR, and industrial way of manufacturing. As being management it is very essential for me to know about its growth and its consistency in the market to survive for such a long period of time, with a social respnsibilites,like donating its 5% of its annual income. This report has helped me to learn a particular things which works in a different ways with a certain cleared information which helped me to develop my knowledge and skill.

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Competitors of amul:

Below are the top 4 Amul competitors:

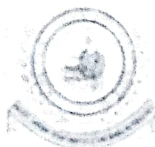
- 1 Britannia Industries
- 2 Nestle Ltd
- 3 Mother Dairys
- 4 Local dairies

STUDENT OPINION

As we know that pandemic is going on college was unable to take us for a practical session , so as per the guidelines given by my guide I have been able to prepare a certain report about the industrial visit which consists of certain informations like production department, management of the company, benefits, its sales turnover , manufacturing process. It has helped me to know more about the company and also helped in gaining certain knowledge about the industry.

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CONCLUSION

“AMUL will be an outstanding marketing organization, with specialization in marketing of food and dairy products, both fresh and long life with customer focus and information technology integration. The network would consist of over 100 offices, 7500 stockists covering at least every taluka head quarter town, servicing nearly 10 lakhs outlets with a turnover of Rs. 10,000 Crore, and serving several co-operatives.

STUDENT OPINION

While I was preparing this project report about Amul Company, I learnt something very good about this company which helped me to know a lot about a company like Production Process of Ice-creams and about the structure of the dairy company and also I observed that Amul is the leading dairy company in India, The project taught us how to deal with different people in different situation. It also helped us developing management skills.

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JAPAN PAPER ASSOCIATION

Japanese
Paper
Company

STUDENT OPINION

While I was preparing this project report about Japan Paper Manufacturing industry, I learnt many things from that which was very much helpful for my studies which I could relate for particular subject and understand in better way. I can relate the activities of industry like production of Paper, profile of the company, manufacturing process. It also helps students to develop their skills and talent. I also observed that Japan has the leading company

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ASSISTANT PROFESSOR

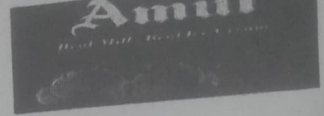


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• **THREATS:**

- Fierce competition from local brands.
- Low entry barrier.
- Vadilal coming up with the new strategy and promotions.

STUDENT OPINION:

Because of this covid pandemic I prepared a report of Amul ice cream industry. Then I researched about this industry and I gave valuable information about Amul ice-cream. In this project is that I clearly understand about Amul ice-cream that I consumed their most of the products many of them liked it. I learnt many things from that which was very much helpful for my studies. I can relate for particular subject and understand in better way like production of ice-cream, management system of Amul like pasteurization, homogenization, packaging of product, hardening, supply chain of Amul and swot analysis. It also helps me to develop my skills and talent. Though the theory you may know may be correct and my knowledge may be perfect.

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- **OPPURTUNITIES:**

- Negative to Positive growth in Sales and Profit with Strong Price momentum
- Stock with Low PE (PE \leq 10)

- **THREATS:**

- Stocks with Expensive Valuations according to the Trendlyne Valuation Score 177.2% returns for Nifty 500 over 4.5 years

STUDENT OPINION:

Because of this covid pandemic I prepared report of Tamil Nadu Newsprints and paper limited it's one of the best paper mills in India. Then I researched about this industry and I learned valuable information about Tamil Nadu Newsprints and Paper limited. In this project is that I clearly understand about paper manufacturing that I used their products many of them liked it. I learnt many things from that which was very much helpful for my studies. I can relate for particular subject and understand in better way like production of paper, management system and swot analysis of Tamil Nadu Newsprints and Paper limited. It also helps me to develop their skills and talent. Though the theory I may know may be correct and My knowledge may be perfect.

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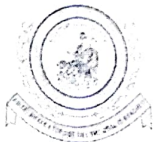
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STUDENTS OPINION:

This report offers a great source to gain visual knowledge. It provided me an insight into the corporate world. I got to see manufacturing unit and I closely saw how the product was made. This report helped me to analyse and predict the important aspects of the company. This report brings clarity to important management concepts. I gained knowledge on strength, weakness, opportunity and threat of this company. I learnt the manufacturing process of paper, about its quality and mainly about the various departments of the company. Moreover, it gives exposure from the academic point of view. Final this report provides opportunity to interact with the company and companies' practices.

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Students' opinion

- According to my opinion this industrial video was very helpful for me. I learnt many videos was helpful for me. I improved my skill and knowledge by this industrial video. I learnt how maul works in and out of the company. I leant about how the products are manufactured, processed and packet. I got lot of information such as the company's financial matters, their matters, their strategy, quality maintenance etc.

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M.E.S INSTITUTION OF MANAGEMENT RAJAJINAGAR-10

Pixelle Specialty Solution

I learned a lot of things that are not possible to learn through text books. The practical experience will give me a booster in my career. This was very helpful for me. I learned a lot from me which was very helpful for my study in which we can relate to specific subjects and understand better. We can relate the activities of the industry such as product production, history of the industry, industrial management system for each subject. It helps students develop skills and talents there. They have given us all the clear information and explained all our doubts. Although you know that theory can be accurate and our knowledge can be perfect, we will see that certain things work completely differently in industries. It provides us with an opportunity to learn practically through interactions, work methods and employment. Visiting an industry gives me a practical perspective on the world of work.

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Amul Ice Cream Pvt.Ltd

- ❖ Amul - The Taste Of India (GCMMF) Receives International CIO 100 Award For Resourcefulness.
- ❖ Rajiv Gandhi National Quality Award - 1999.

Student Opinion

In the project of Amul Ice cream I learned a lot of things that are not possible to learn through text books. It helped me to understand the day to day operation of an organization. I understand how an organization works. The practical experience in amul will give me a booster in my career. This was very helpful for me. I learned a lot from me which was very helpful for my study in which we can relate to specific subjects and understand better. We can relate the activities of the industry such as product production, history of the industry, industrial management system for each subject. It helps me to develop skills and talents there. They have given us all the clear information and explained all our doubts regarding the organization. Although I know that theory can be accurate and our knowledge can be perfect, we will see that certain things work completely differently in industries. It provides us with an opportunity to learn practically through interactions, work methods and employment. Visiting an industry gives me a practical perspective on the world of work. The Experience will add an additional value in our future. Thanks to our guide for help us to successfully complete the project and gives clearance of every doubt.

Sharada S

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STUDENT OPINION

Due to the pandemic, I could not visit the amul industry. Our guide had provided the video reference of ice cream manufacturing process of amul which had a brief explanation about how the total plant works . The video provided a lot of knowledge about the manufacturing process of amul ice cream . As per my observation amul plant has got particular departments to supervise each and every step of what is taking place in the industry like checking the temperature of milk in order to get a good output.

The amul industry is sanitized 2 times a day in order to manage proper hygiene and to deliver a good quality product . Therefor the final conclusion by the project is amul being the market leader and the most popular brand has never failed to Impress its consumers .

Shanides

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- **STUDENT OPINION**

The project was undertaken about the international paper mills limited as part of BBA program with the objectives to study about the company this report gives information about specialisation study. Then I researched about this industry and I gave my valuable information about international papers . In this project I clearly understood about the paper manufacturing process It also helped me to develop my skill. I hope this project makes clear about the international paper production .

Shraddha S

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CHAITRA. T

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Mrs NALINI.N,

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West coast paper mill

STUDENT OPINION:-

The report which I have created on this paper mill has given me a new kind of skill and knowledge about the internal process and how a paper mill will work , when I observe deeply the west coast paper mill which has been one of the market leader when it comes to paper industry the superior quality, the customer reach which has spread across the country. When it comes to employees, the soft and skillful training to each and every department have made the west coast paper mill to stay on the unique side compared to other mills. This mill which is known for its flexibility for their vast products also have some major disadvantages which may make them to go down in the market if they don't give some pressure on these things like intense competition change in consumer behaviour etc which may also make them go-down.

As per what I have learn about this paper mill is they give lots of importance to workers and employees welfare which inturn makes workers to work for this industry with much more effort and intrest and the drawback of this company according to me is they take much time than usual to get updated along with the present trend and present structure which makes consumers to change which is known for its entity and quality have been with standing in the top the market from several years by giving good products to consumers.

Sharada S
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STUDENT OPINION

As pandemic is going on the college was unable to take us for the industrial visit , but as per the guide lines , I got the certain information about the Amul company from my guide which helps me to know about the internal process like milk storing, milk refining then from there to butter production where they even given the details about the powder plant, then the complete process of ice cream, and also about the company profile. And also Amul company was started as small milk dairy in gujarat now it is in one of the international seaovers, with 2.6 million producers in gujarat which is an example for co-operative organisation success in long term. GCMMF is also a India's largest food products marketing organisation which helped me to relate certain topics like how to maintain brand name for such a long period of time with the tough competations and to sustain in the market and also to reach out the consumers needs as they expect with the good quality and quantity, with the social responsibilites which also helped quiet a numbers of farmers in the country by and aslo by working with their employees, their families, local community for good business and for good development. These are the certain information, which was really helpful in knowing the industry in better way. And it helps in understanding and developing my skills which is important as a management student.

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- AMUL PRIVATE LIMITED
- Shri R S Sodhi, MD-GCMMF, receives prestigious QIMPRO GOLD STANDARD Quality Award 2013
 - GCMMF wins the SAP Award for Customer Excellence (SAPACE) 2013 under the category of "Best Run Award in Finance"
 - ET-Corporate Citizen Award of the Year 2010-11 to GCMMF
 - Amul receives Green Globe Foundation Award
 - Dr. V.Kurien honoured with Life Time Achievement Award
 - GCMMF receives Srishti's G-Cube Award - 2010
 - Amul Bags International Dairy Federation Award
 - Amul Bags Srishti G-cube Award For Good Green Governance - 2009
 - Amul Pro-Biotic Ice-cream Gets No. 1 Award At World Dairy Summit
 - Ramkrishna Bajaj National Quality Award - 2003
 - Qimpro Gold Standard Award - 2003
 - Amul - The Taste of India (GCMMF) Receives International CIO 100 Award For Resourcefulness
 - Rajiv Gandhi National Quality Award – 1999

Student opinion

Due to the pandemic situation we couldn't visit the industry but this survey helped us gain more knowledge about one of large scale industries. Being a management student it helped me to understand how the organization is maintained and managed in a large scale industries and the management of several departments in a company and also the current financial situation of the company. This project report gave me an idea how the large scale industries are managed.

Principal

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CONCLUSION

We can conclude that the west coast paper mills has the highest manufacturing sectors and the strongest organizational structure and the company financial status also good and the company also reaches customer needs and requirement with their good quality products

Student opinion

Due to the pandemic situation we couldn't visit the industry but we got to know many things about the industry by this project, we learnt about the history of the company, their organizational structure, management department and financial statements and also got know how papers are manufactured

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CONCLUSION

It is concluded that Amul ice cream has a high the market and is highly preferred by customers, demand for the products is so much that customers are shifting to other brands because of supply shortages.

STUDENT OPINION

That I didn't attend it practically because of this covid pandemic then mam sent them. Then I researched about this industry and I gave valuable information about manufacturing process, marketing idea, and management idea AMUL ICE-CREAM. In this project I clearly understand about AMUL ICE-CREAM. I understood t I hope this report make clear about the AMUL ICE-CREAM

Sharade S

Principal

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CONCLUSION

It is concluded that UPM paper mills has a high potential in the market and is highly preferred by the worldwide customer, demand for the products is high and the 1 company has released a wide range of products to the customer

STUDENT OPINION

Due to this pandemic situation couldn't visit the industries directly, but our mam sent the video of paper mills industries for our reference. Then I researched about this industry and gathered valuable information about manufacturing process, marketing idea, and management ideas of paper mill. I hope this report may help me to understand more the paper mills

Sharada S

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India overruling the judgment of the Delhi High Court and criminalising homosexuality again.

- On 17 October 2016, Amul butter girl celebrated 50 years when she first appeared in the topical ad titled "Thoroughbread". The ad showed a jockey holding a slice of bread during the horse race season in 1966. The impish Amul girl had appeared for the first time even before that, with Eustace Fernandez showed her offering bedtime prayers with a wink and a lick of lips, saying "Give us this day our daily bread: with Amul butter"
- Their Ad on *AageyBadhtaHai India* had an excellent response from the audience. It basically spoke about how their Milk is seen as a household product with catchy tune associated to it. It has over 39 lakh (~4 million) views on YouTube.
- In February 2020, Amul posted a picture of the Amul girl treating Joaquin Phoenix with butter after his academy award win for his role in the 2019 film, *Joker*. Since Phoenix is a vegan, Amul faced criticism and trolls from vegans in India and from PETA for the poor knowledge of his vegan activism and life.

STUDENT OPINION

The first thing I learn in this is amul ice cream maintaining the brand of the product and the systematic way of manufacturing the product neat and clean, also having high turnover in last 2 years .I have satisfied about this company, I haven't learnt anything in college.we can relate the activities of industry like production of products, history of industry, management system of industry for each subject. It also helps students to develop there skills and talent. They provided us all the clear information and clarified all our doubts. Though the theory you know may be correct and our knowledge may be perfect, but we will see that particular things work in quite a different way in industries. It provides us an opportunity to learn practically through interaction, working methods and employment practices. visiting a industry gives you a practical perspective on the world of work.

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STUDENT OPINION

The first thing I learn very important thing about paper which we use every day in our life. The company has maintained dignity with good annual turnover .And also good comments from other company , I haven't learnt anything in college. I learnt many things from that which was very much helpful for my studies which we could relate for particular subject and understand in better way. we can relate the activities of industry like production of products, history of industry, management system of industry for each subject. It also helps students to develop there skills and talent. They provided us all the clear information and clarified all our doubts. Though the theory you know may be correct and our knowledge may be perfect, but we will see that particular things work in quite a different way in industries. It provides us an opportunity to learn practically through interaction, working methods and employment practices. visiting a industry gives you a practical perspective on the world of work.

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STUDENT OPNION

While Preparing This Project Report About Amul Company, I Learnt Many Things From That Which Was Very Much Helpful For My Studies Which I Could Relate For Particular Subject And Understand In Better Way. I Can Relate The Activities Of Industry Like Production Of Amul Ice-Creams, Profile Of The Company, Manufacturing Process. It Also Helps Students To Develop Their Skills And Talent.

From This Company Project Report, I Understood That Company Is Using The Best Machines Or Technology And Experience Persons To Manufacture The Best Product To Impress In Taste And Quality And Also In Quantity To Customers In The Company So They Get Good Response From The Customer.

In This Pandemic Situation We Are Not Able To Visit A Company Directly So I Had Collected The Information From Google And Other Sources And I Had Done This Report On My Knowledge.

Sharada S
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STUDENT OPENION

As this covid-19 had reversed our lives, lots of things have been changed, we were excited for the industrial visit from our college but we could not visit any of the industries because of this covid pandemic, but also we had did this report by getting information from many source and it helped us to create this report, and we can see the JK PAPER industries, history, vision and mission, organization structure, products, manufacturing etc.,

When I was making a report on the JK paper ltd I had impressed on there process in the company and position in the world by this I had understand that they had worked hard to get this position the world and they leading a company in the a better way and they areimproving there skills ontechnology to get more impress by the customers. I so happy to work on this project.

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STUDENT OPINION

While I was preparing this project report about Amul Company, I learnt something very good about this company which helped me to know a lot about a company like Production Process of Ice-creams and about the structure of the dairy company and also I observed that Amul is the leading dairy company in India, The project taught us how to deal with different people in different situation. It's a very big company and they are working very hard, and its good to see over millions of people are satisfied with their products.

Sharada S

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Conclusion:

The Indian paper industry is in the beginning stages of a major transformation, with key players investing in upgrading facilities and capturing market share. Though challenges and some barriers exist for entry, they may be overcome by investing in the right state and acquiring the right assets. Many policy changes being considered may ease the pain of doing business in India.

Based on entry investment criteria and current strategic considerations, multinationals in the paper industry may consider tapping into this growing market. To summarize the findings presented in this paper:

- Paperboard and printing, along with specialty papers, are the segments with the greatest ease of entry and long-term growth.
- States that are investor friendly and closer to raw materials, like Andhra Pradesh, Maharashtra, and Gujarat, are preferred locations for consideration.

STUDENT OPINION

As this covid-19 has made a big change in our lives, lots of things have been changed, we were excited for the industrial visit from our college but we could not visit any of the industries because of this covid pandemic,

I was impressed by the process in the company and position in the world by this, I had understood that they had worked hard to get this position. They are leading a company in the world and they are improving their skills on technology to get more impression by the customers..

sharada
Principal

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Practical Record

An Industrial Visit report submitted to Bengaluru City University in partial fulfilment of
the

Requirement for the award of degree of
Bachelor of Business Administration



Bengaluru City University

By

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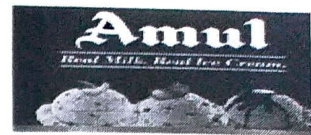


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Amul India Pvt Ltd

Amul is also increasing competition within the ice cream sector from Kwality Walls, Baskin Robbins, Hawmor, London Dairy and other domestic brands.

- growing trend of veganism in India

Many people in India are turning towards veganism which implies that these people do not consume dairy or dairy products. This can impact the demand for Amul milk and dairy products if the popularity of veganism increases and spreads across different parts of the country.

STUDENT OPINION

As a student I am glad to work on the Amul project. Ice cream is a most commonly consumed good in our day-to-day life. In that note, the most popular brand, from this project I came to know about the raw materials used in the manufacturing process of the ice creams. Amul company technology to manufacture the ice cream which is highly hygienic and safe, the milk they use in the ice cream is from their own farm which is highly appreciable and upgraded technology and I gained partial knowledge of how an industry is run and their marketing strategy.

Sharda S
Principal

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STUDENT OPINION

Firstly, as a student I must have had a practically knowledge about industry but due to pandemic situation we have to gain the knowledge theoretically. but it was not less than the practically knowledge the things we were learning throughout our education theory of how a business is runed now by doing the project we gained about the practical run of the business. the paper is the most commonly used thing in our day-to-day life but many of us do not know how it is manufactured through the above project I came to know how the paper is manufactured and the raw materials used. coming to finance section I was so impressed when I came to know that the company's balance sheet is as similar as I am studying know and the equipment used are giant and are upgraded according to the need. Even the companies are displaying their corporate social responsibility and following there principle on benefit to public and organizing various health care programme and HR department is something which is giving an equal opportunities to all the employees and frequent development in the employees and the balance sheet are the very recent one . I am so glad that I got opportunities to work on the industrial work of the paper industry.

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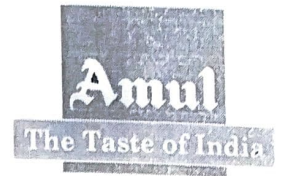
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AMUL INDIA PTV. LTD.

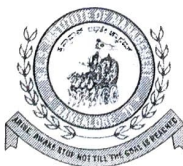


STUDENT OPINION

It is a great experience in amul industry. The people, work culture, working environment was very comfortable and easy to get with... I learned how a big company like amul works, what routine they follow, what are their hierarchy structure, how they successfully manage such a huge supply chain. Amul taught me how a market leader becomes market leader , what they have done to reach that position and to also maintain it for years and years. As I conclude this report I would like to say that amul as great potential and with the help of their research team, I hope the company can find out its drawbacks and can increase its markets. People have belived in amul products always and they will accept it alsoif effective actions are tacken.....

Sharada S
Principal

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Conclusion

The forth coming years will be crucial the company is confident about posting robust performance so whether it is capacity, technology, additional raw materials supply, water, power, storage, dealership, network, overall efficiency with environmental focus the company has infused strengths in each and every area of business. The company has an excellent products range and the best quality to offer the customers by virtue of the company diverse products range, it services institutional and retail segments

The company has shown excellent financial acumen by raising long term debt at low rates. The expansion has been carried out at the existing location ensuring zero additional land cost the modern technology across each and every process will provide the company significant margin improvement

Assuming the economic conditions remain favourable the company and its team have a strong outlook to the future and further success of the west coast paper mills ltd....

sharada S
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In this way they can capture the market and will be able to compete with the other companies.

❖ INTERPRETATION

· After the completion of PROJECT named 'Organizational structure of AMUL' would like to conclude that in today's competitive era Proper organization structure has an important role to play.

· Organization structure initiatives practiced by the companies contribute to the profit and success of the company. As an example in the success of Amul dairy organizational structure initiative has an important role to play as it is one of the success factors of business. This has been showed with the help of graphs that depict the company's performance has been initiated. With time many other companies have started taking interest in this profit cause.

❖ RECOMMEDATIONS

· The companies practicing and following customized organizational structure should provide information about the after effects of their initiative. This would help the stakeholders to understand the initiative better.

· Companies should focus more on maintaining organizational initiatives as it leads to the growing profits for the company.

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STUDENTS OPINION:

This report offers a great source to gain visual knowledge. It provided me an insight into the corporate world. I got to see manufacturing unit and I closely saw how the product was made. This report helped me to analyse and predict the important aspects of the company. This report brings clarity to important management concepts. I gained knowledge on strength, weakness, opportunity and threat of this company. I learnt the manufacturing process of paper, about its quality and mainly about the various departments of the company. Moreover, it gives exposure from the academic point of view. Final this report provides opportunity to interact with the company and companies' practices.

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-----X-----

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WEST COAST PAPER MILLS LTD.

Student's Opinion

Though we may not have visited the industry physically due to pandemic, being internet as source we saw through the industry. This virtual experience gave me detailed information about how an '**ORGANIZATION**' works, how a group of people co-ordinate in order to achieve set goals. It helped me to develop my '**OBSERVATORY SKILLS**' AND '**KNOWLEDGE**'. I learnt a lot of new things which I believe would certainly help in the future. It gives me an opportunity to learn virtually through research and analysis. I understood indepth details of West Coast Paper Mills Ltd. with respect to its activities such as history of company, management of the company, production process, financial management, marketing system.

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INTERPRETATION

- After the completion of PROJECT named 'AMUL' would like to conclude that in today's competitive era Proper organization structure has an important role to play.
- As an example, in the success of Amul dairy organizational structure initiative has an important role to play as it is one of the success factors of business.
- This has been showed with the help of graphs that depict the company's performance has been initiated. With time many other companies have started taking interest in this profit cause.

STUDENT OPINION

Though we may not have visited the industry physically due to pandemic, being internet as source we saw through the industry. This virtual experience gave me detailed information about how an '**ORGANIZATION**' works, how a group of people co-ordinate in order to achieve set goals. It helped me to develop my '**OBSERVATORY SKILLS**' AND '**KNOWLEDGE**'. I learnt a lot of new things which I believe would certainly help in the future. It gives me an opportunity to learn virtually through research and analysis. I understood indepth details of West Coast Paper Mills Ltd. with respect to its activities such as history of company, management of the company, production process, financial management, marketing system.

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Emami Paper Mill Limited

localization of newspapers, made possible by the changes in printing technology. Underwriting the localization of India's newspapers is media advertising, which has grown alongside newspaper circulations. The growth of media advertising meant that Indian newspapers began to receive investment and this made the decentralization of news possible. Incentives are often offered in order to increase circulation. However, the lower growth in GDP and decrease in the number of pages per newspaper due to lower advertising spend, has resulted in a sharp decline for the demand of newsprint. The used newspaper being the main raw material for newsprint has a cascading impact on its availability and consequently the price of waste paper has started moving upwards. The impact was more severe on newsprint industry due to lower sales realization on account of cheaper imports coupled with rupee appreciation. The newsprint industry is also expected to witness a decline in demand in long-term primarily on account of increasing adoption of digital media and proliferation of smartphone usage.

STUDENTS OPINION

Based on the survey it is found that the productivity of Emami paper mill is increasing day by day. It is found that all the practices which is being adopted by Emami paper mill is dynamic in nature. Product innovation, rural development, digital payments and the use of digital marketing will benefit the company and the employee for both. The practices followed by Emami paper mill motivates the employees and also increases the productivity of employees which in turn results in the organizational effectiveness.

sharada
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MARKETING CONCEPT RESTS ON FOUR PILLARS

- Target Market
- Customer Needs
- Integrated Marketing
- Profitability

COMPETITION

- Kwality wall's
- Mother Dairy
- Baskin Robbins

STUDENTS OPINION

This project helped to develop analytical skill and understand deep insights about a company. The organisational structure and departmental activities were organised in the most systematic manner. Through this assignment I understood to observe delegation of work in the process of accomplishment of goals. Quality control measures are required to establish brand and build company's image in long run. Thus it helped in enhancing my knowledge in the area of business management.

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Over the last decade the constant endeavour of the JK paper has been to upgrade its manufacturing processes at grass root levels to help create customer value . be it the most modern pulp mill or an automatic cut size line for branded products , it has been a saga of continuous process development with an eye on the customer .

JK paper ltd has always leveraged technology for constant product upgradation and has been a pioneer in many areas , of the paper industry some of the landmarks which JK paper achieved much before the rest of the Indian paper companies .

STUDENT OPINION

Firstly as a student I must have had a particaly knowledge about industry but due to pandemicstuation we have to gain the knowledge theortically . but it was not less than the particaly knowledge the things we were learning throughout our education theory of how a business is runed now by doing the project we gained about the partical run of the business . the paper is the most commonly used thing in our day to day life but many of us do not know how it is manufactured through the above project I came to know how the paper is manufactured and the raw materials used . coming to finance section I was so impressed when I came to know that the companies balance sheet is as similar as I am studying know and the equipment used are gaint and are upgraded according to the need . even the companies are displaying there corporate social responsibility and following there principle on benefit to public and organizing various health care programme and HR department is something which is giving an equal opportunities to all the employees and frequent development in the employees and the balance sheet are the very recent one . I am so glad that I got opportunities to work on the industrial work of the paper industry .

Sharada's
Principal

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STUDENTS OPINION

Due to covid -19 lots of things have changed, I was excited for the industrial visit from our college but I could not visit any industries because of the covid pandemic, but also, I got good support from our lecturers, and they guided me very well giving me necessary information when ever needed, it helped me to create this report, and let's see AMUL'S -history, vision and mission, organisational structure, manufacturing, product etc. Hope I visit different industries and get to know more about different products and collect more information and increase my knowledge by industry visits

sharada S

Principal

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Practical Record

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MBA, KSET

Assistant Professor



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CONCLUSION

AMUL Ice creams are actually strength of AMUL. In addition to the 16.5% margin given to retailers by AMUL that is almost equivalent to that provided by its competitors, the other trading schemes (like giving free ice creams of certain amount to the retailers on an order of certain minimum amount) offered by AMUL were not at par with the competitors. AMUL shall keep a track of these competitors' schemes running in the market and develop its scheme accordingly. This is important since the retailers prefer to stock and sell ice-cream brands which offer them higher net margins. The requirements in the supply chain network for Ice Creams are different from other packaged food products and AMUL has an efficient and the largest cold chain network across the country. AMUL has an upper edge on its competitors on this aspect, but it is important to keep an eye on the distributor's supply from distributor's storage facility to the retailers in order to minimize damaged supply issues.

While on further research on AMUL Ice cream it was found that AMUL's quality is at par with the consumers' expectations whereas its taste needs some improvement to meet the consumers' expectations.

Shraddha S
Principal

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CONCLUSION

The Industrial report gave me a deep practical & theoretical knowledge about the functions of various departments of TNPL. It was very useful to gain knowledge about the various departments and its managerial functions. It gave me an opportunity to know how the employees were trained and how they benefited through their HR policies. The company procedures were well understood, relating to financial analysis, complete production process and use of marketing channels for distribution.

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Practical Record

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The Finishing Touch

In the finishing area, paper is prepared according to customer specifications, packaged and shipped. As finished rolls leave the paper machine, they receive a water tight poly wrap or a moisture resistant craft wrap at the wrap wrapping station, rollers spin the paper and apply the wrap. Fluted cardboard covers are placed against each side of the roll, while spinning, the edges are folded and glue is applied. Thin cardboard caps called end caps are carefully pressed onto both sides using heated steel plates. The roll receives a label and is ready for transport to the customer. For customer requiring sheeted products, white, canary and pink color rolls are sent into the sheeter, where the rotating blade cuts the paper and stacks them into reams. The reams take a journey across conveyor belts where they receive a moisture resistant wrap and product label. Finished reams are then packaged into cartons and shipped to the customers.

Shipping

In the shipping department, rolls are carefully loaded on to trailers using a specialized clamp truck.

STUDENT OPINION

As an undergraduate, I have learnt many things about the paper production process. I have researched about Emami paper mills and did a report about it. I have listed a number of points about the organization like the history, vision and mission and the purpose of the organization. I have also mentioned the founders of the organization. I have mentioned some information regarding the organizational and financial structure of the organization. I have also done a SWOT analysis of the organization. I have mentioned the social commitments and the awards and achievements received by the company. I have clearly mentioned the steps of paper making process involved in the production of paper. I have learnt a lot from this particular subject, and is helpful for my studies. This provides us an opportunity to improve my skill and enhance my knowledge.

Sharada S
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STUDENT OPINION

As an undergraduate, I have learnt many things about the Ice-cream production process. I have researched about Amul's Ice-cream production and did a report about it. I have listed a number of points about the organization like the history, vision and mission and the purpose of the organization. I have enlisted the products of Amul Ice-cream. I have also mentioned Amul's best practices. I have mentioned some information regarding the organizational and financial structure of the organization. I have also done a SWOT analysis of the organization. I have mentioned the social commitments and the awards and achievements received by the company. I have clearly mentioned the steps of Ice-cream making process involved in the production of Ice-cream. I have learnt a lot from this particular subject, and is helpful for my studies. This provides us an opportunity to improve my skill and enhance my knowledge.

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JK PAPER LIMITED

industries because of this covid pandemic, but also we got good support from our lecturers, and they guide very well giving us necessary information when ever needed, it helped us to create this report, and I can see the JK PAPER industries, history, vision and mission, organization structure, products, manufacturing etc, and their type of quality making the papers and books. That's the reason why they still top the business.

Sharada S

Principal

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➤ Advertising OF AMUL

In 1966, Amul hired **Sylvester da Cunha**, the managing director of the advertising agency as to design an ad campaign for Amul Butter. **DaCunha** designed a campaign as series of hoardings with topical ads, relating to day-to-day issues. It was popular and earned a Guinness World Record for the longest-running ad campaign in the world. In the **1980s**, cartoon artist **Kumar Morey** and scriptwriter **Bharat Dabholkar** had been involved with sketching the Amul ads; the latter rejected the trend of using celebrities in advertisement campaigns. **Dabholkar** credited chairman **Verghese Kurien** with creating a free atmosphere that fostered the development of the ads.

In 2013, Amul tweeted a picture featuring the Amul butter girl, implying that 'freedom of choice' died in 2013, in opposition to the Supreme Court of India overruling the judgment of the Delhi High Court and criminalising homosexuality again.

Their Ad on **Aagey Badhta Hai India** had an excellent response from the audience. It basically spoke about how their Milk is seen as a household product with catchy tune associated to it. It has over 39 lakh (~4 million) views on YouTube.

In February 2020, Amul posted a picture of the Amul girl treating Joaquin Phoenix with butter after his academy award win for his role in the 2019 film, Joker. Since Phoenix is a vegan, Amul faced criticism and trolls from vegans in India and from PETA for the poor knowledge of his vegan activism and life.

STUDENT OPINION

As this covid-19 had reversed our lives, lots of things have been changed, I was excited for the industrial visit from our college but I could not visit any of the industries because of this covid pandemic, but also I got good support from our lecturers, and they guide very well giving necessary information when ever needed, it helped me to create this report, and I can see the Amul companies, history,



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Reg no: B2023031

Student Id:

P SURESH KUMAR

By

Bengaluru City University



STUDENT OPINION

My Virtual Industrial Visit to the factory of Annual Ice cream was fantastic. I was preparing this project report about Paper Manufacturing Factory, Pixelle Specialty Solutions Company. I learnt many things from that which was very much helpful for my studies which I could relate for particular subject and understand in better way. I can relate the activities of industry like production of Paper, profile of the company's manufacturing process. It also helps for me to develop my skills and talent.





STUDENT OPINION

My Virtual industrial visit to the factory of Amul Ice cream was fantastic, while i was preparing this project report about Amul company, I learnt many things from that which was very much helpful for my studies which i could relate for particular subject and understand in better way. I can relate the activities of industry like production of Amul Ice-creams, profile of the company, manufacturing process. It also helps for me to develop my skills and talent.

Sharada S
Principal

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STUDENT OPINION

Due to the present pandemic situation we couldn't visit the company, but could get to know about the company and their work. I came to know about the India's largest paper making company and their manufacturing process their efficiency of business, all over the world. PIXELLE which is very much famous in this industry. I came to know about the measures they take before and after manufacturing the paper. I learnt about the longest process that takes while making a paper and the type it as got in the present market.

Sharada S
Principal

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Amul India Pvt Ltd

STUDENT OPINION

I didn't attend it physically because of this covid pandemic but I have seen the video of amul ice-cream company in youtube and I have also collected few information from google and made this project report. By watching the video i have clearly understood about the various departments of amul ice cream company especially the production department about the tools and machines used in the production. Safety measures used while packings. I also learnt about the availability of the various products in amul and various flavours in amul ice-cream.

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Practical Record

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AMUL PRIVATE LIMITED.

Amul

STUDENT OPINION:

It is a great experience in Amul industry. The people, work culture, working environment was very comfortable and easy to get with.

I learned how a big company like Amul works, what routine they follow, what are their hierarchy structure, how they successfully manage such a huge supply chain. Amul taught me how a market leader becomes market leader, what they have done to reach that position and to also maintain it for years and years.

As I conclude this report I would like to say that Amul as great potential and with the help of their research team. I hope the company can find out its drawbacks and can increase its market share by rectifying its mistakes. People have believed in Amul's product always and they will accept it also if effective actions are taken.

Sharda S
Principal

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STUDENTS OPINION:

This report gives a chance to gain visual knowledge. This report brings clarity to important management concepts. This report helped me to analyse and predict the important aspects of the company. The people, work culture, working environment was very comfortable and easy to get with it. I learnt how big this industry is, the routine they follow, what are their hierarchy structure is, how they successfully manage such a huge supply chain and the efforts they have took to reach that position and to maintain it constantly along these years.

I learnt the manufacturing process of paper and about its quality and mainly about the various departments of the company. Moreover, it gives vast knowledge and skills when it is concerned to academic point of view. Finally this report provides opportunity to interact with the company and its structure.

Shreya S
Principal

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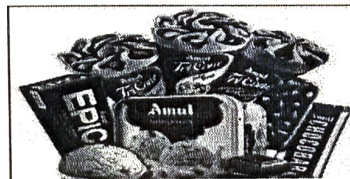
- GCMMF Receives Prestigious CNN-IBN Innovating for a Better Tomorrow Award
- Amul wins AIMA High Performance Brand Award-2013 for brand Amul
- ET-Corporate Citizen Award of the Year 2010-11 to GCMMF
- Amul receives Green Globe Foundation Award
- Rajiv Gandhi National Quality Award - 1999

CONCLUSION

It is concluded that Amul ice cream has a high the market and is highly preferred by customers, demand for the products are so much that customers are shifting to other brands because of supply shortages.

STUDENT OPINION

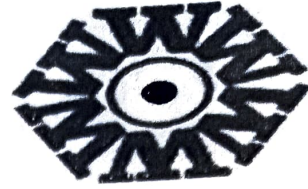
That I didn't attend it practically because of this covid pandemic then mam send the vedio of Amul Ice-cream. Then I researched about this industry and I gave valuable information about AMUL ICE-CREAM. In this project I clearly understand about AMUL ICE-CREAM. I hope this report make clear about the AMUL ICE-CREAM



Sharada
Principal

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CONCLUSION

It is concluded that west coast paper mill has a high potential in the market and is highly preferred by customers, demand for the products are so much that customers are shifting to other brands because of supply shortages.

That I didn't attend practically because of this Covid pandemic then mam send the vedio of Paper Mills. Then I researched about this industry and gathered valuable information of paper mill. I hope this report may help me to understand more the Paper Mills

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Practical Record

An Industrial Visit report submitted to Bengaluru City University in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration



Bengaluru City University

By

REVATHI. N

Student Id:

Reg no: B2023036

Under the Guidance of

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M.com, NET, KSET

Assistant Professor



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West Coast Paper Mill Ltd

Student Opinion

The project was undertaken in the west cost paper mills limited as part of BBA programe with the objectives to study in the company this report gives information about specialisation study. Then I researched about this industry and I gave the valueable information about west cost paper mills...

In this project I clearly understood about paper manufacturing process .. It also helps students to develop their skills and talent. I hope this report make clear about the west cost paper mills...

Sharada S
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Student Opinion

In this project I clearly understood about amul ice creams production process. I consumed most of the flavours of amul ice cream and its flavours are good. As we know that amul is a very big organisation and a market leader in dairy products. It has maximum market share in milk, butter which are its main products...Amul ice cream has strong marketing tactics adopted by other brands.

It is concluded that amul ice cream has high market and is highly preferred by customers, demand for the product so much that customer is shifting to other brands because of supply shortage....

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Practical Record

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STUDENT'S OPINION

This Report that I did not attend practically because of Covid – 19 Pandemic. Due to this inevitable situation our lecturer suggested me a video of AMUL Ice Cream Limited which was available on YouTube. I did my thesis upon AMUL Ice Cream Limited, I have covered most of the valuable information available about AMUL Ice Cream Limited. In this thesis I have come over a lot of Information about AMUL Ice Cream Limited, I have used most of their products. The products which I had consumed were Satisfactory. I can relate it for a subject's concept and understand in a better way about their production and management system, it also helps in developing new skills. I hope that this report helps in covering most of the information about AMUL Ice Cream Limited.

sharades
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JK PAPER LTD.

STUDENT'S OPINION

This Report that I did not attend practically because of Covid – 19 Pandemic. Due to this inevitable situation our lecturer suggested me a video of JK Paper Limited which was available on YouTube. I did my thesis upon JK Paper Limited; I have covered most of the valuable information available about JK Paper Limited. In this thesis I have come over a lot of information about JK Paper Limited. I have used most of their products. The products which I had used were Satisfactory. I can relate it for a subject's concept and understand in a better way about their production and management system, it also helps in developing new skills. I hope that this report helps in covering most of the information about JK Paper Limited.

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Practical Record

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WEST COAST PAPER MILL LTD.

The West Coast Paper Mills Ltd

STUDENT OPINION-

This is the first industrial project. This industrial project was very helpful to me. I learnt many things from this which was very helpful for my studies which could be related to subjects and understand in a better way. We can relate this activity like production of products, history of industry, management system, financial system, Board of directors, etc. It also help students to develop their skills, and talent. They provide us all the clear information and clarifies all the doubts. It provides us the opportunities through theoretically and practically and these particular things work in different way. This gives the perspective world of work.

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AMUL INDIA PTV. LTD.

STUDENTS OPINION

The first thing I learnt is this project was very much helpful, it can be related to activities such as these industries like production of product, history, Vision and Mission, analysis, and it develops students with their skill and talents. It has given a clear information and clarified all doubts. Each member value the chain by providing. They have good systems in place for quality control which is given fragmentation to the suppliers based on the product. Its brand is associated with fairness and justice, political statement will be well received and consistent with its brand.

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Practical Record

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STUDENT OPINION

The first thing I Learn is that we haven't learnt anything in college about amul pvt ltd. This project was very helpfull to me. I learnt many things from that which was very helpfull for my studies and also this improves my knowledge. Which we could relate for particular subject and understang in better way we can relate the activities of industry like production of products history of industry management system of industry for each subject.

It also helps to us develop there skill and talent. They provided us all clear information and clarified all our doubts. Finally i was vey happy about this project and also i got lot of knowledge

Sharada S

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JK PAPER LTD.
Student Opinion

This is the first industrial project. This industrial project was very helpful to me. I learnt many things from this which was very helpful for my studies which could be related to subjects and understand in a better way. We can relate this activity like production of products, history of industry, management system, financial system, Board of directors, etc. It also help us to develop our skills, and talent. It provides us the opportunities through theoretically these particular things work in different way. This gives the perspective world of work.

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Practical Record

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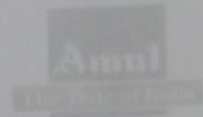


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AMUL PRIVATE LTD.

STUDENTS OPINION :

Industrial visit is the best opportunity for the students to get awareness about the company management like marketing, sales, products, manufacturing, capital, services and other facilities, etc. Due to pandemic situation we couldn't visit the place and see the process and working of the company. Instead we watched it virtually on socialmedia and research platforms and gained the knowledge about the company.

I learnt that Amul's dominant presence in the dairy foods market has led to Amul becoming a household name. Amul is one of the most successful business houses and other companies should learn from Amul that how to do its business in a socially responsible manner. In fact, Amul uses only 1% of its turnover for promoters. This shows that it is not always necessary to spend millions on promotion when you have creativity. This is the report done on the basis of the information provided by the websites of the company.

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INTERNATIONAL PAPER LIMITED.

STUDENT OPINION:

Industrial visit is the best opportunity for the students to get awareness about the company management like marketing, sales ,products ,manufacturing, capital, services and other facilities, etc. Due to pandemic situation we couldn't visit the place and see the process and working of the company. Instead we watched it virtually on social media and research platforms and gained the knowledge about the company. I learnt the processes of the paper making that is clearly understandable and interesting. From where the materials are collected and how it is used for the purposes, final product result and for whom it should distributed. Their relationship and reputation. I also understand the competitions, strength, weakness and threats done on the basis of the information provided by the websites of the company.

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Practical Record

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Their Ad on Aagey Badhta Hai India had an excellent response from the audience. It basically spoke about how their Milk is seen as a household product with catchy tune associated to it. It has over 39 lakh (~4 million) views on YouTube.

In February 2020, Amul posted a picture of the Amul girl treating Joaquin Phoenix with butter after his academy award win for his role in the 2019 film, Joker. Since Phoenix is a vegan, Amul faced criticism and trolls from vegans in India and from PETA for the poor knowledge of his vegan activism and life.

STUDENT OPINION:

As this covid-19 had reversed our lives, lots of things have been changed, we were excited for the industrial visit from our college but we could not visit any of the industries because of this covid pandemic, but also we got good support from our lecturers, and they guide very well giving us necessary information when ever needed, it helped us to create this report, and we can see the AMUL companies- history, vision and mission, organization structure, products, manufacturing etc. Hope we visit different industries and get to know more about different products and collect more information about the same and increase our knowledge by industry visits.

sharada.s
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eminent masters of regional, national and international repute, that aligns with the promoters ideology that while the popular contributes to the academic, the academic uplifts the popular. Emami Art's new 10,000 sq.ft. art space is located in the Kolkata Centre for Creativity (KCC), a state-of-the-art multi-disciplinary interactive art centre, promoted by Emami Group.

THE TWO FRIENDS WHO STARTED EMAMI:



Founded by two childhood friends Mr. R.S. Agarwal and Mr. R.S. Goenka in 1974, Emami Group is today a Rs.25,000 crore business conglomerate with a significant leadership presence in diverse sectors.

STUDENTS OPINION:

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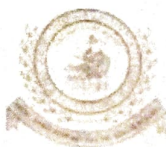
INTERNATIONAL PAPER MILL LTD.

STUDENT OPINION

Based on the survey it is found that the international paper mill is increasing day by day. It is found that all the practices which is being adopted by international paper mill is dynamic in nature. Product innovation, rural development, digital payments and the use of digital marketing will benefit the company and the employee for both. The practices followed by International paper mill motivates the employees and also increases the productivity of employees which in turn results in the organizational effectiveness.

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STUDENT OPINION:

From the survey conducted it is observed that AMUL milk has a good market share. Finally I Conclude that majority of customers are satisfied with the AMUL milk and milk products because of its good quality, Reputation easy availabilities. Some customers are not satisfied with the AMUL milk because of its high price, lack of dealer Services, spoilage and low shelf life etc... therefore, if slight modification in the marketing programme such as dealers and outlets, promotion programmers, product lines etc..., definitely company can be as a monopoly and a strong leader. Amul has also to take care of its competitors into consideration and more importantly its customers before any move.

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Practical Record

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Poornima.G.M.

Assistant Professor, M.com, NET, K-SET, CA-Inter



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Pixelle Specialty Solutions
Threats-

- Fierce Competition From local brands as well as international
- Making price of the product extreme high or low for competition can decline the sales or increase. Thus the department has to study the market regularly and maintain their standard.

Student Opinion: -

As I visited Pixelle Specialty Solutions visually, it was very informative to learn the departmental process of small units which are important in a production unit. As it was a foreign based company, quality, material checks and other have to be maintained to serve in the market. It was a very long process which I was not thinking as we were taught in our earlier days. It was also a wonderful experience to compare the market, quality standard from India and foreign and the differences. I also got to know how we can secure our forests and also utilise the paper efficiently. This can help our environment and also the natural process of nature.

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At the last I would like to conclude the Project by sharing some few lines.

Amul meant different things to different people:-

To a Milk Producer ... A life enriching experience,

To a Consumer ... Assurance of having wholesome milk,

To a Mother ... A reliable source of nourishment for her child,

To the Country ... Rural Development and Self Reliance.

Student Opinion:-

My Virtual industrial visit to the Factory of Amul Ice cream was very fantastic. There I knew Ice-cream is not only the production, there are much more to understand starting from the milk collection till the end of the finished product. It was very interesting to study about the production, management and the co-ordination inside the organisation. I personally didn't know that Amul works with 13+ co-operative mill unions to satisfy the farmers as well as the customers. It was a great start by Tribhuvandas Patel and Verghese Kurien who took this initiative to help and support the farmers. We should also get to know such problems and solve it by which it can help our society to grow.

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Practical Record

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AMUL Pvt Ltd

Also, dairy based ice creams contain Vitamins A, D, E and K. A child can eat a cup of ice cream which is equal to a glass of milk.

STUDENTS OPINION:

As this covid-19 had reversed our lives, lots of things have been changed, we were excited for the industrial visit from our college but we could not visit any of the industries because of this covid pandemic, but also we got good support from our lecturers, and they guide very well giving us necessary information when ever needed, it helped us to create this report, and we can see the AMUL companies- history, vision and mission, organization structure, products, manufacturing etc. Hope we visit different industries and get to know more about different products and collect more information about the same and increase our knowledge by industry visits.

Sharada
Principal

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STUDENTS OPINION:

As this covid-19 had reversed our lives, lots of things have been changed, we were excited for the industrial visit from our college but we could not visit any of the industries because of this covid pandemic, but also we got good support from our lecturers, and they guide very well giving us necessary information when ever needed, it helped us to create this report, and we can see the WCPM companies- history, vision and mission, organization structure, products, manufacturing etc. Hope we visit different industries and get to know more about different products and collect more information about the same and increase our knowledge by industry visits.

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The main aim of this report is to project my knowledge and learning experience that I have gained by this industrial report. I have gained in the way that I learnt many things. My experience will help me in future in a good way as now I know how an organization works, what are the task they perform and how do they do it. It will help me in quick learning of any task assigned and also, I will be ready for any kind of task and whatever they will teach me. I will be able to learn and understand quickly

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4. Economies of scale are its greatest strength due to which it can raise finance any time at a low rate of interest and longer pay period.

WEAKNESS

1. Bad press. It is blamed for deforestation in America.
2. Paper making factories are associated with pollution and causing harm to adjacent areas.

OPPORTUNITIES

1. The increase in e-commerce industry has resulted in high demand for packaging solutions.
2. Consolidation and expansion of business in other geographies through acquisition route.
3. Due to scale of international paper, it would have the backing of the government for expansion.

THREATS

1. Focus on digitalizing all mass media content which will ultimately lead to decrease in consumption of paper and related items.
2. Destruction of rain forests in amazon basins which forms the main sources of raw material for manufacturing.
3. Considerable resources in Russia which may be affected due to global crisis and US stance against Russia.
4. Impact of environmental laws could be harmful to the company.

STUDENT OPINION

The main aim of this report is to project my knowledge and learning experience that I have gained by this industrial report. I have gained in the way that I learnt many things. My experience will help me in future in a good way as now I know how an organization works, what are the task they perform and how do they do it. It will help me in quick learning of any task assigned and



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STUDENTS OPINION ON AMUL COMPANY.

Creating the report on amul company has given me detailed knowledge about that particular company and prior information about anand milk union limited industry

When I get back to observe things in amul industry's report which i have created I can see some vast up gradation about the refineries and machineries what amul uses, beyond that the specialities what i have seen in amul industry are their packaging makes them unique from other milk industries the packaging goes several levels of testing and then it will be handed in to customers with prior quality of packaging which is one of the best thing , further if i see the manufacturing process the process goes very systematically with complete hygiene and transparency which gives kind of confidence in customers to use their products. Hence amul industry has always situated them self at top of the table when it comes to milk industries in India. This report helped me to build my skill and knowledge about business and the company. It gave me vast intelligence about industries and their activities.

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INTERNATIONAL PAPER LTD.

STUDENTS OPINION:

This report offers a great source to gain visual knowledge. It provided me an insight into the corporate world. I got to see manufacturing unit and I closely saw how the product was made. This report helped me to analyse and predict the important aspects of the company. This report brings clarity to important management concepts. I gained knowledge on strength, weakness, opportunity and threat of this company. I learnt the manufacturing process of paper, about its quality and mainly about the various departments of the company. Moreover it gives exposure from the academic point of view. Finally this report provides opportunity to interact with the company and companies practices.

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STUDENT OPINION:

Because of this covid pandemic I prepared report of Tamil Nadu Newsprints and paper limited it's one of the best paper mills in India. Then I researched about this industry and I learned valuable information about Tamil Nadu Newsprints and Paper limited. In this project is that I clearly understand about paper manufacturing that I used their products many of them liked it. I learnt many things from that which was very much helpful for my studies. I can relate for particular subject and understand in better way like production of paper, managemen: system and swot analysis of Tamil Nadu Newsprints and Paper limited. It also helps me to develop their skills and talent. Though the theory I may know may be correct and My knowledge may be perfect.

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• **THREATS:**

- Fierce competition from local brands.
- Low entry barrier.
- Vadilal coming up with the new strategy and promotions.

STUDENT OPINION:

Because of this covid pandemic I prepared a report of Amul ice cream industry. Then I researched about this industry and I gave valuable information about Amul ice-cream. In this project is that I clearly understand about Amul ice-cream that I consumed their most of the products many of them liked it. I learnt many things from that which was very much helpful for my studies. I can relate for particular subject and understand in better way like production of ice-cream, management system of Amul like pasteurization, homogenization, packaging of product, hardening, supply chain of Amul and swot analysis. It also helps me to develop my skills and talent. Though the theory you may know may be correct and my knowledge may be perfect.

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INTERNATIONAL PAPER MILL

STUDENT OPINION ON IP MILL REPORT:-

Here by , the bussiness document which I have created on this international paper mill has given me kind of resourcefull knowledge and made me get to know about the process of working methods in particular paper industry

The international paper mill , which has been situated at the top of the market of paper industries where the points like hyper quality, spread across the world , soft and skillfull training to workers of each and every section etc have made IP mill to stay on unique side compared to other industries. The IP paper mill which is known for its flexibility in vast products also have some major disadvantages which may make them to go down in the market if they don't give some pressure on these things like intense competition , change in consumer behaviour etc which may also make them go down

As per what I have learnt about this paper mill is they give lots of importance to workers and employs welfare which inturn makes workers to work for this industry with much more effort and intrest and the drawback of this company according to me is they take much time thn usual to get updated along with present trend and present structure which makes consumers to change there mindset on this company , ultimately this is one of the superior industry which is known for its entity and quality have been withstanding in top of the market from several years by giving good products to consumers

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STUDENT OPINION ON INDUSTRIAL VISIT:-

For first, the business report of the amul company which i have prepared with whole lot of intrest and hardwork has given me new kind of experience and some skills

My opinion on this industrial visit is , the amul industry which one of the biggest and top fmcg company in dairy sector have been technically highly updated with the plants and machineries which inturn helps them to work faster with imense hygeine and tidness to reach there day to day aim but when we deeply look into the system of working in amul industries the human capital used in that industry is comparitively low compared to there competitors which is one of the major drawback according to me they are sound and good in each and every stuff beside from this matter , amul company's another speciality is that they concentrate on lower and middle class people and produce products which helps those kind , with taste and generosity there products also contains types of vitamins and calcium which gives nutrition to customers finally its one of the major company in market with good sustainability for future days

It was joyful preparing this report on amul company which was very informative nd knowledable about the company , production process,organizational structure and there financial stability.

Sharada S

Principal

MES Institute of Management
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Practical Record

An Industrial Visit report submitted to Bengaluru City University in partial fulfillment of
the

requirement for the award of degree of
Bachelor of Business Administration



Bengaluru City University

By

SONU GEORGE

Student Id:

Reg no: B2023049

Under the Guidance of

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Assistant Professor



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STUDENTS OPINION:

This report offers a great source to gain visual knowledge. It provided me an insight into the corporate world. I got to see manufacturing unit and I closely saw how the product was made. This report helped me to analyse and predict the important aspects of the company. This report brings clarity to important management concepts. I gained knowledge on strength, weakness, opportunity and threat of this company. I learnt the manufacturing process of paper, about its quality and mainly about the various departments of the company. Moreover it gives exposure from the academic point of view. Final this report provides opportunity to interact with the company and companies practices.

Shreevals
Principal

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STUDENTS OPINION ON AMUL COMPANY'S REPORT:

Creating the report on amul company has given me detailed knowledge about that particular company and prior information about anand milk union limited industry

When I get back to observe things in amul industry's report which i have created I can see some vast up gradation about the refineries and machineries what amul uses, beyond that the specialities what i have seen in amul industry are their packaging makes them unique from other milk industries the packaging goes several levels of testing and then it will be handed in to customers with prior quality of packaging which is one of the best thing , further if i see the manufacturing process the process goes very systematically with complete hygiene and transparency which gives kind of confidence in customers to use their products . Hence amul industry has always situated them self at top of the table when it comes to milk industries in India. This report helped me to build my skill and knowledge about business and the company. It gave me vast intelligence about industries and their activities .

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WEST COAST PAPER MILL LTD



The West Coast Paper Mills Ltd

know more about different products and collect more information and increase my
knowledge by industry visits

Sharada S

Principal

MES Institute of Management
Rajajinagar, Bangalore-560024



WEST COAST PAPER MILL LTD

of commercial grade printing & writing applications. Good reel condition and uniform profile makes it an ideal choice for the web-based printing. All the above products can also be made available with FSC® certification in both FSC 100% and FSC mix category.

Security and Hi-Grade Paper:

The Company enjoys the distinction of being a strong player in some of the value added, customised and niche product segments for high-end applications. WESCO Brand MICR Cheque Paper, Bond, Parchment, Azure Laid, Super Shine, Surprint, Alkali-Resistant paper, etc. are very popular and most sought-after grades in the industry.

Cup Stock and Coated Duplex Boards:

WCPM presents a wide range of WESCO brand Specialty and value-added products to the packaging industries viz Cup Stock varieties, Folding Box Board & Single and Double Coated Board with Grey Back & Kraft Back.

At WCPM, paper and boards are manufactured using eco-friendly production process, maintaining highest level of quality standards.

The featured packed multi-layer board are made of state of art technology using virgin fibre in top layers and recycled fibre in the middle that ensure good bulk, extra strength & stiffness to the board to suit to the needs of packaging industries.

Our Cup Stock varieties are enjoying the best market leadership in the means of quality and quantity which is adding value to the customer needs.

STUDENTS OPINION

Due to covid -19 lots of things have changed, I was excited for the industrial visit from our college but I could not visit any industries because of the covid pandemic, but also, I got good support from our lecturers, and they guided me very well giving me necessary information when ever needed, it helped me to create this report, and let's see WEST COAST PAPERS -history, vision and mission, organisational structure, manufacturing, product etc. Hope I visit different industries and get to

Shanada S
Principal



PRACTICAL RECORD

**AN INDUSTRIAL VISIT REPORT SUBMITTED TO
BENGALURU CITY UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE AWARD OF DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION**



BENGALURU CITY UNIVERSITY

BY

SUPRITHA S

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Amul India Pvt Ltd

Packaging and bundling the finished product

Automatic filling machines drop preprinted pint or half-gallon-sized cardboard cartons into holders. The cartons are then filled with premeasured amounts of ice cream at the rate of 70-90 cartons per hour. The machine then places a lid on each cartons and pushes it onto a conveyer belt. The cartons move along the conveyer belt where they pass under a ink jet that spray-paints an expiration date and production code onto each carton. After the imprinting, the cartons move through the bundler, a heat tunnel that covers each cup with plastic shrink wrapping.

Hardening

Before storage and shipping, the ice cream must be hardened to a temperature of -10°F (-23°C). The conveyer system moves the ice cream cartons to a tunnel set at -30°F (-34°C). Constantly turning ceiling fans create a wind chill of -60°F (-5 1°C). The cartons move slowly back and forth through the tunnel for two to three hours until the contents are rock solid. The cartons are then stored in refrigerated warehouses until they are shipped to retail outlets.

Student Opinion

We could not visit the industry due to covid pandemic situation. After preparing this report I learnt many valuable information about Amul which I was totally unaware. This will surely help my studies. We can relate the activities of industries like production of products, history of industry, management of industry and much more for each subject. This report has enhanced my knowledge.



Student Opinion

After preparing this report learnt much valuable information about Pixelle paper manufacturing industry which I was totally unaware. This will surely help my studies. We can relate the activities of industries like production of products, history of industry, management of industry and much more for each subject. This report has enhanced my knowledge.

sharada
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Practical Record

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Student's opinion:

Due to the present pandemic situation we couldn't visit the company, but could get to know about the company and their work through making this project by this I came to know about the India's largest paper making company their manufacturing process and their efficiency of business, all over the world. And about the biggest group "JK" which is very much famous in this industry. I came to know about the measures they take before and after manufacturing the paper, I learnt about the achievement of the JK group in this industry I learnt about the turn over a paper manufacturing company get which I never thought could get. I learnt about the longest process that takes while making the paper and the hype it as got in the present market. So, through this project I came to know that paper industry in one of the best business to choose while thinking becoming an entrepreneur, starting the own business, as it has got less weakness in it.

sharada S
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Student's opinion:

We couldn't visit the company due to the pandemic situation right now, due to which our sir gave us the idea to get possible information of the company through which I searched about the company and prepared my project. By preparing this project I came to know about the white revolution of India created by the Amul. It is the best inspiration for the starts up as the company was started by small group of retailers .and about the manufacturing process and steps, the priority while manufacturing the products everything I learned by making this project. I also learnt about the availability of various products in Amul and various flavors in the Amul ice-cream. I learnt about the huge financial structure of the Amul Company and their turnovers over the years, which inspired me about how a small retailers company had grown to the huge unbeatable standardized company over the years.

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AMUL ICE CREAM

STUDENT OPINION :

It is a great experience in Amul industry. The people, work culture, working environment was very comfortable and easy to get with.

I learned how a big company like Amul works, what routine they follow, what are their hierarchy structure, how they successfully manage such a huge supply chain. Amul taught me how a market leader becomes market leader, what they have done to reach that position and to also maintain it for years and years.

As I conclude this report I would like to say that Amul has great potential and with the help of their research team, I hope the company can find out its drawbacks and can increase its market share by rectifying its mistakes. People have believed in Amul's product always and they will accept it also if effective actions are taken.

Sharada S
Principal

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STUDENT OPINION:

This is the first industrial project. This industrial project was very helpful to me. I learnt many things from this which was very helpful for my studies which could be related to subjects and understand in a better way. We can relate this activity like production of products, history of industry, management system, financial system, Board of directors, etc.

It also help students to develop their skills, and talent. They provide us all the clear information and clarifies all the doubts. It provides us the opportunities through theoretically and practically and these particular things work in different way. This gives the perspective world of work.

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The consolidated turnover of the Amul brand of products exceeded Rs 52,000 crore during 2019-20, the Gujarat Cooperative Milk Marketing Federation (GCMMF), which sells and produces Amul products

The federation said it aims to achieve a group business turnover of Rs 1 lakh crore by 2024-25.

“The group turnover of GCMMF and its constituent member unions, representing consolidated turnover of all products sold under Amul brand is exceeding Rs 52,000 crore or USD 7 billion. GCMMF aims to achieve a group business turnover of Rs 1 lakh crore by 2024-25,” it said in a statement after the 42nd AGM held at Anand.

The GCMMF said it registered a sales turnover of Rs 38,542 crore in 2019-20, which is 17 per cent higher than the previous financial year.

PRODUCTION COST

According to Amul, one can have revenue of around Rs 5 to 10 lakhs per month from a franchise. However, it also depends on the place.

STUDENT OPINION:

That I didn't attend it practically because of this covid pandemic then institution send to prepare on Amul Ice-cream. Then I researched about this industry and I gave valuable information about **AMUL ICE-CREAM**. As we know that Amul is very big organization and market leader in daily products.

It has maximum markets share in Milk, Butter and Cheese which are its main products. But in case of **AMUL ICE CREAM** it is not a proper product as compared to other Amul Products. All the retailers feel that Amul products are very good in taste and once a customer tries it they become a loyalist to the brand and retailers too start

JK PAPER LIMITED



The company comes under industries, Present employees count around. The company was founded in the year.



STUDENT OPINION

Due to the present pandemic situation, we couldn't visit the company, but could get to know about the company and their work through making this project by this I came to know about the India's largest paper making company their manufacturing process and their efficiency of business, all over the world. And about the biggest group "JK" which is very much famous in this industry. I came to know about the measures they take before and after manufacturing the paper, I learnt about the achievement of the JK group in this industry I learnt about the turn over a paper manufacturing company get which I never thought could get. I learnt about the longest process that takes while making the paper and the hype it has got in the present market. So, through this project I came to know that paper industry in one of the best businesses to choose while thinking becoming an entrepreneur, starting the own business, as it has got less weakness in it.

20



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STUDENT OPINION

While i was preparing this project report about Paper Manufacturing factory Pixelle Specialty Solutions Company, I learnt many things from that which was very much helpful for my studies which i could relate for particular subject and understand in better way. I can relate the activities of industry like production of Paper, profile of the company, manufacturing process. It also helps students to develop their skills and talent.

sharada S

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AMUL INDIA PVT. LTD.

STUDENT OPINION

Though we may not have visited the industry physically due to pandemic, being internet as source we saw through the industry. This virtual experience gave me detailed information about how an 'ORGANIZATION' works, how a group of people coordinate in order to achieve set goals. It helped me to develop my 'OBSERVATORY SKILLS' AND 'KNOWLEDGE'. I learnt a lot of new things which I believe would certainly help in the future. It gives me an opportunity to learn virtually through research and analysis. I understood indepth details of West Coast Paper Mills Ltd. with respect to its activities such as history of company, management of the company, production process, financial management, marketing system.

Sharada S
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