

A
REPORT ON INDUSTRIAL VISIT
TO
"JAY BHARAT SPICES"

Ramdaspur Industrial Estate , Cuttack.

On

Dated:-28/02/2023



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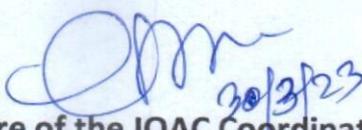
**ACADEMIC YEAR 2022-23
DEPARTMENT OF COMMERCE
PATTAMUNDAI COLLEGE**

<p>NAME OF ACTIVITY :- Industrial Visit DATE-28.02.23</p>	<p>DURATION – ONE DAY PARTICIPANTS- 30 STUDENTS AND FACULTY- 04</p>
<p>LEARNING OBJECTIVES :-</p> <ul style="list-style-type: none"> To equip students for their valuable contribution to the fast growing business world. To help the students to apply the classroom learned concepts to the real world. To enhance the applied knowledge of students. To know the practical application of various accounting rules and standards. 	<p>LEARNING OUTCOME:-</p> <ul style="list-style-type: none"> To provide an opportunity to the students to make industrial exposure. To provide them opportunity to be a part of current accounting software system. To provide them opportunity to be a part of current Marketing tools & Technique system. To provide them opportunity to know the marketing strategies to handle the market.



The Department of Commerce, Pattamundai College had organized a industrial visit to "Jay Bharat Spices" on 28/02/2023 located on Ramdaspur Industrial Estate , Cuttack for Commerce students. The visit was organized by HOD of Commerce, Pattamundai College,Pattamundai. Mr.Jitendra Mallik , Miss Subhalaxmi Pradhan & Mr.Manoj Kumar Das were the co-ordinated Faculties for this Industrial Visit. In the Factory the students were guided by company representative and given the opportunities to the students to witness the production system. Then they got an opportunity to meet G.M Mr.Aswini sir shared the future aspirations branding strategies& promotional tools of company. And also shared the growth story of the brand with a very friendly manner and at last he resolved the student's queries.

Ranjan Kumar Behere,
Signature of HOD ^{28/02/23}
H.O.D
Department of Commerce
Pattamundai College


signature of the IQAC Coordinator ^{28/02/23}
IQAC Co-ordinator
Pattamundai College


Principal ^{28/02/23}

DETAILS OF JOURNEY

- **The** Department of commerce, Pattamundai College had organized a industrial visit to “ Jay Bharat Spices” on 28/02/2023 located on Ramdaspur Industrial Estate , Cuttack for Commerce students.
- The visit was organized by HOD of Commerce, Pattamundai College, Pattamundai.
- Mr.Jitendra Mallik , Miss Subhalaxmi Pradhan & Mr.Manoj Kumar Das were the co-ordinated Faculties for this Industrial Visit.
- The journey was started from Pattamundai college Campus at 8.30 a.m. and reached the Jay Bharat Spices factory, Ramdaspur at 10.30 a.m.. Total of 30 students along with 04 faculties were there in the Industrial Visit.

OBJECTIVES OF INDUSTRIAL VISIT

- To help the students about the industrial exposure to real working environments along with a practical perspective of theoretical concept relevant to their domain.
- To help the students to make a interaction with live working industry.
- They got the opportunities to interact with industry expert.
- To provide an opportunities for students to see and experience real work station, Plants, machines, systems , assembly lines and interact with highly trained and experienced Personnel .
- Intending to go beyond the classroom learning.
- To learn about the current trends in market , the future scenario of industry and the new technologies that are being applied in the industry.
- This Interaction useful for the students in their career and help them in developing leadership qualities, management skills, and learned about the industry working.
- To learn about the company policies in terms of production , quality, and services management and acquaint themselves with the working of instruments during the course curriculum.
- Such tour helps the students in opening many doors for corporate training and internships, which in turn increase students employability.
- To help the students to identify their learning towards a branch and decide their future work areas like marketing, finance , operations, IT, HR ets.

COMPANY PROFILE

Incorporated in 2003, Jay Bharat Spices Private Limited(JBSPL) was founded by Mr.Surendra Nath Panda in cuttack ,odisha. It is engaged in procurement and grinding of whole spices in to power ,which is marketed and sold by the company under the brand name of "Bharat Masala" . It is also into processing of other food items like pasta, vermicelli, papad, Saus , atta, besan etc. The company has processing facilities in cuttack with an Installed capacity of 20400 TPA and 9600 TPA for pasta. Currently the day to day operation of company is looked after by Mr.Susant Kumar Panda(son of Mr.Surendranath Panda.).

GROUP OBSERVATIONS

The visit started with a brief introduction about the company by the company representative and facilitates the approval of visit. Then the students were guided to the plant to witness the production system. The plant has vertical production system. The plant has vertical production process layout which starts from top 2nd floor producing more than 20 variants. The top floor is like ware house of raw material where materials are segregated and labeled according to the production line numbers. The first floor consist of production line having processes of grinding & mixing the blends of spices . whole floor is regulated by computer aided manufacturing devices and highly automated processes are managed by representative employee of company.

There was another department named quality assurance department when each batch samples tested over the period of time to ensure highest levels of quality standards. The defected batch is out rightly rejected and no reprocessing of defected material allowed. The department also works on new production development. The ground floor contains purchasing and dispatching activities.

After completing the plant visit , the students got and opportunity to have an interaction with Mr. Aswini Sir , G.M of Company. He also

amazingly shared the growth story of the brand with the students. He also shared the future aspirations, branding strategies & promotional tool of the company. With a very friendly manner, he resolved the students' queries.

CONCLUSION

I thankful to all my department faculties to help me for taking great step of industrial visit to **Jay Bharat Spices** for our commerce students.

The students got an opportunity to face such an informative event which is very crucial for the development of practical skills regarding marketing tools , techniques, strategies , branding , consumer behavior etc.



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Attendance sheet

EVENT--

DATE-

SL NO.	ROLL NO	NAME OF THE STUDENTS
1	BC20-003	Kundu Diptimai Kulamani
2	BC20-053	Sasmita Nath
3	BC20-024	Banshwarani, Malik
4	BC20-106	Manishree Nayak
5	BC20-057	Manalisa Malik
6	BC20-023	Suchemita Sahoo
7	BC20-070	Anesarani mohanty.
8	BC20-058	Bardifa Malik.
9	BC20-029	Amrita Nayak
10	BC20-082	Pupali Sain
11	BC20-100	Rahul Behera
12	BC20-001	Anand Kumar Subudhi
13	BC20-002	Ranjit Nath
14	BC20-101	Jyoti Ranjan Sahoo
15	BC20-010	Sunima Barik
16	BC20-011	Abhilipsa Parida
17	BC20-009	Sulekha Das
18	BC20-045	Rabindra Barik
19	BC20-006	Abhijeet Sahoo.
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