



RUKMINI DEVI

Institute of Advanced Studies

App. by AICTE, HRD Ministry, Govt. of India & Aff. to G.G.S. I.P. University, Delhi

- Category 'A' Institute
- High Grading 81.7% by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.

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Industrial Visit to PARLE, Bahadurgarh

Topic :	Industrial visit to PARLE, Bahadurgarh for the students of MBAI
Date of event :	November 7, 2011
Aim of the event:	<p>The aim of the event was as follows:</p> <ul style="list-style-type: none">• Exposure to Actual Working Conditions• Make Students Aware with Industry Practices• Increase Practical Awareness of various Industrial Sectors• Acquaint Students with Interesting Facts and Breath-Taking Technologies

<p>Description of the event:</p>	<p>A batch of 29 students was taken to PARLE, Bahadurgarh. Parle Products has been India's largest manufacturer of biscuits and confectionery for almost 80 years. Makers of the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition and great taste. With a reach spanning even to the remotest villages of India, the company has definitely come a very long way since its inception.</p> <p>Company head office is in Mumbai, plant was set up in 1929. Bahadurgarh plant was set up in 1939, and they are producing varied range of biscuits – Parle-G, Monaco & Krack Jack. “Parle factory looks like factory family.” At present, more than 1200 workers are working in a Parle family. It has also factories in Bahadurgarh, Haryana and Neemrana, Rajasthan, Delhi, Uttar Pradesh, Madhya Pradesh, Gujarat, Maharashtra, Karnataka, Tamil Nadu.</p> <p>Initially a documentary movie of 20 minutes about the history and how PARLE came into existence was shown to the students as their first segment.</p> <p>Various processes were shown to batch, starting from collection of the raw material till the processed food is packed. Students got to know how the food is kept safely edible and how quality is maintained. Also, company pays special attention towards the hygiene and sanitation of the whole manufacturing process.</p> <p>As the last section of the visit a dance competition was carried out amongst the students and the winners were awarded with PARLE’G biscuits as a token of appreciation.</p> <p>The visit ended with a vote of thanks from both the sides and few photographs.</p>
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