



RUKMINI DEVI

Institute of Advanced Studies

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- 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 Daawat Basmati Rice

Topic :	Industrial visit to LT Foods Limited, Daawat Basmati Rice for the students of MBAI
Date of event :	November 10, 2011
Aim of the event:	<p>Industrial visit is a part of co-curricular activities for the students, during which they visit companies and get insight into the working environment of the company.</p> <p>The industrial visit also provides an insight on how companies work and also useful information related to the practical aspects of the course which cannot be visualized in lectures.</p> <p>The aim of this industrial visit was to give students a succinct outlook of the various working procedures of a large scale production unit.</p>

<p>Description of the event:</p>	<p>A batch of 29 students was taken to LT Foods Ltd, Daawat Basmati Rice. The company is into processing of Basmati rice from paddy grains. It was started in 1965 and now has 6 production units pan India. The company is also listed in National Stock Exchange and Bombay Stock Exchange. The company has a turnover of Rs 1700 Crore.</p> <p>The plant at Sonapat was established in 2001 which is spread over a distance of 3 K.Ms. The land area is around 45 acres having 3 de-husking lines, 6 colour sorting and 11 packaging lines. It is a fully integrated and automatic plant with minimum manual labour utilisation. The only manual work done is when gunny bags are unloaded from trucks to the warehouse.</p> <p>Students were first given a presentation about the company by the Manager-Human Resource, Mr. Sanjay Rai. The presentation was comprehensive information piece entailing all the intricacies of the company and the industry. After the presentation there was a question-answer round where students bombarded the company official with their questions.</p> <p>The next step was the plant visit. Students were accompanied by Mr. Rai and one of the newly recruited management trainees, Mr. Azad Singh. All the processes were shown to the students right from the weighing of the loaded trucks then unloading of the gunny bags, storing the paddy in the underground storage system, de-husking, chemical testing, physical testing, inspecting the grains manually using random sampling method which is followed by polishing and then finally packaging.</p> <p>The company proclaims to be a "Brand Centric and research centric organisation". "Daawat is not a daily product but a lifestyle product" says Mr. Rai, Manager-HRD. Daawat Basmati is registered in 43 countries world wide, supplies rice in 56 countries and covers more than 50% market share in North America.</p> <p>Company fulfils its corporate social responsibility by educating farmers for producing best yield and providing them with modern cultivation methods. Company is ISO, SQF, BRC, HACCP, Kosher certified. Also, it is the first rice company in India which is totally on 1 metric tonn jumbo bag storage and stores rice in "Galvanized" silos. Not to forget that company utilises its waste</p>
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product *husk* as bio fuel, used for generating electricity. Rest was sent to the market in the form of hay bales for sale to the farmers.

After the students had first hand exposure of the various processes, a small lunch was organized by the company. Students savoured Daawat Basmati's specially prepared *vegetable biryani*.

The visit ended with a vote of thanks from both the sides and few photographs.