



D Y P A T I L U N I V E R S I T Y  
(DEEMED TO BE)

# Vijay Patil School of Management

## Industrial Visit Report : Kerala 22<sup>nd</sup> March -26<sup>th</sup> March 2026

### Introduction

Industrial visits play a vital role in management education by providing students with practical exposure to real-world business environments. Vijay Patil School of Management (VPSM) organized a five-day industrial visit to Kerala from **22nd March 2026 to 26th March 2026** for BBA and MBA students.

The visit was designed to give students firsthand knowledge of various industries including manufacturing, dairy, logistics, plantation, and retail sectors. It also aimed at enhancing experiential learning, improving industry interaction, and developing a broader understanding of business operations.

### Participants Details

- **Total Number of Students:** 45 (BBA & MBA)
- **Faculty Coordinators:**
  - Prof. Bhavika Patel
  - Dr. Jaymin Shah

The visit witnessed active participation from students, who showed enthusiasm in understanding industrial processes and engaging with industry professionals.

### Objectives of the Industrial Visit

The key objectives of the visit were:

- To bridge the gap between theoretical concepts and practical applications
- To provide exposure to real-time industrial operations
- To understand production, supply chain, and management processes
- To study cooperative and corporate organizational structures
- To observe modern retail and consumer behavior trends
- To enhance analytical, observational, and interpersonal skills

### Detailed Itinerary and Activities

**Day 1: 22nd March 2026 (Sunday) – Mumbai to Munnar**

The group assembled at Chhatrapati Shivaji Maharaj International Airport, Mumbai, and departed for Cochin via an early morning flight. Upon arrival, students traveled to Munnar, a region known for its tea plantations.

- **Industrial Exposure: Tea Estate and Tea Factory**

Students visited a tea estate and processing unit where they observed the complete tea production cycle. The process included:

- Plucking of tea leaves
- Withering and rolling
- Fermentation and drying
- Grading and packaging

Industry experts explained quality control measures, export standards, and market demand for different tea varieties. Students gained insights into plantation management and labor-intensive production systems.

**Day 2: 23rd March 2026 (Monday) – Munnar to Alleppey**

After breakfast, the group proceeded towards Alleppey.

- **Visit to Spice Garden**

Students explored a spice plantation where they learned about:

- Cultivation of spices such as cardamom, pepper, cinnamon, and cloves
- Processing techniques and preservation methods
- Export potential and global demand for Indian spices

This visit highlighted the importance of agriculture-based industries and their contribution to the Indian economy.

- **Backwater Experience (Houseboat Stay)**

Students experienced Kerala's backwater tourism system, gaining indirect exposure to the hospitality and tourism industry, including service management and customer experience strategies.



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## Day 3: 24th March 2026 (Tuesday) – Kochi Industrial Exposure

- **Visit to Kochi Port Trust**

This visit provided valuable insights into logistics and international trade. Students learned about:

- Port operations and cargo handling
- Import-export procedures
- Container management systems
- Role of ports in economic development

Professionals explained the integration of technology in port operations and the importance of efficient supply chain management.

## Day 4: 25th March 2026 (Wednesday) – Core Industrial Visits

- **Visit to ANNA Aluminium Co. Pvt. Ltd.**

This was a key industrial visit where students observed aluminium manufacturing processes. Key learnings included:

- Raw material procurement and processing
- Manufacturing techniques and machinery
- Quality control and safety standards
- Inventory and supply chain management

Students also understood the importance of efficiency, cost control, and technological adoption in manufacturing industries.

- **Visit to A to Z Packaging**

Students visited A to Z Packaging and gained practical insights into the packaging industry. They learned about types of packaging (primary, secondary, tertiary), materials used, and key processes like design, printing, labeling, sealing, and finishing.

The visit also highlighted the importance of quality control, packaging in marketing, and its role in storage and distribution. Emphasis was given to the growing need for innovative and sustainable packaging solutions.

## Day 5: 26th March 2026 (Thursday) – Retail Exposure & Return



- **Visit to Lulu Mall**

Students observed large-scale retail operations and learned about:

- Store management and layout planning
- Customer behavior and buying patterns
- Branding, promotions, and sales strategies
- Mall management and tenant coordination

This visit helped students connect marketing theories with real-life retail practices.

Later, the group proceeded to Cochin International Airport and returned to Mumbai, marking the end of the industrial visit.

The visit helped students understand practical aspects of management, broadened their perspective, and prepared them for future professional roles. Overall, the objectives of the industrial visit were effectively achieved.

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Dr Shoba James

BBA Chair, VPSM

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Dr Purvi Pujari

Dean (I/c), VPSM

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