

Industrial Visit –Report

As a part of Entrepreneurship Development programme during our fourth semester, we went for an Industrial Visit on November 14, 2019. We started our journey at 7.30 am from our college campus. Our first destination was Cochin University of Science and Technology (CUSAT), Kochi and reached there by 9.30 am. KunjaliMarakkar School of Marine Engineering in CUSAT had organised the open exhibition of their ship, which is a major part of overseas goods transportation in our country. The ship is constructed inside the campus at an open spot to provide all practical experience of the real ship to their students. We are guided by a trainer of Marine Engineering Department who had many travel experience in several ships. He also explained us about the hull insurance and various types of risks associated with overseas transportation. The students of their department also joined us and explained the technical side of ship and also shared their practical experience with such a big unit. We even got a chance to visit their workshop wherein we got a deep view of the internal part and blocks of the entire ship. It was a different experience for us because it helps to build an insight among us that during the commercial trading through such transportation methods, the technical side of the transportation system also matters.

After visiting the entire unit we headed to Modern Bread Factory , our second destination, which is situated in Edappaly. We reached there by 1 pm. Modern Bread is one of the leading businesses in the bread manufactures. We took the pass to get into the unit and we are guided into factory unit wherein the production took place. We were provided with head masks and other safety covers to ensure clean and safe atmosphere inside the production unit. We were guided by a worker of the unit and explained us the entire baking process. They also showed us various types of machinery used during the whole production. Every single activity was well managed and organised within the unit in an effective manner. They also exhibited us various packaging methods for different products. Their product line offers various products like cookies, cakes, flavoured breads, muffins etc. They follows unique and attractive packaging methods for each product. After visiting the production unit, the HR manager joined us to explain some of the labour policies. Various bonus schemes and incentives were provided to their employees. The entire management of the unit was strictly adhered to a well-defined strategies and policies. We even got a chance for a conversation with some of the factory workers which helped us to know about the satisfaction of workers about the incentive schemes in the factory. After sparing some time with the workers we had realised that a well satisfied worker can positively contribute towards the smooth running of

the business and Modern Bread was an evidence for the statement. When we were about to exit the factory unit, one of employee from marketing department joined us to explain various marketing methods and distribution channels of their products. The products were distributed to the consumers through retailer shops and bakeries by their own carriage vans. By building a direct relationship with the retailers, the demand of the product and the expectation of the consumers can be easily drawn by the producer which helps them to manipulate the production and marketing methods according to the needs of the consumer. The visit to modern bread factory was very helpful for us because we were enriched with so many fruitful experiences in various arenas like factory unit, plant and machinery, HR policies, marketing methods, distribution channels and so on.

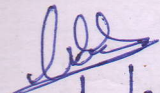
After visiting our two major industrial units, we headed back to our college by 6 pm. This industrial visit was a very different experience for all of us because we were provided with the two destinations with extreme first hand knowledge which helps us a lot to develop a base for our entrepreneurial skills.

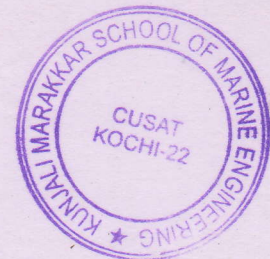
KUNJALI MARAKKAR SCHOOL OF MARINE ENGINEERING
SOUTH KALAMASSERY , KOCHI
KERALA,682022

SUB: CERTIFICATE OF INDUSTRIAL VISIT

This is to certify that 61 students and 3 faculty members of Commerce dept of Carmel College, Mala visit KMSME on 14th November 2019 as a part of experiential learning. We hope this visit is beneficial for the students.

KUNJALI MARAKKAR SCHOOL OF MARINE ENGINEERING
SOUTH KALAMASSERY , KOCHI
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14/11/2019



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6	ATHIRA SHAJU	56	NADIYA MOL
7	JILL JACOB	57	NANDHINI K C
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