



SRI SATHYA SAI INSTITUTE OF HIGHER LEARNING

(Deemed to be University)

ANANTAPUR CAMPUS, ANANTAPUR,

ANDHRA PRADESH-515001

INDUSTRIAL VISIT 2024

Department of Management and Commerce, Anantapur Campus

Type of Event: Field Trip

Title: Industrial visit to Coimbatore as a part of curriculum activity and event for AY 2023-24

Period: 5 days (27th February- 3rd March 2024)

Type of Industry: Manufacturing, assembly line, processing, incubators.

Name of the coordinator: Ms. Soundariya Preetha

Number of participants: 27 MBA students and 2 Faculty

Objective: To provide students with experiential and hands-on learning opportunities to understand the concept from an industry perspective.

Industrial visit schedule:

Elgi Ultra
Incubation Center
(TNAU)
CODISSIA Defense
Incubation Center

Day 1: 28-02-2024
(Wednesday)

Shakti Soya Plant
ABT Dairy

Day 2: 29-02-2024
(Thursday)

TTK Prestige

Day 3: 01-03-2024
(Friday)

Udumalpet wind
mill farm

Day 4: 02-03-2024
(Saturday)



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Day 1: 28-02-2024 (Wednesday)

The industrial visit to **Elgi Ultra in Coimbatore**, proved to be an enriching experience, unveiling the intricate tapestry of modern manufacturing techniques employed in the production of wet grinders and mixers. From the moment we stepped onto the premises, we were enveloped in an atmosphere of efficiency and innovation. The guided tour of the production floor showcased not only the mechanical intricacies of the assembly lines but also the human expertise driving the entire operation.

Witnessing first-hand the seamless integration of automated machinery and skilled labor underscored Elgi Ultra's commitment to optimizing efficiency while maintaining the highest standards of craftsmanship. Moreover, discussions with industry experts shed light on the strategic decisions underpinning Elgi Ultra's success, from supply chain management strategies to their relentless pursuit of innovation. This holistic understanding of Elgi Ultra's operational ethos left an indelible impression on our team, inspiring us with a newfound appreciation for the complexities and opportunities inherent in modern manufacturing practices.

Next, our visit to the **Incubation Center at Tamil Nadu Agricultural University (TNAU)** proved to be a pivotal encounter with the vibrant entrepreneurial ecosystem thriving within the region. Upon arrival, we were greeted by an impressive exhibition featuring an array of innovative startup ideas and products nurtured and funded by the university. This firsthand exposure provided invaluable insights into the dynamic landscape of entrepreneurship, illuminating the symbiotic relationship between academic institutions and nascent ventures.

Witnessing the convergence of ingenuity and investment underscored the pivotal role played by TNAU in fostering a conducive environment for entrepreneurial growth. Moreover, interactions with budding entrepreneurs offered a glimpse into the myriad challenges and opportunities



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inherent in the startup journey, reinforcing the importance of collaborative support networks and strategic mentorship in navigating the path to success. Overall, our engagement with the Incubation Center at TNAU served as a catalyst for our understanding of the local entrepreneurial ecosystem, igniting a newfound appreciation for the transformative power of innovation and enterprise in driving economic prosperity.

The culminating highlight of our immersive day was our visit to the prestigious **CODISSIA Defense Incubation Center**, an emblem of Coimbatore's burgeoning startup landscape. Stepping into this dynamic hub of innovation, we were greeted by a kaleidoscope of entrepreneurial endeavors, each pulsating with the promise of transformative impact. The center's unwavering dedication to fostering the growth of small and medium enterprises (SMEs) resonated through its meticulously curated programs, which nurture fledgling ventures and cultivate a culture of resilience and excellence.

It became evident that CODISSIA's vision transcends mere incubation; it aspires to sculpt robust and agile SMEs through a synthesis of unwavering commitment, visionary leadership, and a relentless pursuit of continuous improvement. As we engaged with the visionary minds behind these ventures, we were inspired by their audacious dreams, fueled by the fertile soil of support and mentorship provided by CODISSIA. Indeed, our visit crystallized that CODISSIA is not just a center of incubation but a crucible of innovation, a beacon guiding the trajectory of Coimbatore's entrepreneurial renaissance.



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Day 2: 29-02-2024 (Thursday)

On the second day, our exploration delved into the realm of the food processing industry, with a captivating visit to the **Shakti Soya Plant** nestled in the heart of Pollachi. Here, we delved into the intricacies of soya oil and soya chunks production processes, gaining invaluable insights into the supply chain dynamics and the art of value addition within the food sector. As we traversed through the plant, witnessing the transformation of raw soya beans into premium-quality products, we were struck by the meticulous attention to detail and unwavering commitment to excellence evident at every stage of the production line. Moreover, our immersion into the world of quality assurance measures such as 5S methodologies further underscored Shakti Soya's dedication to operational efficiency and product excellence.

Following our visit to Shakti Soya, we embarked on a comprehensive tour of **ABT Dairy** in Pollachi which provided a deep dive into the dairy production process. ABT Dairy's unwavering commitment to quality is evident in its stringent production processes. Beginning with rigorous testing of raw milk to ensure compliance with strict standards for antibiotics, fat content, and bacteria, the company prioritizes the use of only the highest quality ingredients. Meticulous filtration techniques and state-of-the-art pasteurization methods further guarantee the purity and safety of its products. Precise control over churning and temperature in butter and ghee production prevents contamination and ensures optimal consistency. Similarly, standardized methodologies and potential pH monitoring in paneer production result in consistently high-quality texture. ABT Dairy's dedication to quality sets a benchmark for excellence in the industry, reflecting its commitment to delivering superior products while maintaining the highest standards of food safety and quality control.



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Day 3: 01-03-2024 (Friday)

The Day 3 of our visit likely offered a fascinating glimpse into **TTK Prestige**, a leading pressure cooker manufacturer. We were given a detailed presentation that delved into specific examples of TTK Prestige's innovative spirit, leading to a groundbreaking design improvement of pressure cookers. It provided a well-rounded understanding of how TTK Prestige's leadership has shaped its success in the pressure cooker market.

Following the presentation, the tour of TTK Prestige's pressure cooker manufacturing facility showcased a well-organized production line where high-quality metal is molded into cooker bodies and lids, emphasizing efficient assembly processes. Following meticulous polishing for a gleaming finish, rigorous quality checks are implemented at each stage to ensure product integrity. Precise labeling, integration of heat-resistant gaskets, and iconic whistles are managed with attention to detail. Notably, specialized sections for gasket and whistle production underscore the company's focus on specialization and quality control. Throughout the entire manufacturing process, TTK Prestige's commitment to quality and operational efficiency is evident, reflecting effective managerial oversight and adherence to industry standards.

Day 4: 02-03-2024 (Saturday)

Capping off our industrial visit, Day 4 provided a refreshing change of pace with a visit to a **Udumalpet windmill farm**. The visit to the renewable energy site provided valuable insights into wind turbine operations and control mechanisms, offering a comprehensive understanding of the mechanics of wind energy conversion. We gained knowledge about the critical factors influencing power generation, such as wind speed and direction, and learned how turbines are managed to optimize efficiency. Exploring the control room operations offered first-hand exposure to the technology used for monitoring and managing the wind farm's operations,



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highlighting the importance of effective management in maximizing energy output. Overall, the experience solidified our understanding of wind power as a viable and sustainable energy source, emphasizing the significance of strategic management in renewable energy operations.

CONCLUSION:

The 5-day Coimbatore industrial visit was a resounding success for us (the MBA students of SSSIHL). This immersive experience provided us with invaluable practical knowledge, enriching our academic journey far beyond the classroom. Through firsthand exposure to diverse industries like manufacturing, food processing, and established companies, we gained insights into production processes, quality control measures, and the local entrepreneurial ecosystem. However, the learning extended beyond business. This enriching program effectively bridged the gap between theory and practice, solidifying our academic foundation and preparing us for future success.



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DAY-1: ELGI ULTRA



TNAU INCUBATION CENTER





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CODISSIA DEFENSE INCUBATION CENTER



DAY 2: ABT DAIRY & SHAKTI SOYA PLANT





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DAY 3: TTK PRESTIGE



DAY 4: UDUMALPET WINDMILL FARM

