



METHODIST

COLLEGE OF ENGINEERING & TECHNOLOGY

[Autonomous Institution]

Accredited by NAAC with A+ and NBA
Affiliated to Osmania University & Approved by AICTE



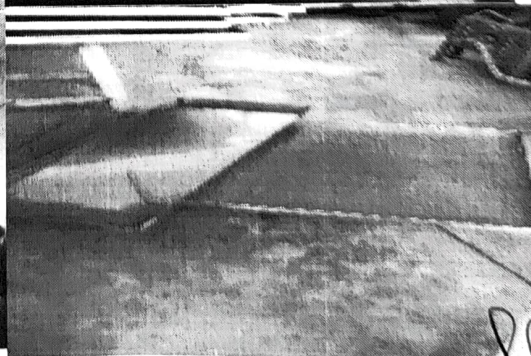
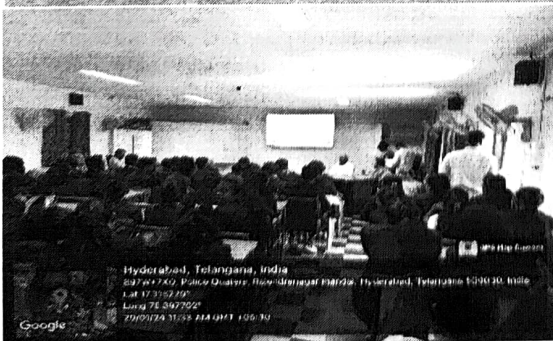
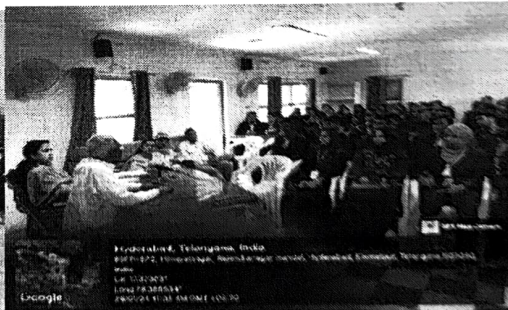
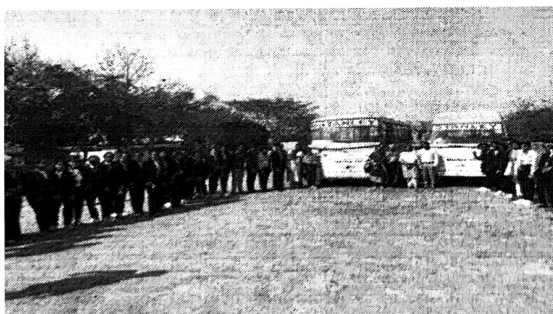
DEPARTMENT OF BUSINESS MANAGEMENT

INDUSTRIAL VISIT

National Institute of Rural Development and Panchayati Raj (NIRD)

On January 29, 2024, the Department of Business Management organized an enlightening industrial visit to the National Institute of Rural Development and Panchayati Raj (NIRD). MBA students traveled to the renowned Rural Technology Park, a 65-acre site dedicated to sustainable development. Upon arrival, students and faculty were warmly welcomed with an informative lecture from a resource person. This session provided valuable insights into the visit's objectives and the entrepreneurial opportunities available at the training center.

Following the lecture, students explored the park, encountering structures built from mud and bamboo, as well as traditional methods such as rat trap bonds and rainwater harvesting systems. This hands-on experience offered a tangible understanding of sustainable practices in rural development. Numerous stalls displayed innovative natural and recycled products, including honey, mango jelly, essential oils, eco-friendly bags, handmade jewelry, and organic pesticides. These exhibits highlighted the creative use of resources and the potential for enhancing the rural economy. Overall, the visit fostered a deeper appreciation for the role of rural development in sustainable growth, reinforcing the importance of resource efficiency in shaping a prosperous future for the nation.



[Signature]
HOD DEM



METHODIST COLLEGE OF ENGINEERING & TECHNOLOGY

[Autonomous Institution]

Accredited by NAAC with A+ and NBA
Affiliated to Osmania University & Approved by AICTE



DEPARTMENT OF BUSINESS MANAGEMENT

INDUSTRIAL VISIT

ZINDA TILISMATH FACTORY

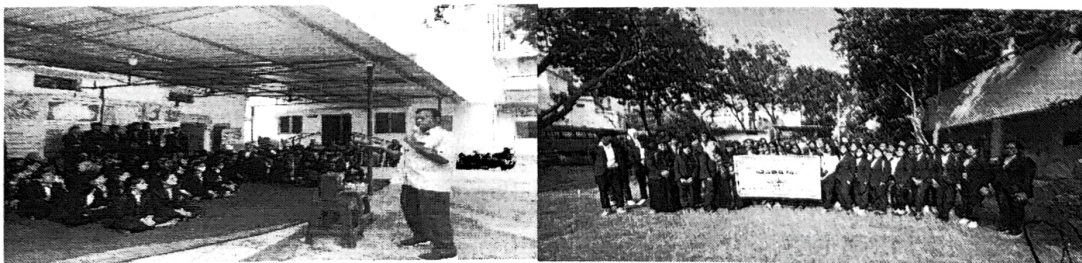
On July 6, 2024, MBA students visited the iconic Zinda Tilismath Factory in Amberpet, Hyderabad, a 104-year-old institution renowned for its contributions to Unani herbal medicine. Founded in 1920 by Hakeem Mohammed Moizuddin Farooqi, the factory blends traditional wisdom with entrepreneurial vision, offering valuable insights into business operations and the relevance of natural remedies in modern healthcare.

The visit began with a warm welcome and an introductory session by the factory advisor, who narrated the inspiring story of its founder. Farooqi envisioned the factory as a beacon of holistic healing rooted in Unani principles, emphasizing balance in mind, body, and spirit. Today, it maintains its reputation for producing high-quality herbal products, such as its flagship remedy, Zinda Tilismath, for colds, coughs, and headaches.

Students toured the factory's infrastructure, a blend of traditional design and modern functionality, observing the production process. The advisor highlighted the careful selection of natural ingredients, ensuring purity and potency. They witnessed extraction, preparation, bottling, and packaging, each step adhering to strict quality standards. The integration of modern technology with traditional methods showcased the potential for sustaining heritage practices in contemporary business.

A discussion on business strategies revealed how Zinda Tilismath has adapted to changing market dynamics by diversifying products and exploring global markets. The students gained insights into marketing, supply chain management, and customer trust—essential for success in healthcare.

The visit concluded with sample products gifted to the students, fostering a tangible connection to the factory's legacy. It highlighted the value of integrating tradition with innovation and provided practical lessons in sustainable entrepreneurship. This transformative experience enriched the students' academic journey, inspiring them to approach business with authenticity and purpose.



HOD DBM



METHODIST

COLLEGE OF ENGINEERING & TECHNOLOGY

[Autonomous Institution]

Accredited by NAAC with A+ and NBA
Affiliated to Osmania University & Approved by AICTE



DEPARTMENT OF BUSINESS MANAGEMENT

INDUSTRIAL VISIT

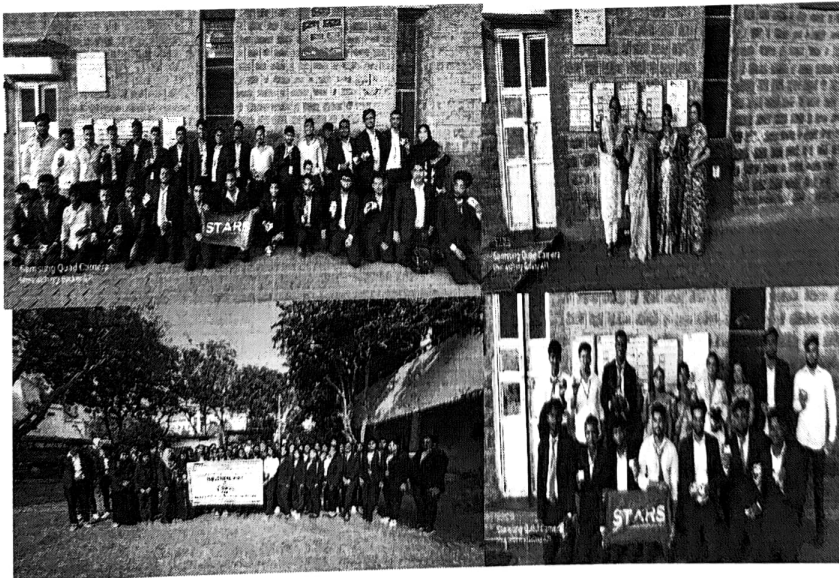
PARLE-G BISCUIT FACTORY

On July 6, 2024, students visited Parle, one of India's most iconic brands, for an insightful exploration of its history and operations. The visit began with a presentation detailing Parle's journey from humble beginnings to a household name, emphasizing its innovative production techniques and nostalgic marketing strategies that have connected with generations.

The highlight was the tour of the production floor, where students observed the creation of Parle-G biscuits. The precision, efficiency, and quality control showcased the company's commitment to excellence. Watching the biscuits move seamlessly through production stages offered insights into the advanced technology and craftsmanship involved.

The visit ended on a sweet note, with students receiving freshly baked Hide & Seek biscuits and a pack of Parle-G. This thoughtful gesture highlighted Parle's blend of tradition and modernity, leaving students with a deeper appreciation for its legacy.

Overall, the visit provided an inspiring mix of education, nostalgia, and practical business insights, making it a memorable experience.




HOD/DEM



METHODIST

COLLEGE OF ENGINEERING & TECHNOLOGY

[Autonomous Institution]



Est'd: 2008

Accredited by NAAC with A+ and NBA
Affiliated to Osmania University & Approved by AICTE

DEPARTMENT OF BUSINESS MANAGEMENT

INDUSTRIAL VISIT

MASQATI DAIRY PRODUCTS

On July 6, 2024, students visited Masqati Dairy Products, a leading name in the dairy industry known for its premium products like milk, curd, ghee, and ice creams. The visit offered valuable insights into how the brand maintains high standards of quality and innovation in a competitive market.

The tour began with an introduction to the company's history and its commitment to excellence. Students observed advanced production processes, including filtration, pasteurization, and homogenization, all powered by state-of-the-art machinery. This firsthand experience showcased Masqati's focus on hygiene, consistency, and efficiency.

Interacting with professionals added depth to the visit, as they explained the stringent quality control measures and sustainable practices adopted by Masqati. These insights highlighted the company's dedication to ensuring product purity and environmental responsibility.

A tasting session featuring Masqati's signature Badam milk and a variety of ice creams added a delightful touch to the experience. It emphasized the brand's commitment to crafting products that cater to diverse tastes while maintaining superior quality.

Overall, the visit offered a perfect mix of learning and enjoyment. Students gained a comprehensive understanding of operational excellence in the dairy industry, inspired by Masqati's legacy of innovation, quality, and customer satisfaction.



[Signature]
HOD DBM