

🏢 Bridging Classroom Learning with Real-World Insight! 🚀

BBA students from the **Faculty of Management Studies** had an insightful **industrial visit to the Parle-G Manufacturing Unit, Raipur** on **14th October 2025**. Students had the opportunity to interact with **Mr. Naveen, Product Manager at Parle-G**, who shared valuable insights on the **evolution and growth** of the Parle-G brand. They explored the **production process of biscuits**, including stages like manufacturing, quality control, and packaging, and learned about the **marketing and promotional strategies** that have sustained Parle-G's strong brand identity for decades.

This visit provided students with a firsthand understanding of how **theoretical concepts are practically implemented** in business operations and production management — making it a truly experiential learning opportunity. The event was coordinated by **Dr. Ambarish Ghosh** and **Dr. Jaya Chandra**, under the guidance of **Dr. Archi Dubey, HOD-FMS**.

Hon'ble Vice-Chancellor **Prof. (Dr.) Shiv Dayal Pandey** appreciated the initiative, commending the Faculty of Management Studies for fostering **industry-academia engagement** and encouraging students to gain **experiential insights beyond the classroom**.

Such experiences continue to strengthen our students' understanding of real-world business dynamics and nurture future-ready professionals.





