



SRI AUROBINDO COLLEGE (University of Delhi)

FIELD VISIT REPORT 2024-25

On **27th of November**, a field visit was conducted to **Parle Pvt.Ltd**, a prominent biscuit manufacturing unit located in Bahadurgardh (Haryana). The purpose of this visit was to observe the biscuit production process, understand the operational aspects of the factory, explore the manufacturing technologies used, and gain insights into quality control and packaging procedures. The factory is known for many popular biscuits like Parle-G, Crackjack, Hide and Seek etc., and the visit provided valuable learning about the industrial production of biscuits.

SRI AUROBINDO COLLEGE
UNIVERSITY OF DELHI

AAKRAYA: THE COMMERCE ASSOCIATION

FIELD VISIT

FT. PARLE

27 NOVEMBER 2024

College

Bahadurgarh

SCAN ME

Registration fee — ₹200
(includes travelling and refreshment expense)

Prof Vipin Kumar Aggarwal (Principal)	Dr Nishita Gupta (Teacher in Charge)	Prof Anjali Bhatnagar (Convenor)	Mrs Anekita Goyal (Teacher Coordinator)
Mrs Silky Jain (Teacher Coordinator)	Mr Kartik Sahni (Teacher Coordinator)	Mr Pratyush (Teacher Coordinator)	
Ms Sangeeta (Teacher Coordinator)	Mrs Shruti (Teacher Coordinator)	Ms Ila Yadav (Teacher Coordinator)	Rashmi Gulla (President)

Objective of the Visit

The field visit aimed to provide a comprehensive understanding of the biscuit production process, from raw material procurement to packaging. Key objectives included studying the role of automation and machinery, learning about quality control, hygiene, and safety measures, exploring sustainability practices, and understanding waste management. Additionally, it offered an opportunity to interact with factory staff to gain insights into their roles and responsibilities.

Factory Overview

Located in Surya Nagar, Bahadurgarh, Haryana, the factory specializes in producing a wide range of biscuits, including glucose, cookies, cream biscuits, and savory snacks. With a daily production capacity of 2.3 metric tonnes, the facility operates on a large-scale batch production model, emphasizing efficiency and quality.

Key Takeaways

- The critical role of quality control in sustaining brand reputation.
- Technology's impact on enhancing efficiency and productivity in manufacturing.
- Insights into the challenges and opportunities within the food manufacturing industry.
- The importance of effective supply chain management in operations.

The value of a strong brand and strategic marketing efforts. This unit specifically manufactures three iconic biscuit varieties: Monaco, Krack Jack, and Parle-G. Remarkably, Parle Products has thrived for over 90 years under the stewardship of its founding family without external financial backing.

The industrial visit offered a rich learning experience, bridging theoretical knowledge with practical exposure and providing students with a deeper understanding of the food manufacturing industry.

Interaction with HR

After the factory tour, students engaged in an interactive session with the HR Manager of Parle Products, where they had the chance to ask questions, share their thoughts about the field, and learn how Parle adapts to a dynamic business environment and evolving customer needs. The visit concluded with group photos to commemorate the experience, followed by the journey back to college.

Glimpses



Best Regards
AAKRAYA : The Commerce Association
SRI AUROBINDO COLLEGE,
UNIVERSITY OF DELHI