



LAXMI VIDYAPEETH's
LAXMI INSTITUTE OF MANAGEMENT, SARIGAM (731)
MBA DEPARTMENT

**A GCSR PROJECT REPORT OF INDUSTRIAL VISIT AT BADSHAH
MASALA**

Duration of the Activity: 09/01/2017- 16/01/2017 Thursday, 1 Week

Activity: Industrial visit

Objectives of the activity:-

- To impart practical knowledge about the procurement of raw materials, fully automated manufacturing processes, producing finished goods, packaging & dispatching at Badshah Masala unit situated in Umergaon , Gujarat .
- To make the students aware about the basic information related to the industry and guiding them to gain the practical knowledge regarding the activities performed by the industries or companies in the areas of imports and exports.
- To enhance the knowledge and skills of the students by making them learn on-field the various processes and activities and operations of the business.
- To learn about the potentialities regarding the imports or exports in regard to the chosen country Vietnam

Description of the Activity: We visited the Badshah Masala Unit as a part of our GCSR Project; we were accompanied by our group members and the industry experts to impart knowledge about the food & beverages industry.

We went for a period of 1 week for the industrial visit, we came to know about the various information and study about the import export of the industry and the potential for Vietnam.

BADSHAH Masala

Name of the Industry Expert	Designation	Duration	Topic of Practical Knowledge imparted
Mr. Kailash	MD	10:00 am to 10:30 am	About badshah industry, history, development, founders
Mr. Kamal	Production manager	10:30 am to 11:00 am	Procurement procedure of raw materials, fully automated manufacturing process, producing finished goods process, packaging and dispatch
Mr. Athavaliya	Manager, Marketing	11:00 pm to 11:30 pm	Global presence of Badshah masala, marketing techniques and channels, marketing policies, pricing policies.



Date: 09/01/2017



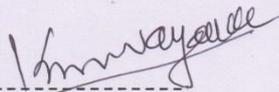
Date: 14/01/2017

Skills Acquired by the Students:

- The knowledge regarding the various activities and processes was gathered regarding the Badshah Masala.
- Badshah Masala imports its raw materials from various countries which also includes Vietnam from where it imports four raw materials.
- The various countries to which badshah exports its products was an important aspect for us to know about as our future project would include implementation of export based business model for the badshah industry.
- The company has strong market presence which is depicted by its strong position in the market which keeps rising higher with each passing year.

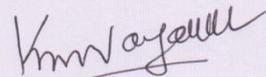
- The fact that it imports its raw materials from Vietnam which is our chosen country for the project leaves a great scope for the potential opportunities of exports in near future to Vietnam.

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DIRECTOR

(Dr. KEYUR NAYAK)



INTERNAL GUIDE

((Dr. KEYUR NAYAK)