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Department of Management Sciences (BBA)

Report

On

Experiential Learning

Activity : Industrial Visit at DS Drinks and Beverages Pvt. Ltd, Raison,
Himachal Pradesh
Subject : Corporate governance, ethics & social responsibility of business (BBA 206)
Date : 12th March, 2023
Department : Department of Management Science (BBA)
Faculty In charge: Dr. B.B. Tiwari
Participants : 26

Introduction:

This report encapsulates the experiential learning gained through an industrial visit to DS Drinks and Beverages Pvt. Ltd, located in Raison, Himachal Pradesh, near Kullu. The focus of the visit was on understanding the practical implementation of corporate governance, ethics, and social responsibility in the context of the soft drinks and mineral water industry.

Objectives of the Industrial Visit:

The primary objectives of the industrial visit were:

- Exploration of Corporate Governance Practices: To observe and analyze the corporate governance structure, policies, and practices followed by DS Drinks and Beverages Pvt. Ltd.
- Examination of Ethical Standards: To assess the company's adherence to ethical standards in its business operations, decision making, and interactions with stakeholders.
- Understanding Social Responsibility Initiatives: To gain insights into the company's initiatives and commitments towards social responsibility within the local community and the broader society.

Execution of the Industrial Visit:

The industrial visit was executed through a structured program that included:

- **Company Presentation:** A detailed presentation by the company's management, providing an overview of DS Drinks and Beverages Pvt. Ltd, its corporate governance framework, ethical guidelines, and social responsibility initiatives.
- **Factory Tour:** A guided tour of the manufacturing facility, enabling participants to witness the production processes, quality control measures, and environmental sustainability practices.
- **Interactive Sessions:** Opportunities for interactive sessions with key personnel, including executives responsible for corporate governance, ethics, and social responsibility, facilitating discussions on practical challenges and decision making.
- **Stakeholder Engagement:** Engagement with various stakeholders, such as employees, local communities, and suppliers, to understand the company's relationships and its impact on different entities.

Learning Outcomes of the Industrial Visit:

The industrial visit provided valuable learning outcomes in the realm of corporate governance, ethics, and social responsibility:

- **Practical Application:** Participants gained insights into how corporate governance principles are practically implemented in a real - world business setting, aligning with regulatory frameworks and industry best practices.
- **Ethical Decision Making:** Observing ethical considerations in the day today operations of DS Drinks and Beverages Pvt. Ltd enhanced participants' understanding of the importance of ethical decision making in business.
- **Social Responsibility Integration:** Understanding the company's social responsibility initiatives highlighted the integration of business operations with community welfare and environmental sustainability.
- **Stakeholder Management:** Participants witnessed effective stakeholder management, realizing the impact of transparent communication and engagement on the company's overall reputation and success.


Photographs:



Lists of Students: -

S.NO.	Enrollment No.	Name
1	06517001721	ANSHIKA NEGI
2	06617001721	SAHIL BANSAL
3	06717001721	SAMBHAV JAIN
4	06817001721	YASHWANT
5	06917001721	ANJALI DUDHERIA
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7	07117001721	SHREE KAUSHIK
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9	07317001721	DEV CHAWLA
10	07417001721	SNEHA SRIVASTAVA
11	07517001721	KANISHKA
12	07617001721	VANSHIKA BANSAL
13	07717001721	CHHAVI SETHI
14	07817001721	TANISHQ
15	07917001721	MANEESHA
16	08017001721	SHRUTI BHANDARI
17	08117001721	SHRUTI JAIN
18	08217001721	MALIKA ANEJA
19	08317001721	AKSHAT MEHRA
20	08417001721	SHIVAM SHARMA
21	08517001721	KRISH TALREJA
22	08617001721	AYUSH GOEL
23	08717001721	MAYANK SIKKA
24	08817001721	PRATHAM MALIK
25	08917001721	RIA KOCHER
26	09017001721	RICHA YADAV


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