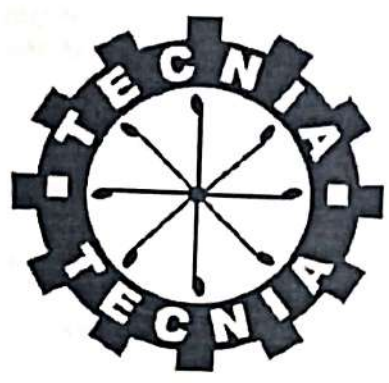


INDUSTRIAL CUM EDUCATIONAL TOUR

to

CATCH FACTORY

DS Drinks & Beverages Pvt. Ltd.,
Raison, Kullu, Himachal Pradesh



Date: 10th-15th January, 2026

Organized by
Department of Department of Management Sciences
Tecnia Institute of Advanced Studies
Madhuban Chowk, Rohini, Delhi
NAAC GRADE 'A' INSTITUTE (CYCLE -2)

INDUSTRIAL CUM EDUCATIONAL TOUR REPORT

Event : Industrial Visit cum Educational Tour
Date : 10th January, 2026 to 15th January, 2026
Day : Saturday to Thursday
Venue : Catch Factory, manali, Himachal Pradesh
Program : BBA 2nd year
Academic Session : 2025-2026
Resource Person : Mr. Ramesh sharma (production manager)
Faculty In charge : Ms. Raman Arora, Assistant Professor


As per UGC Curriculum & Credit Framework for Undergraduate Programme BBA, This Industrial Cum Educational Tour to Create High-Quality and business Professionals, To serve humanity by creating professionally competent, socially sensitive Business professionals with high ethical values who can work as individuals or in groups in multicultural global environments. With this tour our aim is to cover basic to advanced level concepts in Management.

Industrial Cum Educational Tour Outcomes:

- PO1. Describe the theoretical domain knowledge along with the managerial skills
- PO2. Develop effective presentation, communication skills and logical thinking.
- PO3. Learn and demonstrate professional and ethical conduct-
- PO4. Appreciate the importance of Collaborative atmosphere.
- PO5. Develop an ability to innovate and creative thinking

Tour Coverage:-

| Course Code | Course Title | Course Outcomes |
|-------------|-------------------------------------|---|
| BBA 203 | Production and Operation Management | <ul style="list-style-type: none"> • CO1: Understand the basic concept and functions of production and operations management. • CO2: Understands & appreciate the process of design and development of production systems. • CO3: Explore the key factors in deciding plant location, layout and its maintenance. • CO4 : Articulate inventory management and JIT with quality management systems (TQM) |


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 Asso. Dean, Dept. of Mgt. Sc.
 Technia Institute of Advanced Studies

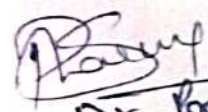
ASSIGNMENT

| s.no | Questions | BT | CO |
|------|---|------------|-----|
| 1. | Critically analyse how Catch Co. do inventory management. | BT 3, BT 4 | CO4 |
| 2. | Examine role of ERP in manufacturing system of Catch Co. | BT 3 | CO4 |
| 3. | Analyse various issues in manufacturing system of Catch Co. and how to overcome them? | BT4 | CO4 |
| 4. | Explore and evaluate key factors in plant location at Catch Co. | BT 4, BT 5 | CO3 |

OBE VALUES:

| Course Code | Course Title | OBE Values |
|-------------|-------------------------------------|---|
| BBA 203 | Production and Operation Management | <ul style="list-style-type: none"> • Practical Application – Develops the ability to use tools like forecasting, capacity planning, inventory management, scheduling, and quality control in manufacturing and service systems. • Analytical Thinking – Enhances problem-solving and decision-making skills using quantitative techniques such as EOQ, PERT/CPM, and lean tools. Efficiency & Optimization – Instills the value of optimal utilization of resources (men, machines, materials, and money) to minimize cost and maximize output. • Quality Consciousness – Promotes commitment to quality improvement through TQM, Six Sigma, and continuous improvement practices. |

| Course Code | Course Title | Course Outcomes |
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| BBA 304 | Digital Marketing | <ul style="list-style-type: none"> • CO 1: Interpreting concept of Digital Marketing • CO 2: Assess the online buyer behavior and models • CO3 :Explore digital promotional techniques • Acquire skills to take various decisions related to online marketing • CO5: Attain skills to exploit the opportunities of this medium to support the organization's marketing activities. |


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ASSIGNMENT

| s.no | Questions | BT | CO |
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| 1. | Critically evaluate various digital marketing techniques of Catch Co. | BT5 | CO3 |
| 2. | Analyse key legal and ethical issues faced by Catch Co. | BT4 | CO5 |
| 3. | Evaluate the effectiveness of key metrics used by Catch Co. | BT5 | CO5 |
| 4. | Create a list of brand ambassadors and influencers used for viral marketing by Catch Co. | BT6 | CO4.CO5 |

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Advantages of Industrial Tour:

- Students gain firsthand experience with real workstations, plants, machines, and systems, helping them understand how theoretical knowledge is applied in practice.
- Provides an opportunity to interact with senior functional experts or supervisors who share insights into the company's operations and strategies.
- Company tour to understand the end-to-end process at all levels.
- Expert briefing about the functioning of machines and systems.
- Opportunity to have a face-to-face session with technical or administrative experts of the organization to ask questions and clarify doubts.

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Significance of the Industrial Tour

The basic objective of having industrial tour is for studying various aspects related with different industrial units. The different techniques and method being used in industries are studied to gain wide outlook concerning industrial activities for that purpose.

Day-1: 10th Jan 2026:

All the students and Faculty Coordinators were gathered in the campus around 5.00 pm, the bus departure from the college premises at 6.30 pm.

Day-2: 11th January 2026:

The group successfully reached Manali and completed their check-in at their hotel. After a refreshing lunch, the students set out to explore the town, beginning with a visit to the HadiBBA Devi Temple, where they participated in traditional rituals and offered prayers amidst the serene cedar forest surroundings. The visit offered students a deeper insight into the spiritual and cultural heritage of the region, reflecting Manali's unique blend of natural beauty and local religious traditions. Later, the group enjoyed a leisurely stroll through the bustling Mall Road market, experiencing the vibrant local life and sampling regional delicacies. The day concluded with a peaceful walk along the banks of the Beas River, allowing students to absorb the tranquil mountain atmosphere and scenic views.



Day-3: 12th January 2026:

The students embarked on the Solang Valley Trek in Manali, one of the most popular trekking routes in the region. From the higher slopes, they enjoyed breathtaking views of the snow-capped Pir Panjal and Dhauladhar ranges on one side and the lush green Beas Valley on the other. The trek offered a unique experience, with different times of the day—sunset, moonrise, and sunrise—each painting a mesmerizing and distinct picture of the landscape. The students also experienced the thrill of adventure activities along the way and developed a deeper appreciation for the natural beauty and serenity of the Himalayas. The day concluded with the group reflecting on their journey, capturing memories, and sharing their excitement about the stunning vista.



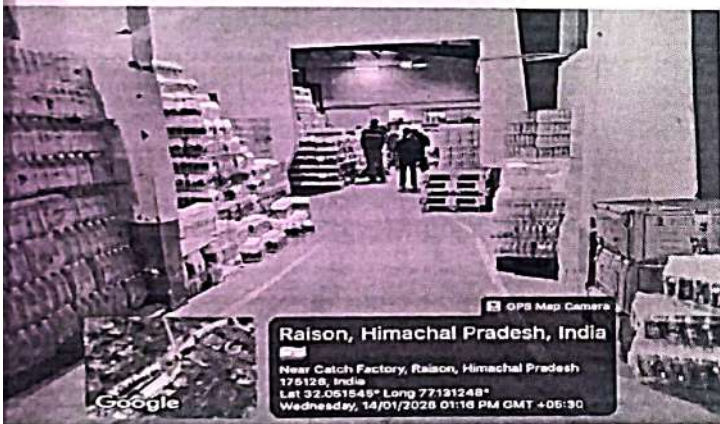
Praveen
Dr. Praveen Sharma
Asso. Dean, Dept. of Mgt. Sc.
Tecnia Institute of Advanced Studies

Day-4:13th January 2026:

The students checked out by 11:00 a.m. from the resort and proceeded for a local sightseeing tour of Manali. The first stop was **Jogini (Jugni) Falls**, where students enjoyed the scenic beauty and serene natural surroundings, gaining an appreciation for the region's rich landscape. Later, the group visited the **Vashisht Temple**, renowned for its ancient architecture and natural hot water springs. The visit provided students with insights into the cultural, historical, and spiritual significance of the area. Overall, the excursion offered a refreshing and enriching experience, allowing students to connect with nature and explore the heritage of Himachal Pradesh.



Day-5: 14th January 2026:



On the fourth day, the students visited the offices of **Catch Factory** as part of their Manali tour. During the visit, industry professionals briefed the students on the functioning of production and distribution processes. The interaction provided valuable insights into the role of production in organizations and the practical aspects of distribution. After an informative and engaging visit, the students returned to the resort by 8:00 PM. The evening concluded with a lively DJ night organized by the resort, where students enjoyed music, dance, and a fun-filled celebration, marking a perfect end to a memorable day.

Day6:15th January 2026:

We arrived at the college campus around 11:30 AM, at which point the students were instructed to return home safely and peacefully

Dr. Roja Sharma

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Tecnia Institute of Advanced Studies

COMPANY PROFILE

THE DHARAMPAL SATYAPAL GROUP

The Dharampal Satyapal Group (DS Group) is a privately held Indian FMCG conglomerate founded in 1929 and headquartered in Noida, Uttar Pradesh. It has grown from a small perfumery shop in Chandni Chowk, Delhi, into a multi-business corporation with strong presence in India and International markets.

History

Founded by Shri Dharampal Sugandhi, the group started with incense sticks, rose water, and tobacco products, later expanding under Satyapal Sugandhi with the BABA tobacco brand in 1958. Key expansions include Catch spices in 1987, natural spring water in 1999, and confectionery like Rajnigandha and Pulse Candy. Recent moves feature stakes in Lallque Group (2019) and introducing Läderach chocolates to India (2023).

Business Verticals

The group operates in diverse sectors with a focus on quality and innovation.

Food & beverages contribute 42% to revenue, mouth fresheners 38%.

| Sector | Key Brands/Operations |
|--------------------------------|--|
| Food & Beverages | Catch salts/spices, beverages, Ksheer dairy |
| Confectionery/Mouth Fresheners | Rajnigandha, Pass Pass, Pulse Candy |
| Tobacco | BABA, Tulsi (now <10% of revenue) |
| Hospitality | Namah, Manu Maharani, Radisson Blu, Crowne Plaza |
| Others | Agri (Nature's Miracle), Luxury Retail (Le Marche, L'Opera), Packaging |

Financials and Scale

DS Group crossed ₹10,000 crore in revenue for FY 2024–25, achieving a 16% three-year CAGR, entering India's top 15 FMCG companies. It reaches over 15 lakh retail outlets directly via 150+ super stockists and 5,000+ distributors. Employee count is estimated at 5,000–10,000.

Dr. Pooja Sharma

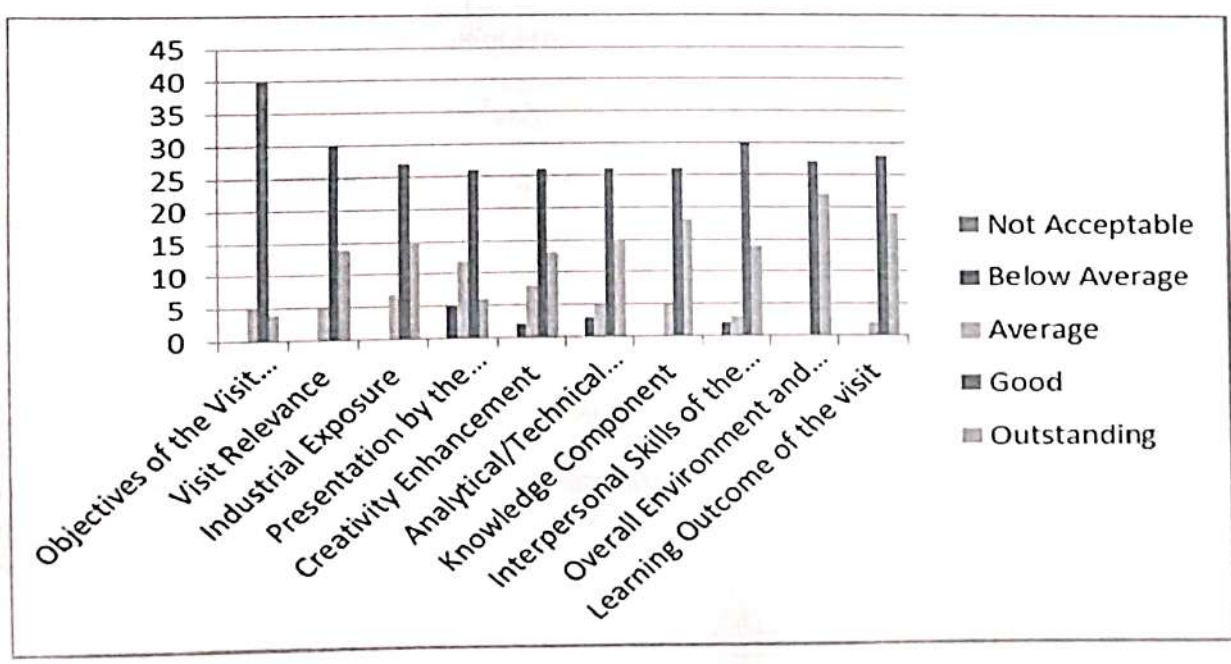
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Student Feedback Report Analysis

Table No: 1 Students feedback

| Dimensions | Not Acceptable | Below Average | Average | Good | Outstanding |
|--|----------------|---------------|---------|------|-------------|
| Objectives of the Visit (Experience) | | | 15 | 27 | 4 |
| Visit Relevance | | | 5 | 17 | 14 |
| Industrial Exposure | | | 7 | 15 | 15 |
| Presentation by the Resource Person | | 5 | 4 | 13 | |
| Creativity Enhancement | | 2 | 8 | 12 | |
| Analytical/Technical Enhancement | | 3 | 5 | 22 | 18 |
| Knowledge Component | | 3 | 15 | 7 | 18 |
| Inter personal Skills of the Resource Person- Query Session Handling | | 2 | 13 | 25 | 2 |
| Overall Environment and Work Culture in Terms of Motivation | | 16 | 20 | 2 | 10 |
| Learning Outcome of the visit | | | 12 | 10 | |

Figure:1 Student Feedback Report Graph



Dr. Raju
Dr. Raju Sharma
 Asso. Dean, Dept. of Mgt. Sc.
 Teerina Institute of Advanced Studies

Interpretation:

The chart represents student feedback on various aspects of the industrial visit to Catch factory, Manali. The feedback is categorized into five levels: Not Acceptable, Below Average, Average, Good, and Outstanding. Below is a detailed interpretation of the findings:

The feedback from students on the industrial visit to Catch Factory, Manali indicates a largely positive and enriching experience. The objectives of the visit were clearly explained, with the majority of students rating this aspect as "Good" and "Outstanding." Students appreciated the clarity regarding the functioning of a regional organization and its relevance to Business studies.

The relevance of the visit and the industrial exposure received high ratings, as students found the experience closely aligned with their academic curriculum and future career goals in Business and Business. The exposure to operations, operations gathering, processes, and regional reporting enhanced their practical understanding of the Business industry. The presentation and interaction sessions conducted by Catch Factory professionals were effective and informative, reflected in strong "Good" and "Outstanding" responses.


In terms of creativity enhancement, students found the visit motivating and insightful, especially in understanding content creation, headline writing, and operations presentation. However, a small proportion rated this parameter as "Average," indicating scope for more interactive or hands-on activities. The technical and analytical knowledge shared during the visit was largely rated as "Good," though some students felt that deeper insights into digital Business and advanced technologies could further enrich the experience.

Learning Objectives and outcome of the Industrial Visit:

The primary objective of the industrial visit to Catch Factory, Manali was to provide students with practical exposure to the functioning of a regional organization. The visit aimed to bridge the gap between theoretical knowledge and real-world practices by familiarizing students with operations, gathering processes, production techniques, and workflows. Another key objective was to help students understand the role of regional Business in society, particularly in addressing local issues, tourism, governance, and public interest. The visit also sought to enhance students' awareness of ethical Business, professional responsibilities, and the evolving landscape of digital Business.

Learning Outcomes:

The industrial visit to Catch Factory, Manali proved to be a valuable learning experience for the students. By the end of the visit, students were able to gain a clear understanding of how a organization functions on a daily basis, including reporting, editing, layout design, and content dissemination. They developed insights into the importance of accuracy, timeliness, and credibility in operations reporting, especially within a regional context. The interaction with Business professionals improved students' communication skills and boosted their confidence to pursue careers in masters of business administration. Additionally, the visit enhanced students' analytical thinking by allowing them to observe how operations is selected, framed, and presented. Overall, the industrial visit successfully met its objectives by enriching students' practical knowledge, strengthening their professional orientation, and reinforcing classroom learning through real-world Business exposure.


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Student Feedback:

The industrial visit proved to be a highly enriching learning and practical experience for the students. It significantly enhanced their confidence levels by providing firsthand exposure to real-world Business operations. Such visits helped students relate theoretical concepts learned in the classroom to their practical implementation, thereby strengthening their overall understanding of the subject.

Students appreciated the opportunity to gain insights into the Business system, content storage and management processes, operations, and the control and execution of advertising and promotional activities. Observing these processes in a professional environment enabled them to better comprehend how Business organizations function efficiently. Overall, the visit was considered extremely beneficial, as it bridged the gap between theory and practice and contributed positively to students' academic and professional development.

Experts from those who accompanied the students during the visit:

Mr. Himanshu Arora: The motive of the Industrial tour was to excel the practical knowledge of learners It gave students an exposure to know the different functions of industrial unit - 1. The students should be encouraged & motivated for such type of industrial tour in future. Such tour is very helpful for the implementation of theoretical approach in practical way which is part of Curriculum.

Educational tour is very beneficial as it is an exposure for the students how to apply and understand theoretical knowledge into practice and various aspects of company & industry as well. The services provided by tour operator in terms of hotel rooms, food and during the way were good.

List of Students:

| S.NO. | NAME | ENROLLMENT NUMBER | GENDER | STUDENT CONTACT NO. | PROGRAMME | Year |
|-------|-------------------|-------------------|--------|---------------------|-----------|------|
| 1 | PRIYANKA MAHAJAN | 06517001724 | F | 8920318249 | BBA | II |
| 2 | CHAYAN GANOTRA | 04221301724 | M | 7011691198 | BBA | II |
| 3 | EHIMAYA SABHARWAL | 05517001724 | F | 9811612129 | BBA | II |
| 4 | GUNJAN GAUR | 35117001724 | F | 9220241888 | BBA | II |
| 5 | HARSH KAPOOR | 00921301724 | M | 9211900327 | BBA | II |
| 6 | JIYA THUKRAL | 35917001724 | F | 9319128728 | BBA | II |
| 7 | KHUSHI SHARMA | 02717001724 | F | 8076375191 | BBA | II |
| 8 | KUNJAL AHUJA | 00321301724 | F | 9999100418 | BBA | II |
| 9 | MANAV SHAH | 02521301724 | M | 8595854965 | BBA | II |
| 10 | MOKSHA KALRA | 00621301724 | F | 8287149871 | BBA | II |
| 11 | NIKUNJ GUPTA | 00117001724 | M | 7982874604 | BBA | II |
| 12 | PARV | 04017001724 | M | 9136755701 | BBA | II |
| 13 | PRANAV GOEL | 51317001724 | M | 8178476422 | BBA | II |
| 14 | YASH BANSAL | 02417001724 | M | 9667452441 | BBA | II |
| 15 | YUKTI SANKHLA | 06917001724 | F | 9899113552 | BBA | II |

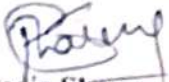
(Signature)
 Asso. Dean, Dept. of Mgt. Sc.
 Technia Institute of Advanced Studies

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| | | | | | | |
|----|-------------|-------------|---|------------|-----|----|
| 16 | DAKSH SAINI | 51480401724 | M | 8851909116 | BBA | II |
|----|-------------|-------------|---|------------|-----|----|



Dr. Archana Dixit
HoD BBA



Dr. Podja Sharma
HoD DMS

Asso. Dean, Dept. of Mgt. Sc. &
Institute of Advanced Studies

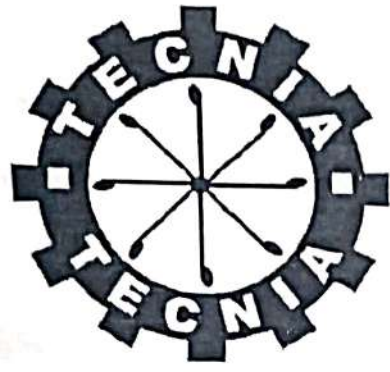
INDUSTRIAL CUM EDUCATIONAL TOUR

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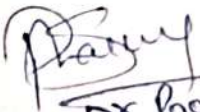
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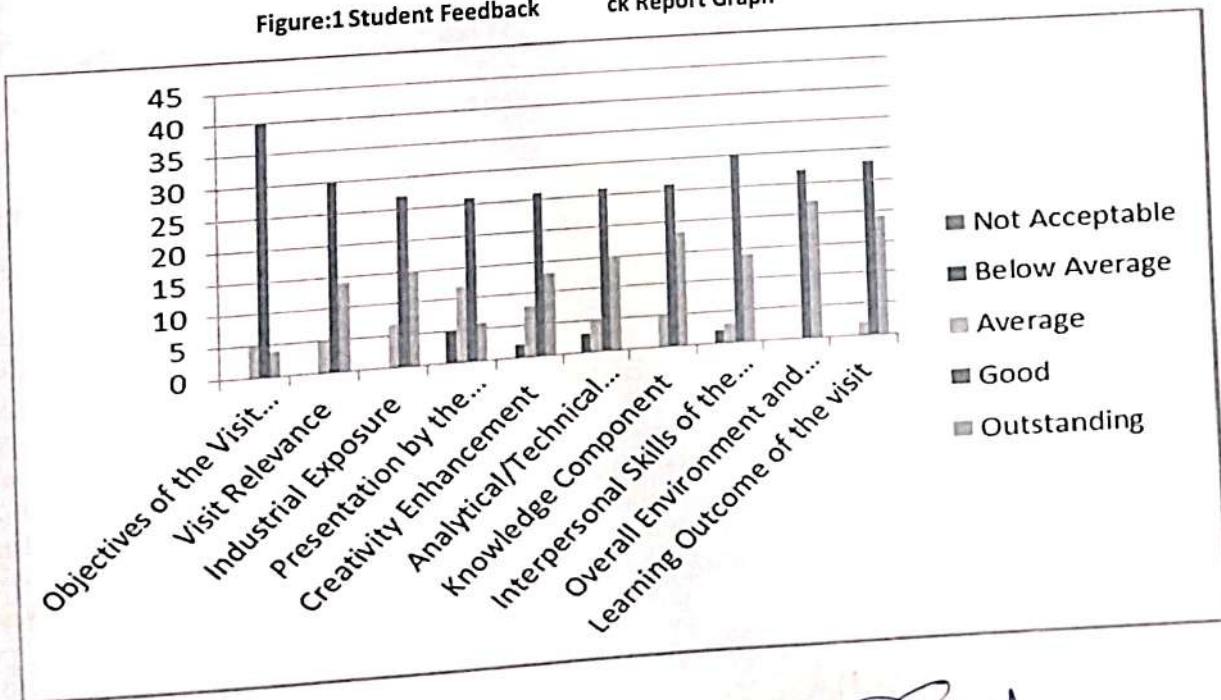
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 Dr. Pooja Sharma
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Student Feedback Report Analysis

Table No: 1 Students feedback

| Dimensions | Not Acceptable | Below Average | Average | Good | Outstanding |
|--|----------------|---------------|---------|------|-------------|
| Objectives of the Visit (Experience) | | | 15 | 27 | 4 |
| Visit Relevance | | | 5 | 17 | 14 |
| Industrial Exposure | | | 7 | 15 | 15 |
| Presentation by the Resource Person | | 5 | 4 | 13 | |
| Creativity Enhancement | | 2 | 8 | 12 | |
| Analytical/Technical Enhancement | | 3 | 5 | 22 | 18 |
| Knowledge Component | | 3 | 15 | 7 | 18 |
| Inter personal Skills of the Resource Person- Query Session Handling | | 2 | 13 | 25 | 2 |
| Overall Environment and Work Culture in Terms of Motivation | | 16 | 20 | 2 | 10 |
| Learning Outcome of the visit | | | 12 | 10 | |

Figure:1 Student Feedback Report Graph



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Interpretation:

The chart represents student feedback on various aspects of the industrial visit to Catch factory, Manali. The feedback is categorized into five levels: Not Acceptable, Below Average, Average, Good, and Outstanding. Below is a detailed interpretation of the findings:

The feedback from students on the industrial visit to Catch Factory, Manali indicates a largely positive and enriching experience. The objectives of the visit were clearly explained, with the majority of students rating this aspect as "Good" and "Outstanding." Students appreciated the clarity regarding the functioning of a regional organization and its relevance to Business studies.

The relevance of the visit and the industrial exposure received high ratings, as students found the experience closely aligned with their academic curriculum and future career goals in Business and Business. The exposure to operations, operations gathering, processes, and regional reporting enhanced their practical understanding of the Business industry. The presentation and interaction sessions conducted by Catch Factory professionals were effective and informative, reflected in strong "Good" and "Outstanding" responses.

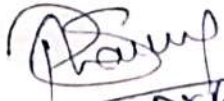
In terms of creativity enhancement, students found the visit motivating and insightful, especially in understanding content creation, headline writing, and operations presentation. However, a small proportion rated this parameter as "Average," indicating scope for more interactive or hands-on activities. The technical and analytical knowledge shared during the visit was largely rated as "Good," though some students felt that deeper insights into digital Business and advanced technologies could further enrich the experience.

Learning Objectives and outcome of the Industrial Visit:

The primary objective of the industrial visit to Catch Factory, Manali was to provide students with practical exposure to the functioning of a regional organization. The visit aimed to bridge the gap between theoretical knowledge and real-world practices by familiarizing students with operations, gathering processes, production techniques, and workflows. Another key objective was to help students understand the role of regional Business in society, particularly in addressing local issues, tourism, governance, and public interest. The visit also sought to enhance students' awareness of ethical Business, professional responsibilities, and the evolving landscape of digital Business.

Learning Outcomes:

The industrial visit to Catch Factory, Manali proved to be a valuable learning experience for the students. By the end of the visit, students were able to gain a clear understanding of how a organization functions on a daily basis, including reporting, editing, layout design, and content dissemination. They developed insights into the importance of accuracy, timeliness, and credibility in operations reporting, especially within a regional context. The interaction with Business professionals improved students' communication skills and boosted their confidence to pursue careers in masters of business administration. Additionally, the visit enhanced students' analytical thinking by allowing them to observe how operations is selected, framed, and presented. Overall, the industrial visit successfully met its objectives by enriching students' practical knowledge, strengthening their professional orientation, and reinforcing classroom learning through real-world Business exposure.


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Student Feedback:

The industrial visit proved to be a highly enriching learning and practical experience for the students. It significantly enhanced their confidence levels by providing firsthand exposure to real-world Business operations. Such visits helped students relate theoretical concepts learned in the classroom to their practical implementation, thereby strengthening their overall understanding of the subject.

Students appreciated the opportunity to gain insights into the Business system, content storage and management processes, operations, and the control and execution of advertising and promotional activities. Observing these processes in a professional environment enabled them to better comprehend how Business organizations function efficiently. Overall, the visit was considered extremely beneficial, as it bridged the gap between theory and practice and contributed positively to students' academic and professional development.

Experts from those who accompanied the students during the visit:

Mr. Himanshu Arora: The motive of the Industrial tour was to excel the practical knowledge of learners It gave students an exposure to know the different functions of industrial unit - 1. The students should be encouraged & motivated for such type of industrial tour in future. Such tour is very helpful for the implementation of theoretical approach in practical way which is part of Curriculum. Educational tour is very beneficial as it is an exposure for the students how to apply and understand theoretical knowledge into practice and various aspects of company & industry as well. The services provided by tour operator in terms of hotel rooms, food and during the way were good.

List of Students:

| S.NO. | NAME | ENROLLMENT NUMBER | GENDER | STUDENT CONTACT NO. | PROGRAMME | Year |
|-------|--------------------|-------------------|--------|---------------------|-----------|------|
| 1 | ARNAV | 06321301723 | M | 9971878117 | BBA | III |
| 2 | AALIYAH KHAN | 03521301723 | F | 9999761644 | BBA | III |
| 3 | ABHISHEK ARORA | 06317001723 | M | 7428657065 | BBA | III |
| 4 | ANSH KAUSHIK | 71021301723 | M | 9958293752 | BBA | III |
| 5 | ARUSHI BANSAL | 02117001723 | M | 7678546969 | BBA | III |
| 6 | CHAITANYA GOGIA | 03017001723 | M | 8585956550 | BBA | III |
| 7 | CHIRAG JINDGAR | 05521301723 | M | 7011691198 | BBA | III |
| 8 | GAURANG MALHOTRA | 36121301723 | M | 8595208480 | BBA | III |
| 9 | GRACY BHAYANA | 05517001723 | F | 8287976698 | BBA | III |
| 10 | HARSHIT KHANDELWAL | 03621301723 | M | 9999707762 | BBA | III |
| 11 | HARSHIT KALRA | 06117001723 | M | 9717665137 | BBA | III |
| 12 | HARSHITA SHARMA | 01421301723 | F | 8287366716 | BBA | III |
| 13 | KANISHKA TRIPATHI | 03821301723 | F | 7834961914 | BBA | III |
| 14 | KHUSHI BEHL | 08917001723 | F | 9711524094 | BBA | III |
| 15 | KHUSHI RATHORE | 72721301723 | F | 8527961130 | BBA | III |
| 16 | LAKSHAY ROHTELA | 35617001723 | M | 9354583753 | BBA | III |
| 17 | MAHI CHOUDHARY | 04617001723 | F | 8383959015 | BBA | III |

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|----|-----------------|-------------|---|-------------|-----|-----|
| 18 | MANYA SHARMA | 05321301723 | F | 7678157007 | BBA | III |
| 19 | MEHAR KAUR | 04521301723 | F | 9319712736 | BBA | III |
| 20 | PARTH BHARDWAJ | 70521301723 | M | 7042849660 | BBA | III |
| 21 | PARTH GULATI | 02021301723 | M | 85870533704 | BBA | III |
| 22 | PRANAY | 00721301723 | M | 8588831905 | BBA | III |
| 23 | PRATHAM CHOPRA | 08217001723 | M | 7701833997 | BBA | III |
| 24 | PRATHAM JAIN | 35517001723 | M | 9711772440 | BBA | III |
| 25 | MOHD REYAN KHAN | 01821301723 | M | 9555967979 | BBA | III |
| 26 | TANISH LALWANI | 05417001723 | M | 9899738089 | BBA | III |
| 27 | TRIPTI DHANKAR | 09017001723 | F | 9910895732 | BBA | III |
| 28 | VANSH GUPTA | 35421301723 | M | 9999032083 | BBA | III |
| 29 | VANSHIKA SHARMA | 08017001723 | F | 8287773723 | BBA | III |
| 30 | VARTIKA | 70517001723 | F | 9990037586 | BBA | III |
| 31 | YUVRAJ SOMWAL | 71821301723 | M | 9899113552 | BBA | III |
| 32 | ABHISHEK JAIN | 00717001723 | M | 9311104231 | BBA | III |

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