

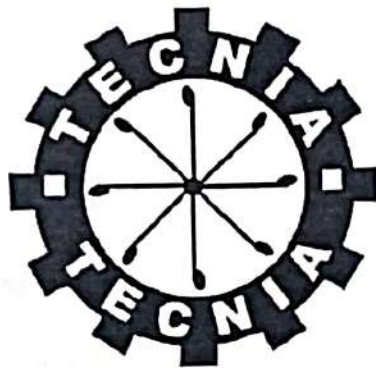
INDUSTRIAL CUM EDUCATIONAL TOUR

to

CATCH FACTORY

DS Drinks & Beverages Pvt. Ltd.,

Raison, Kullu, Himachal Pradesh



Date: 10th-15th January, 2026

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

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


INDUSTRIAL CUM EDUCATIONAL TOUR REPORT

Event	:	Industrial Visit cum Educational Tour*
Date	:	10 th January, 2026 to 15 th January, 2026
Day	:	Saturday to Thursday
Venue	:	Catch Factory, manali, Himachal Pradesh
Program	:	MBA,
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 post graduate Programme MBA,
 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: Demonstrate an understanding of management concepts, principles and theories, and apply them in the context of organizational work practices.
- PO2: Apply analytical and critical thinking skills to analyze the dynamic business environment and identify entrepreneurial and business opportunities and risks.
- PO3: Prepare business strategies, develop concomitant functional and operational strategies and implement them in an integrated manner to efficiently and effectively achieve the functional goals and the business objectives.
- PO4: Demonstrate an understanding of decision making processes at various levels of the organization with respect to resources mobilization and their efficient deployment and use to achieve the set goals.
- PO5: Demonstrate the ability to analyze management problems, to identify and collect relevant data and to apply a creative problem-solving approach.
- PO6: Identify and recommend the information technology based interventions to achieve organizational goals
- PO7: Benchmark organizational and managerial practices against the principles of good governance, ethical conduct, corporate social responsibility and the imperatives of long-term societal welfare.
- PO8: Demonstrate effective communication and interpersonal skills as well as the ability to work with and lead teams.
- PO9: Develop a lifelong learning approach manifested in their attitude to learn, unlearn and relearn and in their pursuit of excellence in professional, personal and social life.


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Tour Coverage:-


Course Code	Course Title	Course Outcomes
MS 102	Technology and Innovation Management	<ul style="list-style-type: none"> • CO1: Understand the concept of technology and its usefulness for an organization • CO2: Develop technology development processes and strategies for a firm • CO3: Identify the emerging trends in technology development at national and global level • CO4: Classify the innovation on different criteria for adoption in organizations. • CO5: Examine the Innovation Strategies of various firms in a systemic manner. • CO6: Evaluate the role of innovation in organizational performance and transformation. • CO7: Understand and examine the factors affecting the technological change and its management • CO8: Build innovative organizations through climate and culture for innovation • CO9: Apply creative thinking for problem solving.

ASSIGNMENT

s.no	Questions	BT	CO
1.	Critically analyse how Catch Co. applies its various technology for its various product lines .	BT 4	CO1
2.	Evaluate different product development strategies that Catch Co. applies.	BT 5	CO2
3.	Compare pros and cons of various emerging trends that Catch Co. applies at National Level.	BT 3,BT 4,BT 5	CO3
4.	Compare Pros and Cons of various emerging trends that Catch Co. applies at Global Level.	BT 3,BT 4,BT 5	CO3

OBE VALUES:

Course Code	Course Title	OBE Values
MS 102	Technology and Innovation Management	<p>Conceptual Understanding Develop a clear understanding of technology management concepts, innovation processes, and their role in achieving organizational competitiveness.</p> <p>Analytical Skills Analyze technological trends and assess their impact on business strategy, productivity, and sustainable growth.</p> <p>Strategic Application Apply innovation management tools and frameworks to plan, implement, and manage technological change in organizations.</p> <p>Ethical and Social Responsibility Understand ethical, legal, and social issues related to technology use, intellectual property rights, and sustainable</p>


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	Course Title	Course Outcomes
MS 104	Financial Management	<ul style="list-style-type: none"> • CO1: Demonstrate the sound understanding of the concept, functions and importance of financial management for a business firm. • CO2: Analyze the convolutions associated with management of short-term and long-term funds in the corporate capital structure. • CO3: Demonstrate the ability to assess and manage financial risks and recommend an optimum capital portfolio for a firm. • CO4: Combine the knowledge of financial management and investment, financing, dividend policy and working capital decisions for ensuring optimum valuation of a firm.


ASSIGNMENT

s.no	Questions	BT	CO
1.	Critically analyse various financial risks that Catch Co. faces across national and international level.	BT 4, BT 5	CO 3
2.	Evaluate various methods of inventory management adopted by the Catch Co.	BT 5	CO 4
3.	Analyse pros and cons of long term and short term funds in capital structure of Catch Company.	BT 3, BT 4	CO 2
4.	Create a list of emerging financial challenges that Catch Co. might face in future.	BT 6	CO 3

Course Code	Course Title	OBE Values
MS 104	Financial Management	<p>Financial Knowledge Understand core concepts of financial management such as financial planning, capital budgeting, cost of capital, capital structure, and working capital management.</p> <p>Analytical Skills Analyze financial statements, cash flows, risk-return trade-offs, and investment alternatives using quantitative tools and techniques.</p> <p>Decision-Making Ability Apply financial concepts to make informed decisions regarding investment, financing, and dividend policies in real business situations.</p>

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.


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- Opportunity to have a face-to-face session with technical or administrative experts of the organization to ask questions and clarify doubts.

Significance of the Industrial Tour

The basic objective of having an industrial tour is for studying various aspects related with different industrial units. The different techniques and methods being used in industries are studied to gain a 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 Hadimba 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.

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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.

विद्यया इंस्टीट्यूट ऑफ एडवांस्ड स्टडीज ने हिमाचल प्रदेश में औद्योगिक-सह-शैक्षिक दौरे का सफल समापन किया जिसके अकादमिक परिणाम उत्कृष्ट रहे

दरिद दिल्ली, 18 जनवरी से 24 जनवरी 2026

दरिद, 18 जनवरी को विद्यया इंस्टीट्यूट ऑफ एडवांस्ड स्टडीज ने हिमाचल प्रदेश में औद्योगिक-सह-शैक्षिक दौरे का सफल समापन किया। इस दौरान, छात्रों को विद्यया इंस्टीट्यूट ऑफ एडवांस्ड स्टडीज के अकादमिक परिणामों के बारे में जानकारी दी गई। दौरे के दौरान, छात्रों को विद्यया इंस्टीट्यूट ऑफ एडवांस्ड स्टडीज के अकादमिक परिणामों के बारे में जानकारी दी गई। दौरे के दौरान, छात्रों को विद्यया इंस्टीट्यूट ऑफ एडवांस्ड स्टडीज के अकादमिक परिणामों के बारे में जानकारी दी गई।



दौरे के दौरान, छात्रों को विद्यया इंस्टीट्यूट ऑफ एडवांस्ड स्टडीज के अकादमिक परिणामों के बारे में जानकारी दी गई। दौरे के दौरान, छात्रों को विद्यया इंस्टीट्यूट ऑफ एडवांस्ड स्टडीज के अकादमिक परिणामों के बारे में जानकारी दी गई। दौरे के दौरान, छात्रों को विद्यया इंस्टीट्यूट ऑफ एडवांस्ड स्टडीज के अकादमिक परिणामों के बारे में जानकारी दी गई।

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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

Pratima
Dr. Pragya Sharma
Asso. Dean, Dept. of Mgt. Sc.
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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 Lalique 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. Parvinder
 Dr. Parvinder Sharma
 Head, Dept. of Mgt. Sc.
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Student Feedback Report Analysis

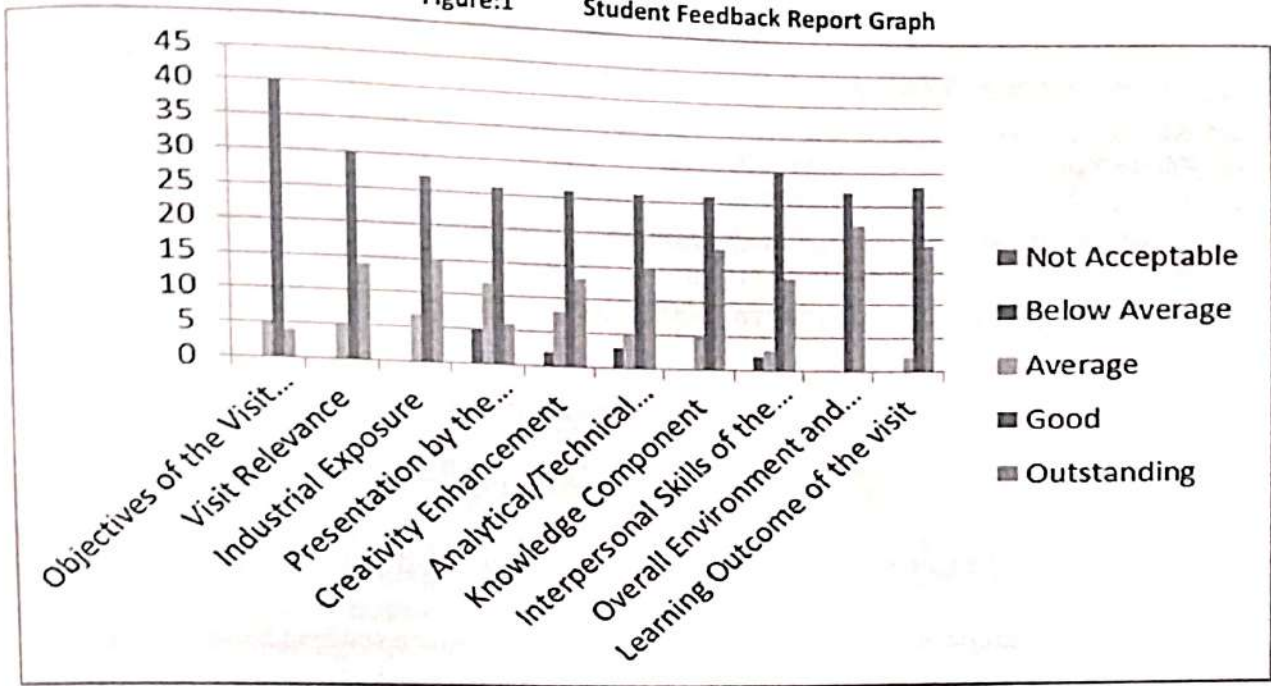
Table No: 1 Students feedback

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

Pratibha
Dr. Pratibha Shrivastava

Asso. Dean, Dept. of Mgt. Sc.
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Figure:1 Student Feedback Report Graph



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 newspaper organization and its relevance to journalism and mass communication 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 media and journalism. The exposure to newsroom operations, news gathering, editing processes, and regional reporting enhanced their practical understanding of the media 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 news 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 journalism and advanced newsroom technologies could further enrich the experience.

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

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 newspaper organization. The visit aimed to bridge the gap between theoretical knowledge and real-world media practices by familiarizing students with newsroom operations, news gathering processes, editing techniques, and publication workflows. Another key objective was to help students understand the role of regional journalism in society, particularly in addressing local issues, tourism, governance, and public interest. The visit also sought to enhance students' awareness of ethical journalism, professional responsibilities, and the evolving landscape of print and digital media.

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 news reporting, especially within a regional context. The interaction with media 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 news is selected, framed, and presented for readers. Overall, the industrial visit successfully met its objectives by enriching students' practical knowledge, strengthening their professional orientation, and reinforcing classroom learning through real-world media exposure.

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 media 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 media system, content storage and management processes, television operations, and the control and execution of advertising and promotional activities. Observing these processes in a professional environment enabled them to better comprehend how media 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:

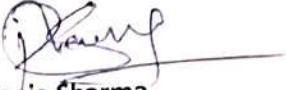
Mr. Himanshu Arora: The motive of the Industrial tour was to excel the practical knowledge of learners It gave students an exposure to know the different functions of industrial unit - 1. The students should be encouraged & motivated for such type of industrial tour in future. Such tour is very helpful 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&industryas well. The services provided by tour operator in terms of hotel rooms, food and during the way were good.

Dr. Himanshu Arora
Asso. Dean, Dept. of Mgt. Sc.
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List of Students:

S.NO.	NAME	ENROLLMENT NUMBER	GENDER	STUDENT CONTACT NO.	PROGRAMME	Year
1	RISHABH LAKRA	00321303925	M	8587874330	MBA	I
2	SOUMY ARUN BANSAL	02917003925	M	8076650432	MBA	I
3	MUDIT SHANDILYA	03617003925	M	7303104203	MBA	I
4	IQRA SAIFI	02317003925	F	8882235259	MBA	I
5	AKSHITA GUPTA	01517003925	F	9582249407	MBA	I
6	VISHAKA VASWANI	00717003925	F	9643538278	MBA	I
7	SHRUTI YADAV	00417003925	F	9811727305	MBA	I
8	TANISHA	02617003925	F	9711398169	MBA	I
9	PREETI	03417003925	F	8700881835	MBA	I
10	TUSHAR PANDAY	02117003925	M	7827613820	MBA	I
11	SUSHIL KUSHWAHA	02217003925	M	9953636032	MBA	I
12	NIDHI	01317003925	F	9953759001	MBA	I


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