

Industry Visit of Batch VII

Hindustan Coca-Cola Beverage Private Limited

Management is all about practical implications of the theoretical concepts. In lieu of this, students are required to have Industrial Visits besides their classes in order to have a thorough understanding of the Industrial Modus – operandi (way of doing something).

With this objective in mind, a one – day Industrial Visit was organized by C. K Shah Vijapurwala Institute of Management on **12th January, 2017** to '**Hindustan Coca-Cola Beverage Private Limited' plant in Goblej, Ahmedabad.**

The visit was planned for the students of MBA-Semester 3, accompanied by the Faculty-coordinators Dr. Kerav Pandya, (Associate Professor) and Mr. Amit Dave. The bus left the Campus by 9:00 am with a total of 56 students. The group reached the plant by 11:30 am. The group was taken to the training hall first and foremost as soon as reaching the plant. An introductory video was shown providing useful information about the Coca-Cola Company such as:

- An insight into the historical background of Coca Cola
- Quality Standards followed
- Various Certifications acquired (ISO 9001,ISO 14000,ISO 50000)
- TPM (Total Profit Management) In Coco-cola Win



Within the industry premises **Mr. Badal Nagar** took charge and had taken the group to the plant and briefed about the plant , number of production lines as well as the various activities happening in the plant like washing of bottles, filling, capping, labeling and packaging. The

beverages they produce are **Thumbs Up, Maaza, Sprite, Fanta, Coke and Kinley**. The production lines are separate for Maaza and Water.

The plant is fully automated. Students were amazed by the speed at which the process occurred and how the automated systems could work according to requirements. Company manufactures **600 bottles in a minute**. The students were provided with deep insights about the working of the Plant and each and every question was patiently answered by him (Mr. Badal Nagar).

The visit was finally concluded around 01:30 pm and the group was offered with cold drinks by the company. The students left the plant around 01:45 pm. The industrial visit to Coca-Cola was an enriching experience for students in getting live exposure of manufacturing which can help them in their further career enhancements.

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Picture Courtesy: Dhrumil Modi (SEM 4)