

SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS) – Chittoor

Department of Management Studies

REPORT ON INDUSTRIAL VISIT Date: 04-10-2023

SRI KRISHNA ENTERPRISE, CHITTOOR

SUBMITTED BY: II MBA STUDENTS, SITAMS.

ACKNOWLEDGEMENT:

We take the opportunity to thank our management, Principal, Dean, HoD and All Faculty, Department of MBA for giving us an opportunity to go for an Industrial Visit.

And also gratitude goes out to the SRI KRISHNA ENTERPRISE to allow us.

Special Thanks to:

Mr. K.YUVARAJ, Manager

Mr. SARATH, Production Manager

Mr. D.CHINNARAJ, Blending Incharge

Mr. G.MUNASWAMI, Production Supervisor

ABOUT COMPANY PROFILE:

Sri Krishna Enterprise is the Licker Producing Agency located in Murkambattu, Chittoor. Here they are producing the some brands of licker that are widely selling in India.

AIM TO VISIT THE INDUSTRY:

- To learn the process of production, storage, transporting the finished products.
- To learn how the production units are arranged.
- To learn the different departments of management involved in it.

OVERVIEW OF THE TRIP:

We have seen the production process of the licker, this undergoes many steps:

- 1) Blending
- 2) Filtering
- 3) Quality Check
- 4) Packing the products
- 5) Labeling the product
- 6) Stocking

Blending stage involves in the preparation of alcohol blend i.e., 42.8% of alcohol, remaining with water and also a mixture of malt (flavor agent) to it. There are many blending tank which we saw in the industry.

The production is unit is arranged in the organized manner: Cleaning the bottles→Filling the alcohol into the bottles→sealing the bottles→checking→labeling→packing into cases→stock.



CONCLUSION:

We study about the production process involved in the industry. All the students have calmly heard all the instructions and took up necessary information about the industry. Students enjoyed the Industrial Visit and they are thankful to the management, Principal, Dean, HoD and All Faculty, Department of MBA and also Staff of the Sri Krishna Enterprise to give up this kind of opportunity.



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Feedback on Sri Krishna Enterprises	
Excellent	21
Very Good	14
Good	8
Satisfactory	2
Poor	0
Total	45

