



## Criterion II: Teaching Learning and Evaluation

### 2.3 Teaching Learning Process

2.3.1 Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences using ICT

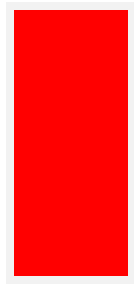
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DEPARTMENT OF BUSINESS ADMINISTRATION

EXPERIENTIAL LEARNING

S/No	YEAR	Contents
1	2021-2022	Industrial Visit to Akay Spices Pvt. Ltd.
2		Hermes 2022: Management week
3	2019-2020	Industrial Visit to Kerala Startup Mission
4	2018-2019	Industrial visit to Wonderla
5		Industrial visit to Malayala Manorama
6		Industrial Visit to Kannan Devan Hills Plantations
7		Donate your voice programme
8	2017-2018	Tiecon
9		Industrial Visit to Merriboy Icecreams

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**2021-2022**

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## **Report on Industrial Visit to Akay spices Pvt Ltd Aluva, in association with NIPM Kerala Chapter**

On 17th June 2022, 56 Business Administration(2021-2024) students along with 2 faculty members of Saintgits College of Applied Sciences visited Akay Spices Pvt. Ltd, Aluva, Ernakulam in association with NIPM (National Institute of Personnel Management) Kerala Chapter.

The journey started at 7:45 AM and reached Akay spices Pvt Ltd by 11:45 AM. We travelled in our college bus. 56 students of 2nd sem BBA were accompanied by Asst. Prof. Rani Tom and Asst. Prof. Shijin Scaria.

Firstly, Chief Marketing Officer Mr. Emmanuel addressed the students and talked about the history and structure of Akay Spices. Akay founded in 1995. At Akay there are advanced ways to use all the natural ingredients for multiple purposes and varied benefits. They have business with 40+ countries and have 20+ trademarked products. A brief about business operation was given. Some of their medicinal products were shown to the group and talked about its medicinal benefits and the rigorous processes to extract those medicinal values involved were also explained to the students. After that they divided the students group into 2 groups and took us to plants. Two officers guided and they clearly explained about the process the spices went through. Then the groups were taken to the dispensing area where we got to know about the procedure for dispensing of raw materials. The next area visited was the main production area where there is massive blast furnace and sterilization plant. After visiting there, the group moved towards the area where the separation process was going on. There the team could see the centrifugation, spraying, drying etc that's where the active ingredients are converted into powder form. The company representative explained about different types of machines they used for making a particular product from a single spice. At laboratory, product varieties are displayed. Most of the active ingredient extracts come with major health benefits therefore they are then sold to other companies, majorly pharmaceutical companies creating medicine, supplements using their

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concentrated ingredients as it would be the most efficient way to set the dose right. Major ones shown were curcumin 95, paprika, capsaicin etc.

After a student feedback round and refreshment, the group left the company at 1:32 PM.



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## Hermes 2022: Management Week

The Magnum, Management Association of the Department of Business Administration organized a "Management week" from 16 February 2022 to 19 February 2022 by illustrating the pioneers in the field of Management. Every day from 16.2.22 till 19.2.22 a video introducing the personality and their contribution will be circulated among the students' group of the college to familiarize these personalities and their contributions.

On the last day, a Business Quiz competition and product launch competition was held for the students of SCAS.

Winner of the events were

First Prize – Persis Ammu Stephen (T4)

Biya Susan Binu (T4)

Second Prize – Pranay Pramod (S4B)

Diya Lizbet Sinoy (S4B)

Third Prize – Ahamed Jubair (E6)

Pranave Prasannan (E6)



Dr. K. K. John  
Principal  
Saintgits College of Applied Sciences  
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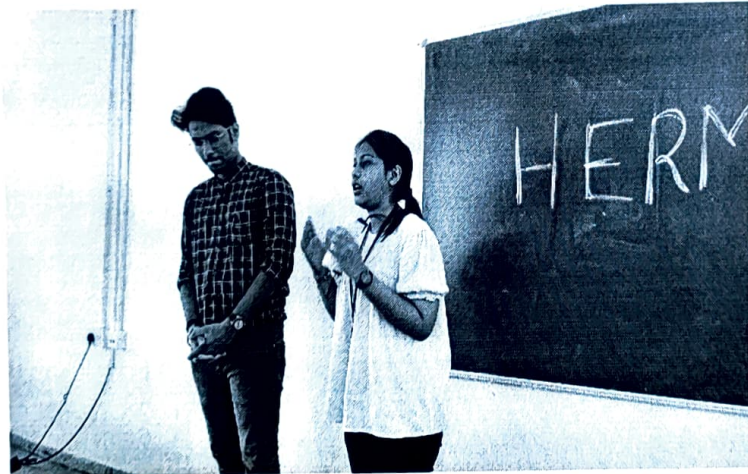


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### **3.1 INTRODUCTION**

Industrial visit bridges the gap between classroom theoretical training and practical learning in a real-life environment. Industrial visit is to provide us an insight regarding internal working of an organisation. We know, theoretical knowledge is not enough for making a good professional career. So, it is considered as a part of course curriculum. We 63 students of BBA 2017-2020 batch visited KERALA STARTUP MISSION, Ernakulam on 29<sup>th</sup> January 2020 at 10:30 am to 1 pm.

In a knowledge-based society, innovation is the driving force of the economy on all levels and in all types of organisations. Due to high risks present when introducing new products and services, innovations are usually commercialized via isolated formal formations such as startup companies. Entrepreneurial talents with high potential are very scarce and represent the most precious human resource of every nation, which is why they should be fully supported. The economic policy in general and the policy for promoting entrepreneurship have to understand that not all business activities are the same, much less that the motives for being an entrepreneur are the same for everyone. Facilitating settings for ambitious innovative entrepreneurship is fundamentally different to facilitating settings for self-employed necessity entrepreneurship.

Startup companies are thus those that have ambition and potential to become gazelles that can, with quick growth, create a large number of new jobs. The majority of developed countries in a knowledge-based society encourage startup entrepreneurship from the aspect of investment into the future as well as from the aspect of actively designing long-term economic policy.

### **3.2 OBJECTIVES OF THE VISIT**

- To know about a practical real-world perspective on a start-up village.
- To identify the importance of this sector.
- To identify the working and associated activities of the KSUM.
- To gain an opportunity for interaction.

### **3.3 COMPANY PROFILE**

#### **KERALA STARTUP MISSION**

Kerala Technology Innovation Zone, Kinfra Hi-tech

Park, HMT Colony, Kalamassery,

Kochi, Kerala 683503



Kerala Startup Mission (KSUM, formerly known as Technopark TBI) is the central agency of the Government of Kerala for entrepreneurship development and incubation activities in Kerala, India. KSUM was primarily founded to undertake the planning, establishment, and management of the Technology Business Incubator (TBI), a start-up in Kerala, to promote technology-based entrepreneurship activities, and to create the infrastructure and environment required to support high-technology-based businesses.

Kerala Startup Mission played the pivotal role in development, orchestrating every piece of a vibrant Startup ecosystem. Start-ups in Kerala are stretching their limits as they focus more on to future technologies and finding solutions for problems in ways not experimented before. They have seen entrepreneurs from Kerala also shining in the limelight of success in international forums. Success stories are written in sectors other than Software and IT also. Kerala technology startup policy 2014 has been implemented and that in turn leads to more proactive measures in the new State IT policy 2017.

Kerala towards the end of this decade is witnessing a wave of innovative and entrepreneurial efforts from discrete sectors. The startup ecosystem is well equipped to mark the next quantum leap. Every block an entrepreneurial ecosystem needs is falling in place. Kerala possess a unique model of connecting academics, industries, R&D institutions and startups, apart from other Startup Ecosystems in the country. The Ecosystem is prioritized in such a way that it caters technologies to create developmental interventions for community. Creating a DIY culture at schools stimulates grass root level impact, which further on gets handhold by Mini FAB labs and IEDCs at colleges thereby resulting in having passion to create entrepreneurs and innovators adapt with latest technologies and unicorns at home.

The entrepreneurial wave witnessed in the state need to be showcased, as it can provide valuable insights to the stakeholders of the Ecosystem. Few States in this country has such a strong network of Schools, Colleges, Incubators, Research centres, Government institutions and Startups aligned and interlinked together to bring out success stories. Kerala has always been a land of high literacy rates, skilled labours and exceptional health records. Now it's becoming an excellent host and enabler for world-class entrepreneurs, innovators, investors and startups.

Government of Kerala initiated the startup movement through Kerala Startup Mission by forging and implementing forward-looking policies for creating a vibrant start up ecosystem in the state primarily to foster the growth of innovation lead technology entrepreneurship.

**Additional goals of KSUM include:**

- coordinating the functions of other incubators in the state
- strengthening the entrepreneurship development activities of the state government
- promoting knowledge-driven and technology-based startup ventures by students, faculties, and local entrepreneurs
- planning and implementing linkages with industry and networking activities
- setting up Research and Development facilities
- encouraging the formation of Innovation and Entrepreneurship Development Cells (IEDCs) and technoparks in academic institutions, and capacity building programmes for human resources.

**Incubation programme**

KSUM supports entrepreneurs in developing technology-based business ventures, for example startups with high-technology products. A startup's early development can usually be divided into three stages, pre-incubation (3-6 months), incubation (6-12 months) and an accelerator stage (3-6 months).

The pre-incubation stage mainly focuses on ideation of a potentially innovative idea. During the incubation stage, startup companies begin product development and prepare themselves for

marketing. KSUM provides the startups with modular space, any applicable grants or funding, and mentorship. They also provide services such as entrepreneur training and workshops.

In the accelerator stage KSUM offers a business tool box and a business advisory service, resembling traditional management consulting or mentoring. KSUM will assist the startup in presentations to venture capitalists and investors.

#### **KSUM - EY Accelerator**

KSUM has collaborated with Ernst & Young to develop a Business & Technology Accelerator providing fully equipped and functional office space of 1500 sq.ft at the KINFRA Film & Video Park, Thiruvananthapuram. The objective is to offer technology and business leadership and mentorship support for selected start-ups incubated in the state of Kerala. Start-ups are offered a six-month acceleration programme (extendable to 12 months) to increase the business sophistication and skills of selected entrepreneurs. The programme encompasses mentorship support in all areas of business and technology including business strategy, finance, human resources, investment proposals, emerging technology trends, and market research. The accelerator programme will also support entrepreneurs to network with industry captains, angel investors, venture capitalists and so on.

#### **FAB Labs**

With the support of the Government of Kerala, KSUM has started two MIT (Massachusetts Institute of Technology) USA Electronics Fabrication Laboratories, commonly called Fab Labs, at the Technopark, Trivandrum and the Kerala Technology Innovation Zone (KTIZ), Kochi. The location in Technopark, Trivandrum is inside the Indian Institute of Information Technology and Management, Kerala (IIITM-K). A Fab Lab is a technical prototyping platform for innovation and invention which aims to provide a stimulus for local entrepreneurship and serves as a platform for learning and innovation. It is a small scale workshop offering digital fabrication that empowers the users to create smart devices which can be tailored to local or personal needs.

The Fab Lab is also a way for local entrepreneurs to connect to a global community of learners, educators, technologists, researchers and innovators. The entrepreneur thus becomes part of a self-

sustaining global knowledge-sharing network. The Fab Lab programme aims to encourage startups in printed electronics and other such fields in Kerala. This project is a collaboration between KSUM and the Center for Bits and Atoms Fab Lab Foundation at the Massachusetts Institute of Technology.

### **Other Programmes**

#### **Learn to Code (Raspberry Pi Program)**

The Kerala government launched the initiative "Learn to Code" in 2015. During phase 1 of the initiative, 2500 Raspberry Pi computer programming kits were distributed to class VIII students (14 years old). The project's aim is to add 40,000 talented young programmers to the maker community being developed through programmes initiated by KSUM. Subsequently, KSUM and the IT@School Project initiated the Kerala Raspberry Pi Competition for students who received the Raspberry Pi kit.

#### **Startup Box**

In 2015, the Kerala government introduced the 'Startup Box Programme' for aspiring entrepreneurs through KSUM. The Startup Box consists of documents required to start a company, plus key technologies including an arduino starter kit. The Startup Box Programme will be given to up to 50 teams composed of college students annually.

### **3.4 FINDINGS**

- From the visit it is clear that the Startup Eco System is to support Industrial growth of Kerala
- They promote technology-based entrepreneurship activities from the school level and create an entrepreneurial ecosystem in the state.
- They create the infrastructure and environment required for promoting entrepreneurial activities.

- They implement industry institute linkages which shall foster in building an entrepreneurial culture in Kerala
- They Promote research and development activities among the students in the state.

### **3.5 CONCLUSION**

The industrial visit to Kerala Startup Mission enables us a great opportunity to identify and gain knowledge about its overall activities and functions. Entrepreneurial talents with high potential are very scarce and represent the most precious human resource of every nation, they are fully supported by KSUM. They coordinating the functions of other incubators in the state and strengthening the entrepreneurship development activities of the state government and promoting knowledge-driven and technology-based startup ventures by students, faculties, and local entrepreneurs. And also encouraging the formation of innovation and Entrepreneurship Development Cells (IEDCs) and technoparks in academic institutions, and capacity building programmes for human resources.

From this visit, we gained a practical knowledge through interaction, working methods and associated programmes. We get an awareness about new technologies. With an aim to go beyond academics, industrial visit provides us a practical perspective on the world of work.

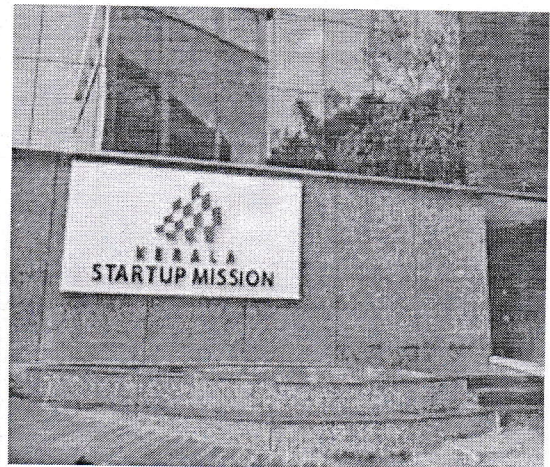
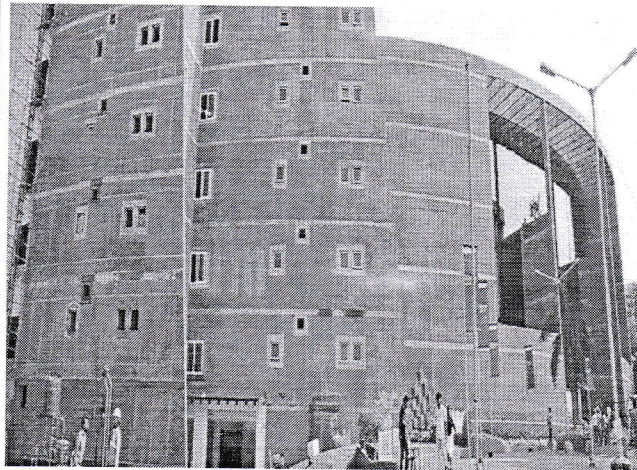
*Jane*

*Manuel*





### 3.6 PHOTOGRAPHS





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# INDUSTRIAL VISIT REPORT

An industrial visit to Wonderla was organized by BBA second years on 21<sup>st</sup> February 2019. Based on the plan, all students gathered at college around 6:00 am and started our journey on time and reached there by two an hour journey by bus. Sixty-one students and two faculties visited to Wonderla to interact with the management of Wonderla to know more about sector. In this visit students were eagerly waiting for listening to industries higher authorities.



In the afternoon session at 4:30pm, we the students were presented at conference hall for the interaction with the industry person. The HR of Wonderla Mr. Sunil conducted very informative session for the students. Finally, he gave a brief introduction of Wonderla and after his talk, the students were given chances to ask questions related to this sector. During the interaction, we came to know that all the activities that take place are related to the business (management). The culture of the organization, office etiquettes and the unique management model will give a deep insight about the industry and definitely it will prove our way to success. This visit also helped the students to learn more about the service sector. After the interaction, by 6:00pm we returned from Wonderla and reached the college by 10:00pm.

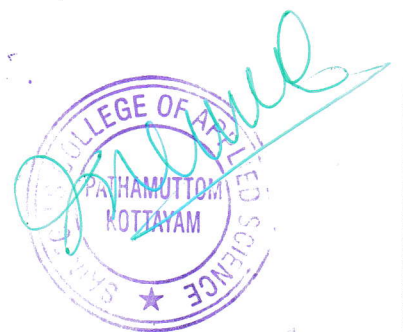
We are thankful to our faculties for organizing such an informative event for us in the crucial to develop our practical skills and management activities. We have learnt the proper management criteria and have an opportunity to know more about this sector.

We hope we get more chances further to have such wonderful and informative experiences of visiting different industries.

---

Ravi Tom  
Ravi Tom  
11/3/19

Tania Thomas  
Tania Thomas



## REPORT

On 11<sup>th</sup> October 2018, Thursday, at 10:10 am we reached Malayala Manorama, printing unit Kodimatha, kottayam with Lr Tania Thomas and Lr Shijin Scaria Vattachal.

First the authority representative gave us a short summary of all the production works in the unit and also a brief introduction about the working process. Then they took us to the prepress which included editorial, marketing etc.,

Then they took us to the operation sector which included automated machines, and other machines which was used for production, they explained each and every thing very patiently. By the time it was 11:35 am.

Then we had a small refreshment at their canteen, there they gave us some magazines by Malayala Manorama. After that we went to the Mitsubishi press at 10:55 am, there they showed us the printing machines, inks and also the Russian paper, at that time the machines were printing The Week magazines, then we saw the binding section, afterwards we saw the folding and packing of the papers and magazines by the machines. Their safety measures were also explained to us.

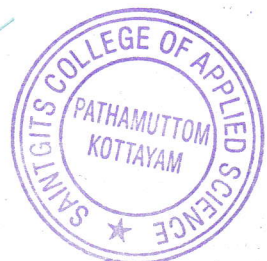
At 11:35 am we came out of the production unit, and at 12:00 pm we left the place after taking the group photo.

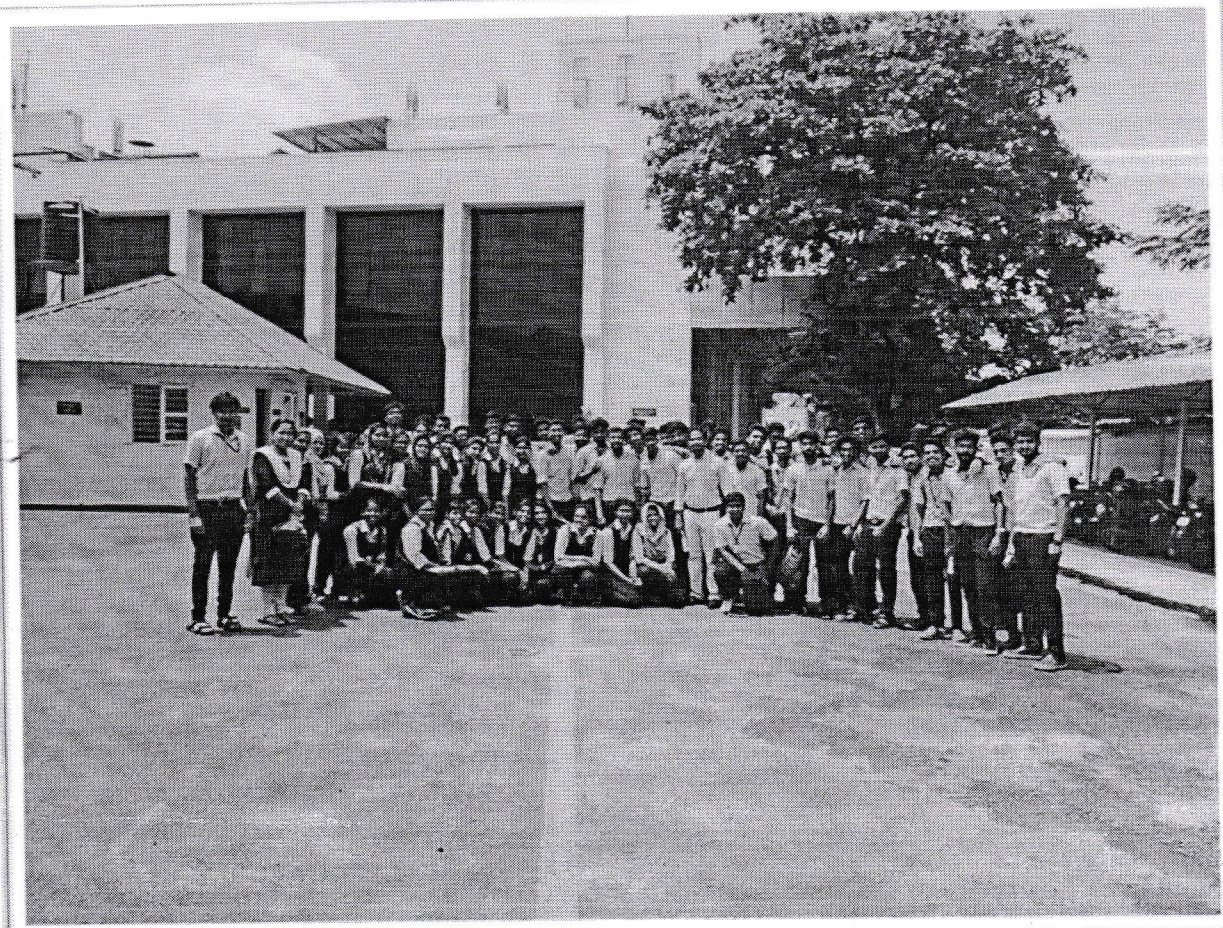
It was an informative and interesting industrial visit which helped us to know more about the production process of the news papers and magazines that we read daily.

Ravi Tom  
Ravi Tom  
class teacher

Tania Thomas  
Tania Thomas

Shijin Scaria Vattachal





## INDUSTRIAL VISIT- REPORT

### BBA-2016-2019 BATCH(THIRD YEAR)

**Date:** 16<sup>th</sup> November 2018


**Place:** Kanan Devan Hills Plantations tea factory and museum

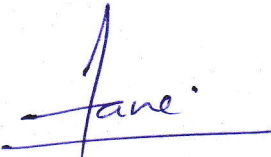
Forty eight students of BBA (2016-2019) batch accompanied by Lr. Pallavi Abraham and Lr. Sanju P Cherian visited the tea factory and museum of Kanan Devan Hills Plantation at Munnar on 16<sup>th</sup> of November 2018. The students left the college campus at 4:30 AM and reached the factory by 10:30 AM.

Firstly, the students were shown around the museum and later the production process of tea powder. They also received a lecture on the importance of green tea and its uses. The session concluded with the students visiting the tea shops in the factory.

The students returned from the factory by 1:30 PM and reached the college campus by 9:30 PM, stopping in-between to visit the Mattupetty dam in Munnar.

The industrial visit was an informative experience as the students got to know more about tea and its production process.

  
SANJU . P. CHERIAN

  
TANIA THOMAS .  
ACADEMIC COORDINATOR





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## Donate your voice

As an extension activity from the department of BBA, an initiative for developing 10,000 question bank for visually challenged people happened on June 26, 2018. The students of BBA recorded about 10,000 questions and answers of PSC examinations under the leadership of Lr. Sanju P Cherian. The recorded question bank was transferred to a CD and handed over to officials of KOTTU Charitable Trust.

Following students accompanied with faculty.

- Nebin Thomas
- Gopika V
- Akshay N
- Betsa Susan
- Meenakshi T J
- Feba Susan
- Jithin Joy



*Sanju P*  
*HOD - BBA*

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*Face:*  
*Tania Thomas*  
*HOD*



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## REPORT

TiEcon, an entrepreneur meet was conducted on 10th and 11th of November 2017 at Le Meridien, Kochi on the theme "Kerala- the Entrepreneurial Destination." 31 students from Saintgits volunteered for the meet and the group was led by Lr. Eldo Zacharia from SIM.

The meet witnessed eminent personalities from different walks of life and also exhibition of emerging start ups and failure labs. Failure lab was an event where people of start ups that failed or struggled through shared their stories. There was also a session called Crowd Pitching where start ups can impress the investors and get a sum of money from them.

The 2 day event consisted of key note address and panel discussions of almost 70 people. A few of them were the following:

- Shashi Tharoor

The 2 day event started with the inauguration and then the speech of Shashi Tharoor, member of Parliament. He said that Indian entrepreneurs bring out 'Jugaad', the capability to do things cost effectively. He said that culture of a place always act as a factor for entrepreneurship and Kerala have got an attractive environment for it. But the hartals in this place is a hindrance for people to come and start up something. He continued by saying that the government



should adequately support tourism in Kerala. The main reason the number of tourists is high in places like Dubai and Singapore is because they are backed by government support.

- Azad Moopen, Chairman and MD of Aster DM Healthcare

"Business is marathon, not a race."

Azad Moopen was of the view that government should only act as a facilitator for business and to not be involved in it too much. He also emphasized on the achievements of keralites worldwide and also presented some statistics on it.

- Ambarish Moorthy, CEO of Pepperfry

Another interesting talk was done by Ambarish Moorthy, the CEO of Pepperfry, India's largest homestore and B2C supplychain.

He talked about how he came into business and his interest to keep his products Indian. He also gave some tips to do business effectively by comparing it to mountain climbing. Here are some of it:

- Work with smart and passionate people
- Its always the ambition and speed that matters
- Wait for people to catch up; success comes with alignment
- Change strategy at the right time



- Leadership and entrepreneurship should always be constant factors
- Best view is always from the top; celebrate your milestones

Neha Arora, founder of Planet Abled

Planet abled is an organisation that provides tourism packages to people. The main highlight is that it is an inclusive tourist package. That is, the people who are blind, deaf, normal, differently abled get a chance to go for trip together. She was of the opinion that this makes us more sensitive and be more considerate towards the differently abled.

T P Sreenivasan, Former ambassador of India

T P Sreenivasan gave a talk on higher education in Kerala and its relevance to entrepreneurial development. He suggested some areas to improve:

- The infrastructure of educational institutions
- Teacher training
- Use of updated technology
- To give autonomy to colleges
- To encourage research work



- Internationalisation, that is, collaboration with foreign universities

Abraham Koshy, professor in marketing at IIM A

Prof. Abraham Koshy gave a brief talk on innovative products and shared his insights on educational system of Kerala. He suggested the following points for improvement:

- Reduce class content and give more practical exposure to students.

He was of the opinion that syllabus is only for exams, it does not create entrepreneurship.

- Provide large number of workshops
- Give more input at academic level

Subroto Bagchi, Co -Founder of Mind Tree

He gave a talk on "Leading in uncertain times." He began his talk by saying that uncertain times bring ambiguity, complexity, volatility and uncertainty. He suggested the following things that he believe should be done by a leader:

- To create a vision
- To have a strategy
- To have boldness



- Be creative
- To have a purpose
- Go with your opponent

He gave the example of Judo strategy where we let the opponent attack us first and then bring him down.

- Be mad
- You need to be planning
- To have the need of joy of doing something beautiful
- The need for change
- To 'be in it'

That is, to be sincere towards your work

- Be fabulous

He showed an advertisement of Beena Kannan's Seematti and praised the way she created a space for her brand.

Ambika Pillai, Celebrity make up artist

She kept her talk small and informal. She shared her past experiences and how she became the person that she is today.

Elias George IAS, Additional Chief Secretary of Transport

He mainly talked about his Kochi metro project and also advised to alter our mindset to accept changes. He also emphasised that the speed of doing something is always more important than size of the firm.



All in all, the TiEcon meet was successfully conducted and there were many interesting events and talks. The students gained a lot of experience and are looking forward to more events like these.

*Tina Thomas  
HOD-BBA*





# INDUSTRIAL VISIT REPORT

CLASS: B5

DATE: 19 August 2017

FACULTY ACCOMPAINED: Lr. Sanju P Cherian

Lr. Pallavi Abraham

PLACE: Merriboy Icecreams , Perumbhavor

Forty six students accompanied by two members of faculty visited Merriboy Icecreams ,Perumbhavor on 19 th August 2017. The students left the college campus at 7.00 a.m and reached the factory by about 11.00 a.m.

Merriboy is one of the largest producers of fresh ice cream, based in South India. A division of Cousins Group, the business venture was founded in 1990, by 5 closely-knit families. The brand is known across Kerala and in the emerging markets of Tamil Nadu and Karnataka for its original freshness and unmatched quality, which is nothing less than world class. Tetra Pak Hoyer, Denmark, are consultants and quality advisors for the brand. The brand is constantly exploring new and exciting flavours with new products like ice creams in real fruit shells, fresh fruit ice creams and milk lollies.

Milk is procured locally and analysed for fat percentage, pH, and MSNF. Good quality raw materials (butter) are purchased from different suppliers and subjected to quality assessment test.

Receipt of milk:

Milk is procured locally and analysed for fat percentage, pH, and MSNF. Good quality raw materials (butter) are purchased from different suppliers and subjected to quality assessment test.

**Quality check and Storage of Raw materials:** Approved raw materials are then stored in hygienic, temperature-controlled storage units.

**Pasteurization:** The mixed contents are then subjected to pasteurization at a temperature above 72°C for 30 minutes. Thus eliminating all biological hazards.

**Filtration:** The contents are passed through a filter to remove harmful extraneous matters, if any.

**Ageing:** After cooling, the mixture is stored in the storage tank at 5° - 8°C with agitation till further processing.

**Flavouring & Colouring:** According to the requirement, the ice cream mixture is put in the flavouring tank. Flavour and colour solution, derived from natural sources, are added and stirred well. No artificial colour or flavour is added.

**Ice cream making:** The flavoured mixture is then poured into the ice cream making machine.

**Filling:** The ice cream coming out of the machine is then filled into the containers manually and in set quantities. Dry fruits, nuts etc. are added during this process.

**Cold room storage:** The packed products are stored in cold storage, maintained at  $-14^{\circ}\text{C}$  or below.

**Quality Check:** Samples are drawn from each lot to ensure that it meets the requirements.

Distribution network spreads across 1,200 dealers and distributors in Kerala and Tamil Nadu with one distributor for three dealers.

The students were given an opportunity to see and understand the various processes and quality checks involved. The factor tour concluded at 1.00 pm and the students reached back the college campus at 4.30 p.m

The industrial visit is an informative experience as the students got to see the processes in an industry and to study about the management of human and material resources

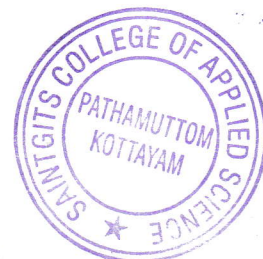
*Pallavi*

Pallavi Abraham  
Class-in-Charge

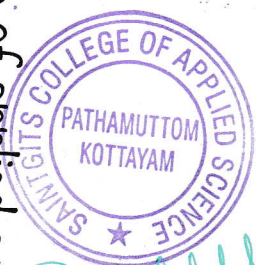
*Tania*

TANIA THOMAS

*Trivedi*



# MERIBOY ICECREAMS



*Merriboy Icecreams*

A complete report based on industrial visit organised by saintgits college of applied sciences especially for the students of BBA second year, in order to enhance their practical and to let them having an overview on the activities related to manufacturing carried out by Merriboy Icecreams

