



**TECNIA INSTITUTE OF ADVANCED STUDIES**

**NAAC ACCREDITED GRADE "A" INSTITUTE**

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Event : Seminar  
Date : 10.11.2019  
Venue : Auditorium of Catch Factory, Raison, Kullu  
Program : BBA, TIAS  
No. of Students : 49  
Resource Person : Mr. Sourabh, Manager–HR, Catch factory  
Faculty In charge : Dr. S. Chinnathambi, Professor-TIAS  
Dr. S. Jamuna, Associate Professor-TIAS

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**Seminar on Industry Interface for Practical Experience**

Date: 10th November, 2019  
Venue: Auditorium of Catch Factory, Raison, Kullu  
Time: 12.30 pm onwards  
Resource Person: Mr. Sourabh, Manager–HR, Catch  
Faculty In charge: Dr. S. Chinnathambi, Professor-TIAS

### **The objectives of Seminar:**

- To make the students aware with Industry practices in the Catch Factory
  - To increase the practical knowledge of various departments in the Catch Factory
  - Practical application of instruments handled during course curriculum through the Seminar.
- Keeping these objectives at hand, the BBA department organizes a Seminar which is outside the framework of the curriculum. The Seminar is for the students which have some relevance with the stream of study of the programme and guided by the faculty members of the department.

### **Advantages of Seminar:**

- An opportunity to get exposure to the real work stations, plants, machines and systems.
- Opportunity to get the senior functional experts/supervisor to explain about company functions.
- Expert briefing about the functioning of machines and systems.
- Opportunity to have a face to face session with technical and administrative experts of the organization to ask questions and clarify doubts.
- Opportunity to understand the company policies in terms of production, quality, and service management.

### **Learning outcome of the Seminar:**

This Seminar has its own importance in a career growth of a student who is pursuing a professional course. It is considered as a part of college and course curriculum. We understand that theoretical knowledge is not enough for a successful professional career. With an aim to go beyond academics, Seminar provides students a practical perspective of the work place. It provided us with an opportunity to learn practically through interaction, working methods and employment practices.

- It gives us an exposure to current work practices
- Seminars provide an excellent opportunity to interact with industries and know more about industrial environment.
- Seminar provided an opportunity to explore different sectors like Manufacturing, Filling and Packaging of drinks by; Catch factory in Raison, Himachal Pradesh.

- Seminar helps to combine theoretical knowledge with practical knowledge. Industrial realities are opened to the students through Seminars.

The management of Tecnia Institute of Advanced Studies encourages Seminars for the students of BBA/MBA in order to ensure that the students are updated about the latest developments in the corporate world. The students of Management from Tecnia Institute of Advanced Studies also got the opportunity to visit eminent professionals from the Catch factory that can impart their knowledge and share their experiences.

This seminar aims to aware the students about how various activities related to Manufacturing, Packing and Storage are carried out in company.

We two faculty members *Dr. S. Chinnathambi, Professor* and *Dr. Jamuna, Associate Professor* coordinate along with students left for visit at 12:30 pm and came out from the industry by 1.30pm, on 10<sup>th</sup> November, 2019. The services provided by tour operator in terms of hotel rooms, food and during the way were good. The educational tour cum Seminar not only helped students but was a great learning for faculties as well.

### Sample Student Feedback

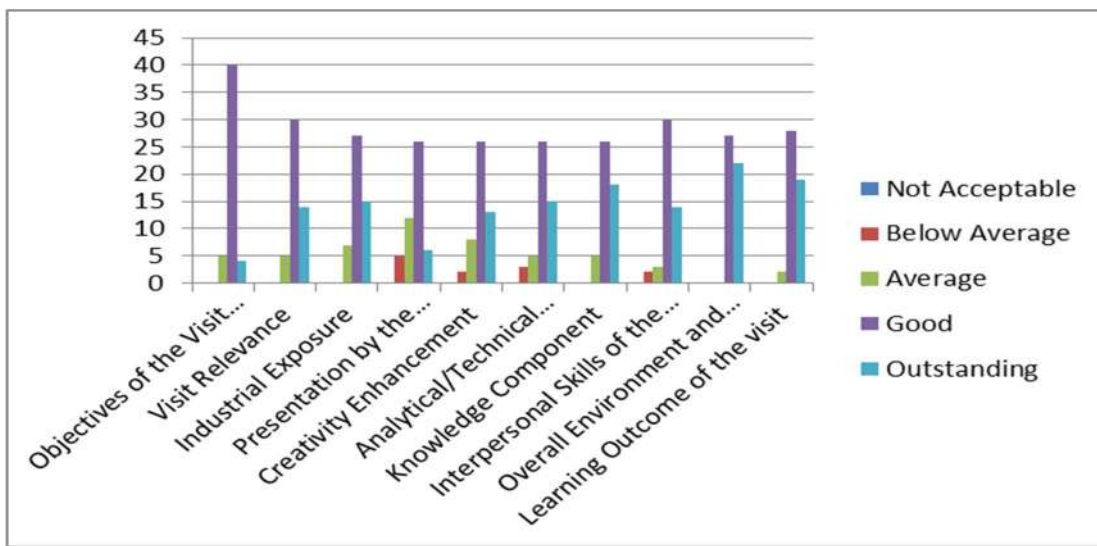
It was a great learning and practical experience that increased the confidence level by leaps and bounds. Such seminars on tour helps for relating the implementation of theoretical approach in practical way by understanding the production system, storage system and warehousing, logistics and also controlling of the raw material.

### Student Feedback Report Analysis

**Table No:1 Students feedback**

<b>Dimensions</b>	Not Acceptable	Below Average	Average	Good	Outstanding
Objectives of the Visit <b>(Experience)</b>			5	40	4
Visit Relevance			5	30	14
Industrial Exposure			7	27	15
Presentation by the Resource Person		5	12	26	6

Creativity Enhancement		2	8	26	13
Analytical/Technical Enhancement		3	5	26	15
Knowledge Component			5	26	18
Interpersonal Skills of the Resource Person-Query Session Handling		2	3	30	14
Overall Environment and Work Culture in Terms of Motivation				27	22
Learning Outcome of The seminar			2	28	19



**Figure:1 Student Feedback Report Graph**

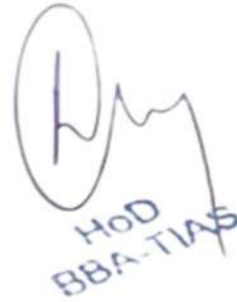
**Interpretation:**

- Maximum number of the students found the Overall learning experience as “Good”.
- Objective of the tour i.e. to visit the Catch factory and learn about new experiences was very fruitful.
- Presentation by the resource person is average as students learnt about the process of bottle manufacturing, filling section and packaging
- Overall environment of the Manali and the places students visit was very good and pleasant.
- Students saw the work culture of Catch factory during their visit and learnt about how the hierarchical system works of that factory.
- Maximum students showed positive response when asked about the visit relevance to the

manufacturing process and bottling section.

- Resource Person guided to the students about the technical part to which maximum students respond positively and they were keen to know about the machines used process etc.

Interpersonal Skills of the Resource Person was average as they handled query of students in a good manner and removed the doubts of students while explaining them.



Handwritten signature and stamp. The signature is a stylized 'H' inside a circle, followed by a wavy line. Below it is a blue stamp that reads 'HoD BBA-TIAS'.