

# **Industrial Visit**

**To**

**CATCH FACTORY**

**DS Drinks & Beverages Pvt. Ltd.,**

**Raison, Kullu, Himachal Pradesh**

**&**

**Educational Tour**

**To**

**MANALI**



**Dated: 30<sup>th</sup> January, 2024 to 04<sup>th</sup> February, 2024**

**Organized for Students, TIAS**

**Tecnia Institute of Advanced Studies, Madhuban Chowk, Rohini, Delhi**

**GRADE 'A' INSTITUTE**

# **TRIP REPORT**

## **Detail of the Events:**

<b>Event</b>	:	Industrial Visit cum Educational Tour
<b>Date</b>	:	30 <sup>th</sup> January, 2024 to 04 <sup>th</sup> February, 2024
<b>Day</b>	:	Monday to Saturday
<b>Venue</b>	:	Manali and Catch Factory, Raison, Kullu
<b>Program</b>	:	BBA, TIAS
<b>Resource Person</b>	:	Mr. Sourabh, Manager – HR, Catch Factory
<b>Faculty In charge</b>	:	Mr. Piyush Kumar, Assistant Professor Ms. Himani Chaudhary, Assistant Professor

## **The objectives of Industrial Visit**

- To make the students to 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 industrial visit.

Keeping these objectives at hand, the BBA department organizes an excursion tour cum industrial visit and an educational tour which is outside the framework of the curriculum. The excursion and industrial visit are for the students which have some relevance with the stream of study of the programme and guided by teacher members of the department.

## **Advantages of Industrial Visit:**

- An opportunity to get exposure to the real workstations, plants, machines and systems.
- Opportunity to get the senior functional experts / supervisors to explain about company functions.
- Company tour to understand the end-to-end process at all levels.
- Expert briefing about the functioning of machines and systems.
- Opportunity to have a face-to-face session with technical or 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.

## **Significance of the Industrial Tour**

The basic objective of having industrial tour is for studying various aspects related with different industrial units. The different techniques and methods being used in industries are studied in order to gain wide outlook concerning industrial activities for that purpose.

## **Schedule of the Visit**

### **Day - 1: 30<sup>th</sup> Jan 2024:**

All the students and Faculty Coordinators were gathered in the campus around 5.00pm, the bus departure from the college premises at 6.30 pm.



### **Day - 2: 31<sup>st</sup> January 2024:**

Reached Grand River Resort, Manali and checked in. After took the lunch the students visited Hadimba Temple and offered Prayers. The students learnt how the temple management in the hill station in India.

### **Day - 3: 01<sup>st</sup> February 2024**

The Students visited the Solong Valley. Some of them went for the adventures games like paragliding and skiing.

This was relatively managerial skills how to break the business hurdles.

### **Day – 4: 2<sup>nd</sup> February 2024:**

Divine Visit to the **MANIKARAN** Sahib Gurudwara located in Bhuntar and enjoyed hot springs and this is not only prayer also can learn the innovative implementation in the management.

Lunch provided by them as Prashad at Gurudwara and return to the Resort by 8.00 PM. DJ was night organized by the Resort.

**Day - 5: 3<sup>rd</sup> February 2024:**

The Students Checked out by 11.00am from the resort to visit Catch Factory, Raison, Himachal Pradesh which is named officially as D.S Drinks and Beverages Pvt. Ltd, Raison, Himachal Pradesh, near Kullu which is the producers of soft drink and mineral water. The bus reached the factory at 02:30 pm and an official from the industry explained the process of their production and packaging technique in two different groups of the students.



**Day 6: 4<sup>th</sup> February 2024:**

We all reached the college campus around 10:30 AM and asked the students to go their home peacefully.

**COMPANY PROFILE**

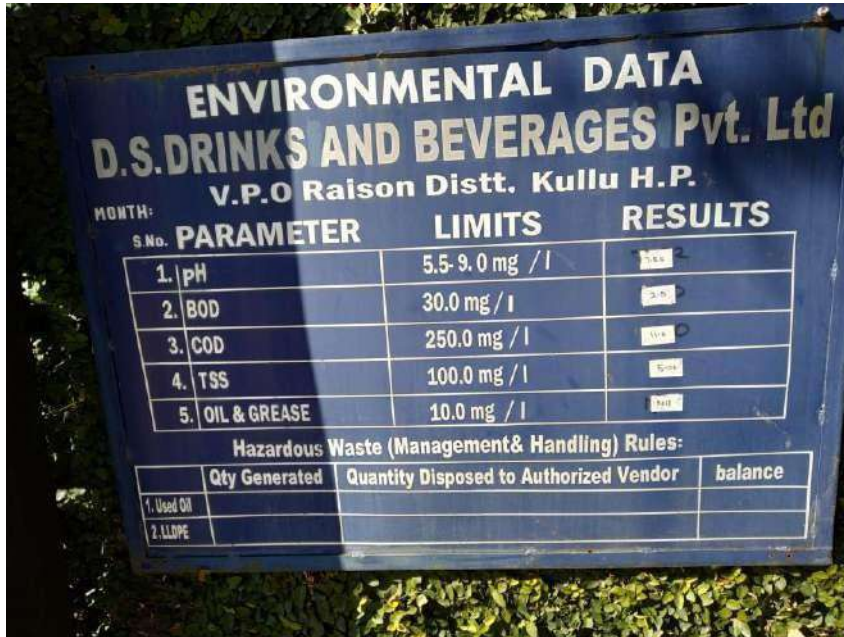
**THE DHARAMPAL SATYAPAL GROUP:**

**Dharampal Satyapal Group (DS Group)** is more than Rs.1400 crores diversified conglomerate, which is committed towards high quality products & credited with several innovations over last seven decades. The sagacity to weave its business around consumer needs has conferred DS Group with a distinct value. Efficient capital structure, cutting edge



technology, operational discipline and a widespread distribution network, have together attributed to enhance “Brand DS”, and enabled the organization to deliver continued growth in all areas of operation. Its undeterred pursuit for “Quality & Innovation” has led the Company to progress on a path of growth. The Group has consolidated its position into diversified sectors like FMCG, Packaging, Hospitality, Rubber thread, Cement and other businesses.

Beginning its journey with Tobacco, DS Group successfully ventured into the arena of Foods&



Beverages, alluring the consumers with a wide range of beverages, spices, and ready-to-eat snacks under the brand “Catch”. While “Catch” Natural Spring Water and its variants continue getting great response from consumers, “Catch” Salt & Pepper tabletop dispensers hold their supremacy as India’s first rotatory table top dispensers. Catch Spices excessively continues to be connoisseurs favorites. The latest

products to be introduced under catch brand are Catch Jal Jeera & Catch Nibu Pani.

In the Mouth Freshener Category, non-tobacco, Rajnigandha rules the market as the world’s largest selling premium pan masala. “Pass Pass” has created a new product category all-together as India’s first ever branded “all natural” non supari assorted mouth freshener. Taking forward the Indian tradition of eating and serving mouth freshener softer meals, Rajnigandha, the premium mouth freshener brand, has introduced a mild new flavour, “Meetha Mazaa- the Indian Mouth freshener”. Reinforcing the emphasis on the quality at all levels, Meetha Mazaa is revitalizing. Recognizing the immense potential in the Hospitality Segment, DS Group forayed into this segment with “The Manu Maharani” at Nainital, in 2001.

The Group acquired the Airport Hotel at Kolkata. The hotel is currently being revamped and renovated and will soon emerge as an International standard destination with Five Star Hotel, a budget hotel & large Convention Centre, in addition to a sprawling Commercial area. The five star hotel building projects have also commenced in Guwahati and Jaipur. In addition to the above ventures, land

has been acquired in cities like Udaipur, Shimla, Mussorie, Corbett Park, Manali and Goa with plans to set up hotels & resorts. With a boom in tourism sector, the group is all set to emerge as one of the leading players in the hospitality segment. Further pursuing its quest for diversification, DS Group has launched colossal projects in the Packaging sector. DS Can pac Ltd., an ecofriendly revolutionary packaging technology, was launched in India in association with Can pac – a leading Switzerland based packaging major. A state-of-the-art plant at Noida offers packaging solutions to other FMCG marketers as well as exporters of food products. The group has also commissioned an ultra-modern Flexible Packaging Unit in Bonda.

A heat resistant latex Rubber thread plant has been set up at Agartala to produce international quality rubber threads. Latex rubber threads are made from natural rubber applying the most sophisticated European technology. Following close behind is a first-of-its kind Steel sheets plant coming up soon in the North East to produce cold rolled sheets, CRCA and galvanized steel sheets. In line with its vision of diversification, DS Group has entered the fast growing Cement Industry. The Project is located at the Khliehriat sub division of District Jaintia Hills in Meghalaya.

The capacity of the upcoming plant will be approximately 1 million tons Per Annum and will have a captive power plant based on coal. This will be one of the largest investments on new projects, by the Group. As a significant step in Infrastructure Sector, DS Group has signed a MOA with state Govt. of Meghalaya to set up a 240 MW Thermal Power Plant, based on coal. The group has manufacturing units in Noida, Delhi, Baroitwala in HP, Kullu, Assam and Tripura. DS Group boasts of World Class Facilities spread across the length and breadth of the country, to execute its manufacturing processes with full adherence to international standards of quality. Every stage of manufacturing is monitored with utmost care and attention. The company also has a widespread distribution network supported by dealers and retailers.

The group constantly upgrades its strength through dealer network expansion, up –gradation of production facilities and bringing greater consumer orientation, while maintaining its commitments to high quality, innovation and consumer value carried forward in all its diversification endeavours. DS Group constantly nurtures its responsibility as a committed corporate citizen, by regarding Corporate Social Responsibility as an integral part of its Business Objectives.

The Company has been working in Assam and Tripura, on a wide range of CSR programmes ranging from education to health and making tribal and ethnic communities self-reliant. Under the CSR

initiatives the group is renovating local schools, setting up a State level College and developing heritage properties and construction of an eco-lodge to be owned and run by the tribal community. While DS Group pursues leadership in its business spheres; its simultaneously endeavors to promote common welfare through multidimensional activities to work towards an all-round development of the society.

DS Group makes constant improvisations in all its manufacturing components, leading to the making of a perfect product. Be it the sourcing of raw materials, the process of production, or packaging of the final product, R&D remains the crux of DS Philosophy. Quality and Innovation are the two core values that DS Group subsists on. In its constant effort towards building trust among its audience, the Group works strongly on the principles of integrity, dedication, resourcefulness and commitment. A wide array of skills and substantial depth of experience has not only led the Group to maintain its leadership in its traditional businesses but has also resulted in gradually gaining market in its relatively nascent forays.

### **The Stirring Saga of an Enterprise:**

In the early 20th century, when trade and commerce had not witnessed the advent of brands and marketing warfare in India, Shri Dharampalji – the founder of DS Group, set up a small perfumery shop in Chandni Chowk, Delhi in the year 1929. The urge to create a business around consumer tastes and preferences led Dharampalji to innovate quality products. His sagacity revolutionized the market of chewing tobacco and the shop in Chandni Chowk became renowned not only in Delhi but even amongst the connoisseurs of tobacco in other parts of India and the world. Blending modernity, technology and tradition, Dharampalji's son Satyapalji brought the dawn of a new era an era that saw a revolution. Satyapalji inherited qualities of high virtues, innovation and aspiration for being the best in the business. His in-depth knowledge of perfumes honored him the title of "Sugandhi" (perfumer). He is credited with blending tobacco with various exquisite fragrances.

He is also known for bringing the element of quality and research hitherto unknown in this category. Under the able stewardship of Satyapalji, the nation's first ever-branded chewing tobacco BABA was launched in 1964 which became an instant success and widely popular in its category. And what followed later were an array of premium brands like Tulsi and a host of others which have established their leadership in their own category and created new markets in its wake. Continuing the fervor of innovation and quality, the Group set new benchmarks in Foods & Beverages. Innovative

tabletop sprinklers changed the way Indian households had been enjoying salt and spices. Be it Catch spices or Catch Beverages; today catch stands for international quality and convenience.

Mouth fresheners like Rajnigandha and Pass - Pass created new offerings and established new categories. The Group has also ventured into a rapidly growing hospitality sector with extensive five star properties in the larger cities and boutique & heritage properties at tourist destinations. The Group has also successfully ventured into Packaging, Rubber Thread, and Steel in the last few years. Since the launch of BABA, the Group has never looked back, reaching for milestones year after year. Thus, evolving from a single product to multiple brands, DS has successfully woven over eight decade's legend of innovation and enterprise. And the quest for innovation continues... Establishing Benchmarks with Innovative:–

- First to offer saffron flavored chewing tobacco in the world.
- First to launch branded chewing tobacco in India in metal packaging
- First and only chewing Tobacco Company in India to get ISO9001:2000 certification
- First to introduce various kinds of spices in one-time use packaging
- First to launch free flowing salt in revolutionary table top rotatory dispensers in India
- First to introduce 100 per cent biodegradable, composite cans packs which are pilfer proof, rust proof and leak proof using brine and through vacuum evaporation process for food products
- First to introduce electronically beaten finest malleable silver foils in India.
- First in India to bottle natural spring water which has been awarded NSF certification from FDA, US: a hallmark of quality and purity
- First to introduce soda processed with natural spring water
- First to introduce zero calorie tonic water
- First to launch 100% herbal mouth freshener - Pass – Pass



## **Corporate News about Catch Factory and its Products:**

India's worst water crisis in its history is only going to get worse. There are various research reports and analyses to indicate that by 2030, the country's water demand is projected to be twice the available supply. If not addressed, the water scarcity is also likely to affect the GDP of the country accounting for almost a 6% loss by 2050.

According to studies, approximately 2,00,000 people die every year due to inadequate access to clean water, which is "only going to get worse" as 21 cities are likely to run out of groundwater by 2020. Around 600 million people are already facing a severe water shortage, according to a government think tank. In the long term, the undersupply is likely to become more acute, as the demand increases with the 1.4 billion populations growing at a rate of around 1%.

The situation remains alarming and it is unfair to leave it to the policy makers only, to address the situation. Some states like Gujarat, Madhya Pradesh and Andhra Pradesh have already taken situation in their hands and are doing a good job of managing their water resources in anticipation of the looming water crisis.

However, comprehending the importance of conservation of this precious resource, corporate houses have stepped up to participate in the movement of improving the water situation. The DS Group (Dharampal Satyapal Group) is committed to improve water security in areas identified as critical and water vulnerable. The Company has undertaken water conservation as the mainstay of its CSR initiatives.

DS group has initiated water conservation project in Sikar Rajasthan. The group has constructed over 22 check dams in the area with total water harvesting capacity to hold is 411587 Cu M of water since 2013. The objective was to construct water harvesting structures in an area, which is arid and water deficit. These structures block drainage line and create series of check dams so that when it rains, the water is stored. If it overflows in one dam, it goes over to the other, and so on, until eventually all the dams are full.

The group has also taken up the project of drought mitigation in Mahoba, Uttar Pradesh. The severe drought every year in the country causes distress. In FY16, more than 250 of 600-plus

districts across 11 states affected about 330 million people. Over 40% of agriculture in the country depends on adequate and timely rainfall.

It is therefore critical to explore ways to make farming sustainable by reducing its dependency on monsoon only and constructing water bodies like farm ponds to store and manage precious water. The group initiated a program to establish a model of farm ponds to allay the impact of drought in future by re-instating the old water structures for water availability throughout the year and increase the ground water level.

In an effort to provide safe drinking water to a large population comprising rural, semi-urban and urban population, Earth Water has stepped up with a unique solution. The company has built over 2,500 plants over the last 3 years which include water and wastewater treatment plants like reverse osmosis plants, sewage treatment plants, softeners, filtration units and pressure boosting systems to various corporates, institutions, industries and government organisations.

The machines have applications in large public places, such as railway stations, bus depots, government-run hospitals and rural community centres. About 1,945 water vending machines (WVMs) are currently operational or under execution across 12 states. It touches and improves the lives of nearly 3 million people every month through water vending machines, and supply over 46 million litres of safe drinking water every month.

However, the efforts by the corporate and government would be successful only when we as a society start considering water as a resource and not take it for granted.

### **ABOUT PLANT:**

This plant is situated in the beautiful valley of Kullu Manali, being surrounded by a beautiful environment brings extra charm to the plant. The plant is situated in Raison near the bank of river be as, it is 20 km from Kullu airport and is 30 km from Manali. This plant has begun its working in 1999 since then its providing significant role in the market share of the DS group. This plant has two units which constitute around 100sq m of area. Mr Salfraaz Husaain is the unit head of this plant. Unit- 1 is related to the water segment and Unit-2 is related to the beverage segment. Catch beverages and water comes in 250ml, 500ml, 1000ml and in1500ml packaging.

## **The plant has been divided into two units:**

### ***Unit -1:***

Comprise of water segment whose main product is catch mineral water and **ROHTANG**, catch is the main product of this unit which is being sold in north India, as catch is being targeted for high class hence Delhi NCR constitute its main market.

### ***Unit- 2:***

Comprise of catch cola, catch lemon and catch orange this is a growing segment of catch and its manufacture have begun around 3 years ago. This segment can be threat for the established ones in future due to its taste and flavor and various health issue which this plant provides as the management says.

## **The hierarchy of catch Company is as follows:**

This plant has around 175 employees. As being in the hilly area it is providing employment to the people which is certainly helping them to improve their living and providing them an alternate career option too

## **CATCH COLA, LEMON AND ORANGE:**

These are the innovation of catch in terms of flavor as these are being prepared by the mixing of various ingredients. These are the latest product of the catch and have started sharing space with the established one, as it is being new to the market it has miles to go.

## **WORKING:**

Working begins with the manufacture of bottles which consists of following stages;

### ***Bottle phase***

- In first stage pre form is being put into microwave. (Pre form is being brought from somewhere from Chennai)
- After this the pre form is being moulded and it depends upon the size of the bottle which is to be prepared.

- After this the leveling is being done and after that they are being passed from the heater.
- In next step bottle is being taken to the filler to be filled by the liquid.

### ***Liquid phase***

- There are two syrup containers for the syrup of 5000lt capacity which consists of sugar and other ingredients. (Sugar for the syrup is being brought from the Kangra and Punjab)
- Water for the purpose is being filtered by the micron filter.
- After this the water and syrup is being mixed and is being taken to the filler where it is being filled in the bottle.

### ***Filler***

It is a place where liquid solution is being filled in the bottles.

### ***Sensors***

After this the bottles is being passed to the sensors where defects in the bottles is being detected.

### ***Oven***

At last the bottles are being passed to oven where the bottles are finally packed.

### **Manufacturing:**

Catch industry filters the natural waters of the mountain in a natural way and pack it in the bottles which is also manufactured by them. Catch is the only bottled water in India which has been tested and certifies to comply with Food & Drug Administration (US) code of Federal Regulations by NSF International – USA.



## ***Packing***

The students came to know the importance of packaging. They explained the process by which packing is done.

## ***Catch Food & Beverages – Products***



'Catch Natural Spring Water' marked the company's debut in the beverage arena. Melting from the icy glaciers, this pristine water is filtered over years through layers of mountain rock, imbuing a variety of natural minerals beneficial for health. This water is then bottled at our state-of-the-art facility, retaining its natural composition.

„Catch“ is the only bottled water in India which has been tested and certified to comply with Food & Drug Administration (US) Code of Federal Regulations by NSF International-USA.

The health and lifestyle beverages are made from natural spring water. „Catch“ Clear is the perfect combination of sparkling spring water and natural fruit flavour to give a sharp, crisp and clear drink that is low in calories and high on taste. Available in Lemon n Lime, Peach and Black Currant, this is a diet drink with a touch of class.

The “Catch Spring range” is healthier alternative to the standard orange, lemon and cola drinks. „Catch Club Soda“ is made with a carefully calibrated carbonation process combined with the pristine freshness of water to add strong edge to the drink. „Catch Indian Tonic“ Water, is manufactured to exacting



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international standards that gives a perfect flavour for direct consumption or as an accompaniment to white spirits. It can also be consumed straight. „Catch Ginger Ale“ is a unique beverage better known as the “Champagne of soft beverages” that can be consumed chilled on the rocks or concocted with your favorites dark spirit.

### **Product Differentiation:**



The perfect combination of sparkling spring water is differentiated as Lime, Peach and Black Current by different ingredients to add flavors.

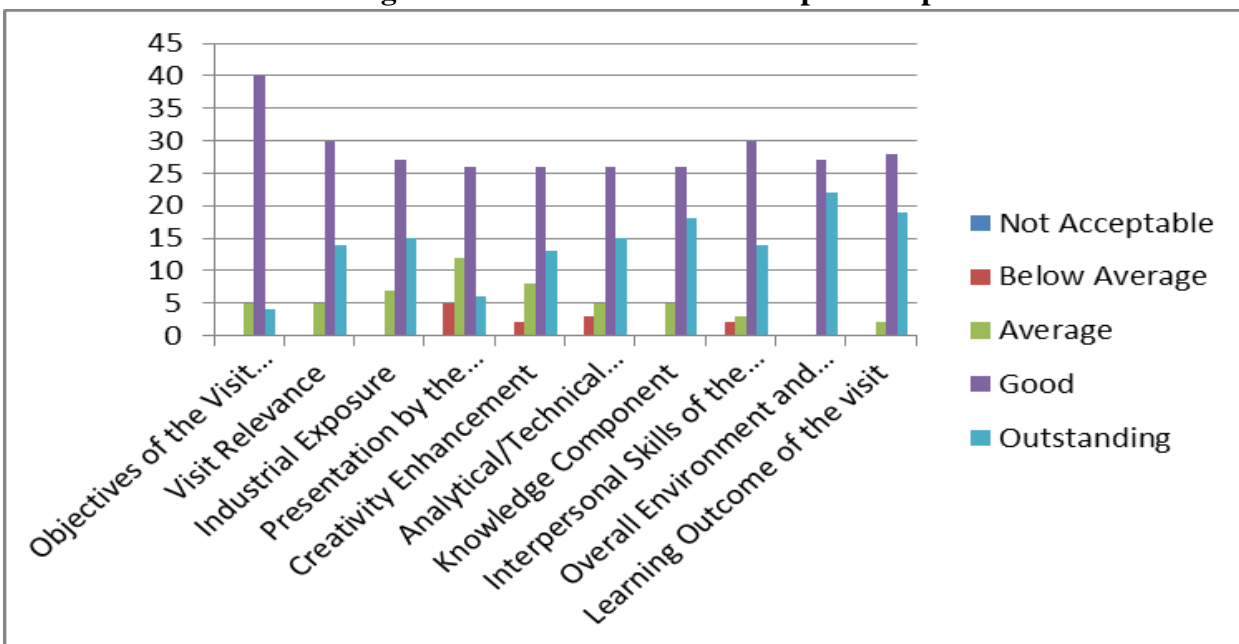
In short the students came to know about all the process of Manufacturing, Packing and, Product differentiation. Moreover they asked questions on the company’s distribution channels. The authorities reply that they normally sell in bulk in wholesale market. Retailing is done by their wholesalers.

## 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 visit			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.



## **Learning Objectives and outcome of the Industrial Visit:**

Industrial visit has its own importance in a career of a student who is pursuing a professional degree. It is considered as a part of college curriculum. The objective of an industrial visit is to provide us an insight regarding internal working of companies. We understand that theoretical knowledge is not enough for a successful professional career. With an aim to go beyond academics, industrial visit 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 as opposed to possibly theoretical knowledge being taught at college. Industrial visits provide an excellent opportunity to interact with industries and know more about industrial environment. Industrial visits are arranged by TIAS for us with an objective of providing us an opportunity to explore different sectors like Manufacturing, Filling and Packaging of drinks by; Catch factory in Raison, Himachal Pradesh. They had seen the actual processing of drinks production of Catch factory. So they understand the production system, storage system and warehousing & logistics of the Catch factory process. Industrial visit helps to combine theoretical knowledge with practical knowledge. Industrial realities are opened to the students through industrial visits.

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

## **Student Feedback:**

It was a great learning and practical experience that increased the confidence level by leaps and bounds. Such 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.

## **Experts from those who accompanied the students during the visit:**

**Mr. Himanshu Arora:** The motive of the Industrial tour was to excel. 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 & industry as well. The services provided by tour operator in terms of hotel rooms, food and during the way were good.

Industrial visit was carried out at Catch Factory, Raison, Himachal Pradesh on 18<sup>th</sup> January, 2019 especially for BBA students. The main objective behind the visit was to make student aware 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 1.30p, on 18<sup>th</sup> January, 2019. The services provided by tour operator in terms of hotel rooms, food and during the way were good. The educational tour cum industrial visit not only helped students but was a great learning for faculties as well.

*Archana Jain*  
HOD  
BBA-TMS