



SCHOOL OF COMMERCE & MANAGEMENT

Department of Management
NOTICE**Ref No: AJU/SCoM/DoM/2024/570****Date: 03.04.2024**

This is to inform all the students of MBA Semester-II (2023-2025), that the Department of Management (MBA), will be organizing an industrial visit to "TEE CEE Agro Products", Hata, Jharkhand, on Monday, April 8th, 2024. A visit to the agro industries allows students to understand the environmental challenges and sustainable practices adopted by these businesses, fostering a sense of responsibility towards environmental conservation.

Event Convener- Dr. Urvashi Thakur, HoD, MBA.

Event Coordinator- Mr. Mukul Pandey

Dr. Subrato Kumar Dey

Venue to board bus- City Office, Dhatkidih

Bus departure time- 08:00 am

**Dr. Urvashi Thakur**

HoD, MBA

Dept. of Management

School of Commerce & Management

HoD, MBA

School of Commerce and Management

ARKA JAIN University, Jharkhand

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INDUSTRIAL VISIT TO TEE CEE AGRO PRODUCTS

Date of Event	08-04-2024
Name of the Event	Industrial Visit to Tee Cee Agro Products
Type of the Event	Industry Visit
Conducted by	School of Commerce & Management- Department of Management (MBA)
No. Of Participant	32

OBJECTIVE:

To give insights of Entrepreneurship and Sustainable Development in practice for students of MBA department.

DETAILS:

Students of MBA department of ARKA Jain University visited Tee Cee Agro Farm and has personal interaction with the entrepreneur Mrs Shruti Garg. She has made them to visit entire Farm and agriculture area. She has explained how different types of fruits and vegetables are organically grown and sent to market from the farm. She also explained how cow milk containing high protein and food ingredients are milked and sold in the market. She has categorically explained how the food for cattle farm are served with rich ingredients like aushwagandha, amla etc. Also, she has explained how compost is developed in house there and how Bio gas can be sent to surrounded villages to provide replacement of electricity. Thus, she gave them insights into the various facets of agricultural production, processing, and distribution etc. Students learn a lot of things from Mrs Shruti Gard like Profit is not always the motive of business. Modern entrepreneurs think about Planet and People in future also for today's business.

KEY TAKEAWAYS:

Students learnt new things related to entrepreneurship development and sustainability by visiting the Tee Cee Agro Farm. They learn about reuse, recycle and reduce concepts in practice.

POSTER OF THE EVENT

ARKA JAIN
University
Jharkhand



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IN "TOP-15 EMERGING
PRIVATE UNIVERSITIES IN INDIA" CATEGORY



INDUSTRIAL VISIT

TEE CEE AGRO PRODUCTS

LESSONS FROM ENTREPRENEUR...

MBA (2023-25)
SEMESTER II



8 APR 2024



Convenor- Dr Urvashi Thakur, Head, MBA Department
Co-Ordinators- Prof. Mukul Pandey, Dr Subrato Kumar Dey
MBA Department, School of Commerce & Management
Arka Jain University, Jamshedpur, Jharkhand

Figure 1: Poster of Industrial Visit to Tee Cee Agro Products

PHOTOS OF THE EVENT



Figure 2: Group Photo at Tee Cee Agro Products



Figure 3: AJU MBA students at Tee Cee Agro Products



Figure 4: Mrs. Shruti Garg in discussion with students and briefing about Tee Cee Agro Products



Fig. 5 – Students going for visit in the Farm

Student's AttendanceINDUSTRY VISIT. TO TEE CEE AGRO PRODUCTS

DATE:- 08/04/2024.

SL NO.	ENROLLMENT NO.	NAME OF THE STUDENT	Signature
1	AJU/230018	B SAI PRASAD SENAPATI	Bai Prasad
2	AJU/230024	NUPUR DAS	Nupur Das
3	AJU/230034	NAYAN KUMAR	Nayan
4	AJU/230039	MUKESH GOPE	Mukesh
5	AJU/230051	RIYA KUMARI	Riya
6	AJU/230061	AMRIT JHA	-
7	AJU/230083	BABY DIMPY SINGH	-
8	AJU/230094	NIRBHAY SINGH	Nirbhay Singh
9	AJU/230115	SALONI KESHRI	Saloni Keshri
10	AJU/230119	NASARUDDIN MANSURI	-
11	AJU/230127	ANJANI RANJAN	-
12	AJU/230142	APARNA KUMARI	-
13	AJU/230145	PRIYA SHARMA	-
14	AJU/230445	HARSH RAJ	-
15	AJU/230458	SATPREET KAUR	-
16	AJU/230478	DIVYA SINHA	Divya Sinha
17	AJU/230523	SOURABH KUMAR MEHTA	Sourabh K
18	AJU/230549	MANISH KUMAR	Manish K
19	AJU/230553	ADITYA GOPE	Aditya
20	AJU/230562	GAURAV KUMAR	Gaurav K
21	AJU/230576	ROMA KUMARI	Roma
22	AJU/230652	SAGAR KUMAR MEKAP	Sagar
23	AJU/230668	SHALVI SINGH	-
24	AJU/230672	KUMARI KAJAL SINHA	Kajal
25	AJU/230754	NANDANI KUMARI	Nandani
26	AJU/230844	SHALINI KUMARI	-
27	AJU/230920	ZEBBA BAKHTIYAR KHAN	-
28	AJU/230945	VISHAL S PATEL	Vishal S Patel
29	AJU/230970	SHRUTI PRATIHARI	Shruti Pratihari
30	AJU/230994	RAHUL MAJHI	-
31	AJU/230997	SAPNA SHARMA	Sapna Sharma
32	AJU/231000	KUMAR YASH	-
33	AJU/231001	AKANKSHA SAGAR	-
34	AJU/231036	GAGANDEEP KAUR	Gagan
35	AJU/231064	RAHUL BHAGYA RAJ	-
36	AJU/231067	RITIKA KUMARI GUPTA	Ritika
37	AJU/231117	ANSU KUMARI SINGH	-
38	AJU/231175	BHARTI KUMARI	Bharti
39	AJU/231179	RAHUL KUMAR	-
40	AJU/231208	ANJANI KUMAR MISHRA	-
41	AJU/231272	KOUSHIK KUMAR	Koushik Kumar
42	AJU/231294	ANJALI MISHRA	-
43	AJU/231307	PRIYA PANDEY	-
44	AJU/231311	SHARODINDU BISWAS	-
45	AJU/231358	MOHIT GUPTA	-
46	AJU/231414	SUBRATO DAS	-
47	AJU/231549	PUJA KUMARI MOURYA	-
48	AJU/231598	PRIYA KUMARI	-
49	AJU/231617	SHRUTI KUMARI	Shruti
50	AJU/231631	SUBHDARSHI	-

51	AJU/231645	ANCHAL SINGH		Anchal
52	AJU/231766	ANJALI KUMARI		Anjali Kumari
53	AJU/231785	SPREEHA TIWARI		Spreeha
54	AJU/231819	AVI RITESH KACHHAP		Avi Ritesha
55	AJU/231861	SHALINI KUMARI		-
56	AJU/231876	PUJA KUMARI		Puja Kumari
57	AJU/231880	PUJA KUMARI		-
58	AJU/231889	ADITY KUMARI		-
59	AJU/231891	ARPITA KUMARI		-
60	AJU/231903	ANKITA KUMARI		-
61	AJU/231912	ADITI SINGH		-
62	AJU/231915	SHRUTI KUMARI		shruti
63	AJU/231946	DIVYA SHWETA		-
64	AJU/231948	NIDHI AGARWAL		-
65	AJU/231957	PRIYANSHU SINGH		-
66	AJU/231959	RAHUL PATRA		-
67	AJU/231960	DHANRAJ KUMAR		-
68	AJU/231976	RIDHI MITTAL		Ridhi Mittal
69	AJU/231992	SUBHAM KUMAR PRADHAN		-
70	AJU/231999	SUSHANT CHAKI		-
71	AJU/232011	SAIF ALI		-
72	AJU/232020	ARYAN SINGH		-
73	AJU/232057	PRIYANKA SINGH		Priyanka
74	AJU/232088	SAGAR KUMAR SINGH		-
75	AJU/232095	TANU KUMARI		-
76	AJU/232100	ASHMIT KUMAR SINGH		Ashmit Singh
77	AJU/232115	ASHISH RAJ		-

[HOD] Dr.
 Dr. Jagat (HOD)
 Arka Jain Univ. 8/4/24
 Jharkhand.
 HoD, MBA
 School of Commerce and Management
 ARKA JAIN University, Jharkhand

Mukul Pandey Subho K. D.
 [FACULTY COORDINATORS]

**An
Industry Visit Report on**

**TEE CEE Agro Products, Hata,
Jharkhand**

Submitted by

**Vishal S Patel & Ritika Kumari Gupta
Semester-II**

MBA (2023-25)

Roll No: 36 & 28

ARKA JAIN University, Gamharia, Jharkhand

Acknowledgement

I would like to extend my heartfelt gratitude to Dr. Urvashi Thakur, Head of Department, for her invaluable support and encouragement in organizing the industrial visit to TEE CEE. Additionally, I want to express my sincere appreciation to the coordinators Mr Mukul Pandey and Dr Subrato Dey for their efforts in facilitating this enriching experience.

Visiting TEE CEE Agro Products provided us with a profound insight into various aspects of the Agriculture industry, including their innovative marketing strategies. The opportunity to witness first-hand the operations and processes at TEE CEE was incredibly informative and inspiring.

Once again, thank you to Dr. Urvashi Thakur and the coordinators for making this educational excursion possible. We are truly grateful for the knowledge and experiences gained through this visit.

Convener:

Dr. Urvashi Thakur

Co-ordinator:

Mr. Mukul Pandey
Dr. Subrato Kumar Dey

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Introduction

The agro-industry, short for agricultural industry, encompasses the various activities involved in the production, processing, distribution, and marketing of agricultural products. It plays a crucial role in providing food, fiber, and other essential products to meet the needs of a growing global population. Here's an introduction to key aspects of the agro-industry:

- Primary Production
- Processing and Value Addition
- Distribution and Logistics
- Marketing and Sales
- Technology and Innovation
- Regulation and Standards
- Environmental Sustainability

Process (Agro based)

In a small agro-industry, the processes involved can vary depending on the specific products being produced. These processes are interconnected and require coordination and management to ensure smooth operations and the production of high-quality products in a small agroindustry setting. However, here are some common processes typically found in small agro-industries:

- Raw Material Sourcing
- Cleaning and Sorting
- Processing
- Packaging
- Quality Control
- Inventory Management
- Distribution
- Marketing and Sales

- Customer Service

Upcoming Strategies

The agro-products industry is constantly evolving, driven by factors such as technological advancements, changing consumer preferences, sustainability concerns, and market dynamics. Here are some upcoming strategies that agro products industry players may consider to stay competitive and address emerging trends.

- **Adoption of Digital Technologies:** Embracing digital technologies such as precision agriculture, IoT (Internet of Things), AI (Artificial Intelligence), and block chain can improve efficiency, productivity, and decision-making in agro-products industry
- **Sustainable Practices:** There is increasing consumer demand for sustainably produced agro-products. Adopting sustainable farming practices such as organic farming, agroforestry, regenerative agriculture, and water-efficient irrigation methods can help agro-products industry players reduce environmental impact, conserve natural resources, and meet consumer expectations for eco-friendly products.
- **Diversification of Product Offerings:** Agro-products industry players can diversify their product offerings to cater to changing consumer preferences and market trends.
- **Enhanced Food Safety and Quality Assurance:** With growing concerns about food safety and quality, agro products industry players can invest in robust quality assurance systems, traceability solutions, and certification programs.
- **Market Expansion and Internationalization:** Expanding into new markets, both domestically and internationally, can open up growth opportunities for agro-products industry players.
- **Value Chain Integration:** Integrating various stages of the value chain, from farming and processing to distribution and marketing, can create synergies, reduce costs, and improve coordination and control over operations.
- **Consumer Engagement and Brand Building:** Building strong brands and engaging with consumers can help agro products industry players differentiate their products in a crowded marketplace.

SWOT Analysis

Strengths:

1. Wide variety of products
2. Natural resources
3. Innovation

Weakness:

1. Vulnerability in climate change
2. Fragmented supply chain
3. Resource intensiveness

Opportunities:

1. Global market expansion
2. Collaboration & Partnerships
3. Value added products

Threats:

1. Climate change risk
2. Trade barriers
3. Market competition

Product Positioning

Product positioning refers to the way a brand or product is perceived by consumers relative to competitors in the market. Amul employs several strategies to position its products effectively:

1. Quality and Trust
2. Value for money
3. Tradition and Heritage
4. Health and Nutrition
5. Accessibility and Convenience

Conclusion

During our visit to the agro-products industry, we gained valuable insights into the various facets of agricultural production, processing, and distribution. The industry's significance in providing essential food, fibre, and other products to meet global demand became evident through our interactions with farmers, processors, and other stakeholders.

One of the notable strengths of the agro-products industry is its resilience and adaptability to changing market conditions and consumer preferences. We witnessed first-hand the innovation and technological advancements driving productivity improvements, sustainability initiatives, and market diversification efforts across the sector.

However, it's clear that the agro-products industry is not without its challenges. Climate change emerged as a major concern, with stakeholders grappling with the impacts of erratic weather patterns, water scarcity, and pest outbreaks on agricultural productivity and livelihoods. Additionally, regulatory compliance, market volatility, and supply chain disruptions were identified as key areas requiring attention and strategic planning.

Despite these challenges, opportunities abound for the agro products industry. Rising consumer demand for organic, sustainable, and locally sourced products presents avenues for differentiation and market expansion. Technological innovations such as precision agriculture, block chain, and digital solutions offer potential for enhancing efficiency, traceability, and transparency throughout the value chain.

Collaboration and partnerships among stakeholders, including farmers, processors, retailers, and policymakers, will be essential for addressing common challenges and seizing emerging opportunities. By leveraging strengths, addressing weaknesses, and capitalizing on opportunities, the agro-products industry can continue to thrive and contribute to food security, economic development, and environmental sustainability.

