



Government Degree College, Seethanagaram

Accredited by NAAC with "B" Grade, ISO 9001:2015 Certified College

Affiliated to Aadi Kavi Nannayya University
Opp K.G.N.M. Trust, Purushottapatnam Road, Seethanagaram



DEPARTMENT OF ENGLISH

LIST OF FIELD VISITS

(Skill Development - Business Communication)

Sl. No	Date	Class & Program	Visited Organization	Faculty Name	Students Participated
Academic Year- 2021-22					
01	29-08-2022	II B.Com., (General) & II B.Sc., (M.P.C)	Aparna Enterprises Limited, Peddapuram, E.G. Dt.,	V.V. Subbarao Lecturer in English	16 + 17=33
02	29-08-2022	II B.Com., (General) & II B.Sc., (M.P.C)	Sri Pattabhi Agro Foods Private Limited, Peddapuram, E.G. Dt.,	V.V. Subbarao Lecturer in English	16 + 17=33



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DEPARTMENT OF ENGLISH

A REPORT ON

FIELD WORK

**PATTABHI AGRO FOODS PRIVATE LIMITED
PEDDAPURAM, E.G.DIST.,**



29th AUGUST 2022

About Field Trip:

“A visit (Industry) made (as by students and a teacher) for purposes of first-hand observation”.

It gives young people the chance to experience cultures, respect differences, and develop new friendships with their peers and thus broaden their horizons and knowledge. Tours are a strong way to consolidate learning, the experience from a trip can be directly related to the real world.

Introduction:

On 29th August, 2022, twenty I B.Com., students with three lecturers went for a trip to Pattabhi Agro foods Private Limited, Peddapuram, East Godavari Dist., with an aim to visit to improve skills in business communication; we planned to visit the company to learn business organization management.

Objectives:

The objectives of the trip were to get to know the organization in more details in terms of the employees operation, to get exposure on products and also to learn about making of ceramic tiles and how to market them.

Observations:

We were guided by tour by Sri. Harihararao, HR Manager who explained in details about the product. During the tour, our students noted down some notes and interviewed the host about how the local product could be marketed overseas. There was an interactive session between HR Manager and students, as they clarified their doubts. Our students learned various things about the company and visited the plant and observed the machinery they used to make tiles. The conduciveness of the environment of the company helped our students learn more on product brandy which could help students to apply in future. Especially for the students who are interested in business.

Conclusion:

It can be concluded that trip was successful and we believed that our objective was achieved. Our students learned something new and beneficial.

BRIEF HISTORY OF PATTABHI AGRO FOODS PVT LTD:

Pattabhi Agro Foods Pvt Ltd in Peddapuram, East Godavari is known to satisfactorily cater to the demands of its customer base. It stands located at No 126112, Peddapuram, ADB Road, Peddapuram-533437. Peddapuram is a prominent landmark in the area and this establishment is in close proximity to the same. The business strives to make for a positive experience through its offerings.

Customer centricity is at the core of Pattabhi Agro Foods Pvt Ltd in Peddapuram, East Godavari and it is this belief that has led the business to build long-term relationships. Ensuring a positive customer experience, making available goods and/or services that are of top-notch quality is given prime importance.

It is one of the players in Rice, Rice Bran Oil, Rava, Chana Dal, Moong Dal to name a few.

India's leading B2B market place, Jd Mart ensures engaging in business activities is a seamless process for small and medium enterprises as well as large businesses. In a wake to enable these businesses to reach their audience, this portal lets them showcase their offerings in terms of the products and/or services through a digital catalogue. This business has a wide range of product offerings and the product/catalogue list includes Sri Lohitha Refined Sunflower Oil, Lohitha Pure Cane Sugar, Sri Lohitha Basmati Rice, Sri Lohitha Sorted Boiled Rice, Idly Ravva etc.

PHOTO GALLERY



**Dr.D.Chitti Babu, Principal, G.D.C., SNM
Startup with green flag to field trip**



**Group photo at Main gate
Pattabhi Agro Foods Pvt Ltd.**



**Sri. Harihararao, HR Manager explained in
details about the product**



**Students observed the packing
Machinery in plant.**



Students observed the Machines in plant



Group image



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DEPARTMENT OF ENGLISH

A REPORT ON

FIELD WORK

**APARNA ENTERPRISES LIMITED
(CERAMIC TILES) Peddapuram, E.G.Dist.**



29th AUGUST 2022

About Field Trip:

“A visit (Industry) made (as by students and a teacher) for purposes of first-hand observation”.

It gives young people the chance to experience cultures, respect differences, and develop new friendships with their peers and thus broaden their horizons and knowledge. Tours are a strong way to consolidate learning, the experience from a trip can be directly related to the real world.

Introduction:

On 29th August, 2022, eleven I B.Sc., (B.Z.C) students with two lecturers went for a trip to Aparna enterprises limited, Peddapuram with an aim to visit to improve skills in business communication; we planned to visit the company to learn business organization management.

Objectives:

The objectives of the trip were to get to know the organization in more details in terms of the employees operation, to get exposure on products and also to learn about making of ceramic tiles and how to market them.

Observations:

We were guided by tour by Sri. Madusudhanrao, HR Manager who explained in details about the product. During the tour, our students noted down some notes and interviewed the host about how the local product could be marketed overseas. There was an interactive session between HR Manager and students, as they clarified their doubts. Our students learned various things about the company and visited the plant and observed the machinery they used to make tiles. The conduciveness of the environment of the company helped our students learn more on product brandy which could help students to apply in future. Especially for the students who are interested in business.

Conclusion:

It can be concluded that trip was successful and we believed that our objective was achieved. Our students learned something new and beneficial.

BRIEF HISTORY OF APARNA ENTERPRISES LIMITED:

Aparna Enterprises Limited (AEL) is a part of the highly successful Aparna Group. Founded in the year 1990, AEL prides in having the largest market share in South India through a range of businesses in building-material products, such as RMC (ready-mix concrete), uPVC Window and Door Systems, uPVC Profiles, Tiles, Sanitary Ware & Kitchens, Aluminium Window & Door Systems and Facades & Exteriors. Associated with several landmark projects for over 3 decades, AEL is globally renowned for setting benchmarks in technology, research, design, and quality.

What initially started as a business in ceramic tile distribution today stands tall as a pioneer in multiple business ventures. Over the past 30 years, AEL has established a reputation as one of India's most innovative and respected building materials producer.

Brands:

- Vitero Tiles
- Aparna RMC
- Aparna Craft
- Aparna Venster
- Okotech
- Aparna Unispace
- Aparna Crusher
- Alteza
- Aparna Rollform

Products:

- Tiles
- Aluminium Windows & Doors
- Ready-Mix Concrete
- uPVC Doors & Windows
- uPVC Profiles
- Bathroom Fittings
- Crusher

PHOTO GALLERY



**Dr.D.Chitti Babu, Principal, G.D.C., SNM
Startup with green flag to field trip**



**Interaction with Dr. Madusudhanrao,
HR & Manager, AEL, Peddapuram.**



**V.V. Subbarao, HOD, Dept. of English explains
about business rules in industry visit.**



**V.V. Subbarao, HOD, Dept. of English and
students observed the machinery in plant.**



**Students observed the mixing of raw
material for the tiles Machine**



**Students having Lunch along with plant
employees**