



(Sponsored by Women's National Education Society)

REPORT ON INDUSTRIAL VISIT TO SRR MASALA FACTORY, ADYAR

DATE: 22/06/2024

VENUE: SSR Masala Factory, Adyar

STAFF IN CHARGE

1. Ms. Indira Badya

2. Ms. Nireeksha V

TOTAL NUMBER OF STUDENTS PARTICIPATED: 48

OBJECTIVE OF THE ACTIVITY

- To gain insights into masala production's various stages, from raw material procurement to packaging.
- To learn about the machinery and technology used in the manufacturing process.
- To comprehend the quality control measures implemented at different stages of production.

OUTCOME OF THE ACTIVITY

- Gained a comprehensive understanding of the entire masala production line, including sourcing, processing, and packaging.
- Observed the advanced machinery and automation techniques used in the factory.
- Learned about the stringent quality control procedures that ensure product consistency and safety.

DESCRIPTION OF THE ACTIVITY

The Department of P.G Studies in Food Science and Nutrition organized an industrial visit to the SRR factory for the 2nd MSc FSN (18 students) & open elective students (30 students) on 22nd June 2024 at 11.00 am at Adyar. The visit included a comprehensive tour of the production facilities, where students observed the meticulous processes involved in transforming raw materials into finished masala products. This began with the quality control measures applied to the raw spices and herbs, ensuring they meet the stringent standards set by the company. The

tour progressed through the various stages of production, from grinding and blending to the final packaging, where advanced machinery and automation play a crucial role in maintaining efficiency and hygiene.

Throughout the visit, the students had the opportunity to engage with different department heads, gaining insights into the factory's organizational structure, supply chain logistics, and marketing strategies. The discussions with these professionals highlighted the complexity and coordination required in managing the supply chain, from procurement of raw materials to distribution of the final products. Additionally, the marketing team shed light on the strategies employed to enhance brand recognition and customer engagement, providing a comprehensive view of the business operations.

The visit proved to be immensely beneficial for the students, offering them a real-world perspective on the food processing industry. They were able to connect their classroom learning with practical applications, observing first-hand the challenges and innovations within the industry. The detailed insights into production processes, quality control, and business operations provided valuable data and inspiration for academic projects and future research.

