

## **Industrial Visit Report**

**Date:** 12th April & 13 April (2 Days)

**Location:** Mandi

**Program:** PGDM Industrial Visit – Hospitality & Allied Industries

The PGDM students of PMLSD Business School, Chandigarh, undertook a two-day industrial visit to Mandi, Himachal Pradesh, on 12th April -13 th April with the objective of gaining practical exposure to the hospitality and allied industries. The visit aimed to bridge the gap between theoretical learning and real-world business practices.

During the visit, students explored a well-established hospitality **venture-Visco** with over 31 years of experience. The interaction with the management team provided valuable insights into service operations, customer relationship management, quality standards, and long-term business sustainability. Students gained practical knowledge of how effective managerial practices contribute to success in the hospitality industry.

The students also visited a gun manufacturing unit, **M/s Vir Singh & Co.**, where they observed the manufacturing processes, safety measures, and regulatory compliance involved in the industry. This exposure helped them understand the importance of precision, quality control, and operational efficiency in a specialized manufacturing sector.

A key highlight of the visit was the exposure to the dairy industry through a visit to the **Himachal Pradesh Milkfed** plant located at **Chakkar**. Students gained insights into milk procurement, processing, packaging, cold chain logistics, and distribution systems. They also interacted with officials and understood the cooperative model, its role in supporting local farmers, and its contribution to rural economic development. The visit provided practical understanding of supply chain management and quality assurance in the dairy sector.

Overall, the industrial visit was highly informative and enriching. It enabled students to gain first-hand exposure to diverse industries, enhancing their understanding of management practices, operational challenges, and industry dynamics. Such experiential learning initiatives play a vital role in developing managerial competencies and preparing students for real-world business environments.