



# K L University

(Koneru Lakshmaiah Education Foundation)  
Deemed to be University, Estd. u/s 3 of UGC Act, 1956

Accredited by NAAC as 'A' Grade University ❖ Approved by AICTE ❖ ISO 9001-2008 Certified

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**07-03-2024**

## **KLEF/BBA/IQAC-ACAD/AQ.9/ INDUSTRY VISITS /AQ.9**

The BBA (section : I BBA-C, II BBA-Business Analytics and I BBA- Business Analytics) Students visited K.C.P Sugar & Industries Corporation Ltd on 07-03-2024, which is located at Vuyyure, NTR District; the students were interacted with Assistant General Manager and Personal Manager to know about production process and marketing strategies of K.C.P Sugar & Industries Corporation Ltd.

K.C.P Sugar and Industries Corporation Ltd is one among the leading sugar manufacturing companies in India. Its allied business consists of manufacturing and marketing of Rectified Spirit, Extra Neutral Alcohol, Ethanol, Incidental Cogeneration of Power, Organic Manure, Mycorrhiza Vam, Calcium Lactate and CO<sub>2</sub>. Sugar factory located in NTR district Andhra Pradesh having an aggregate crushing capacity of 11,500 tons per day.

### **Members present:**

**Students:** 120 from (section: I BBA-C, II BBA-Business Analytics and I BBA- Business Analytics)

**Faculty:** Dr. Venkateswarlu Chandu, Dr. MD. Mazharunnisa,

**Departments Visited:** Production, Marketing, HR, R &D and Finance

**Resource persons:** G. Durga Prasad, Finance, K. Lakshman Rao, HR Manager, V.Narasimha Rao, Unit in charge

### **Agenda:**

The Department of BBA organized industrial visit with the objectives of enhances organizational skills of the students like:

- Helps students to understand the functioning of the industry
- Provides an insight into the real working environment
- A good opportunity to interact with the industry experts.

**Enclosed: Picks of Industrial Visit:**







Pics: Industrial visit



Pics: Industrial visit