

## **MAPRO Industrial Study tour**

Date- 20th Oct. 2023

Time- 6:00am – 10:00pm

Company – MAPRO Company

Place:- Shendurjane, Wai, Satara Maharashtra

Participants – MBA & MCA Students

Participants – 10 Faculties

International Institute of Management Science (IIMS), Yashaswi Group organized Industrial study tour at Mapro Company, Shendurjane, Wai, Satara, Maharashtra.

Director Dr. Shivaji Mundhe organized the Industrial study tour at Mapro and briefed all faculties & students about the objectives of Industrial study tour at Mapro Company. Sir explained MBA & MCA program incorporates study tours as a key component to enhance experiential learning and bridge the gap between theory and practical knowledge.

Industrial Study tour started at 6:00am in the morning. Students from MBA and MCA course participated in the study tour. Ten faculties Prof. Prashant Wadkar, Prof. Nishant Pachpor, Prof. Nitin Ganeshar, Prof. Yugandhara Patil, Prof. Mahesh Mahankal, Dr. Sachin Misal, Dr. Vaibhav Patil, Prof. Pavan Sharma, Ms. Aditi Chiplunkar, Ms. Nilofer Shaikh accompanied the students during the Study tour.

Administrative staff at Mapro briefed all the students about the registration process at Mapro company immediately after arriving the students at 9:00 am in the Mapro company. Students were asked to prepare 4 batches for smooth coordination. Students were shown small short video films on manufacturing and processing of Mapro products, explained how their manufacturing and assembly line works, Different strategies of branding, marketing & selling of various Mapro products, Roles and responsibilities of management and employees at Mapro.

Mr. Satish Pawar, Customer Relationship Manager, (CRM) Mapro Officials provided information about the company, MAPRO (Maharashtra Agro Industries Development Corporation Limited) is a renowned Indian company known for its fruit-based products, including jams, crushes, squashes, and syrups. Established in 1959, MAPRO has grown into a prominent player in the food processing industry. The company is famous for its high-quality products and its picturesque location in Wai, Maharashtra.

Mr. Satish Pawar, explained students about how Mapro selects and sources its raw materials, including fruits, vegetables, and other ingredients. The different stages of food processing at Mapro, including cleaning, sorting, cutting, cooking, and packaging. How Mapro products are distributed to markets in India and globally. How Mapro manages its supply chain and operations to ensure the efficient production and distribution of its products and Mapro's latest technologies and practices for ensuring the safety and quality of its products.

The study tour to MAPRO Company, located in Wai, Maharashtra, was designed to offer students an opportunity to gain practical knowledge about business operations in the food processing industry. Mapro provided Lunch at the Mapro Canteen, Students explored the beautiful gardens and sample some of Mapro's products.

Faculties and students expressed their gratitude to the management and staff of MAPRO Company for their warm welcome and willingness to share their insights and experiences.

Photographs of the event-



Students Group photograph at the MAPRO study tour



Students Group photograph at the MAPRO study tour



Students Group photograph at the MAPRO study tour



Faculty Group photograph at the MAPRO study tour



Students Group photograph at the MAPRO study tour