

Field Visit

1. Name of the College: Sri Durga Malleswara Siddhartha Mahila Kalasala
2. Organized Department: Commerce & Management
3. Title of the programme: **REPORT ON “Industrial Visit”**
4. Date of the programme: 19-04-2025
5. Details of the Industry: Sastry Balm, Mangalagiri, Guntur District.
6. Brief report of Program: The Department of Commerce and Management organized an Industrial visit for BCOM Computers and BCOM Honors to Sastry Balm Mangalagiri. The primary objective of the visit was to provide students with practical exposure to the manufacturing and marketing processes of a reputed FMCG product. Upon arrival, the students were warmly welcomed by the management team. The session began with a brief presentation on the history of Sastry Balm, its legacy in the Indian market, and its journey over the years. Students learned about the key ingredients used, the production techniques, quality control measures, and the packaging process. The factory tour was insightful as students observed the step-by-step production of the balm from mixing the herbal components to final packaging. They were also introduced to the safety and hygiene standards maintained during the production. The visit concluded with an interactive Q&A session where students clarified their doubts related to operations, marketing strategies, and brand positioning. It was an enriching experience that bridged the gap between academic knowledge and real-world industry practices.

