



SOURASHTRA COLLEGE (Autonomous), MADURAI-4.

(A Linguistic Minority Co-educational Institution)

(Affiliated to Madurai Kamaraj University & Re-Accredited with 'B+' Grade by NAAC)

Vilachery Main Road, Pasumalai (P.O), Madurai-625004.

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AQAR – 2023 - 2024





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	Industrial Visit-Air blue footwear	16-Feb-2024	Sourashtra College BBA department visited Air Blue factory , The company executives provided an in-depth understanding of their production processes and business operations. Beyond the production floor, they explained their business model & operations. Students learnt BMC, strategy, marketing, and logistics, gaining insights into the complexities of managing a successful enterprise.
	Industrial Visit- Parle	23-Feb-2024	BBA Students visited Parley factory to know about the production and marketing process of Parle products. The company executives explained the process through video and in person. The video represented: <ol style="list-style-type: none">1. Parle started year2. History of Parle3. Biscuits manufacturing process Parle company branches in India

