

ARUKU VALLEY – INDUSTRIAL TOUR

The field trip to ARAKU VALLEY was an enriching experience for our BBA and MHRM students, offering them a first- hand opportunity to explore various aspects of the region. During the trip, students visited the captivating tea plantations, witnessing the process of tea cultivation, harvesting and processing. They also visited chocolate factory, where they learned the art of chocolate making and the significance of local ingredients. Visit to small scale industries helped students gain insights into the entrepreneurial endeavours and the challenges faced by these industries and provided deeper understanding of practical aspects of running a business on a smaller scale.









No. of Students Participated: 20 – II M.H.R.M

Visit Date: 14/12/2018 – 15/12/2018

Outcomes:

- Practical understanding
- Deeper understanding of small scale industries
- Industry interaction
- Application of knowledge
- Integration of theory and practice