

**REPORT ON INDUSTRIAL VISIT AT VEERA PACKAGING NARHE,  
PUNE MBA & MCA STUDENTS OF ABHINAV EDUCATION  
SOCIETY'S INSTITUTE OF MGMT. & RESEARCH, NARHE, PUNE-41**

Industrial visit has its own importance in a career of a student who is pursuing a professional degree. It is considered as a part of college curriculum. The objective of an industrial visit is to provide us an insight regarding internal working of companies. We understand that theoretical knowledge is not enough for a successful professional career. With an aim to go beyond academics, industrial visit provides students a practical perspective of the work place.

Industrial Visit was arranged on 13 Jan. 2023 for MBA & MCA year 40 students at VEERA PACKAGING NARHE, PUNE The Students were divided into two batches each of 20 students and 4 faculty member departures from college campus by bus at 12.00 pm .The HR-Head Mr.Vishwanath Gaikwad introduced students with the Industry Policy and share his views with our students. Mr.Vishwanath Gaikwad was felicitated by our student representative Mast. Balaji Khangave & Miss Snehlata Shinde The safety officer discuss about the safety protocols to be followed during the visit.



## About Industry

### Introduction

Packaging is an essential component of almost every product. A product's packaging acts as an 'eye catcher', allowing it to stand out from competing goods in today's market environment, which faces stiff competition, and therefore, an edge is required for the product to outshine its rival. Packaging is also instrumental in conveying the product's message to consumers and helps in establishing the visual appeal of a brand; hence, marketers view product packaging as the best possible opportunity to attract consumers to their product. Moreover, the product's packaging is designed to capitalise on the impulse shopping behaviour, especially in large super market chains that account for a significant proportion of purchases made by an average consumer. The main functions of packaging besides marketing is to transmit information, protect the product, provide convenience and add security. Paper and paper products are a major source of materials used to package goods. Paper finds application in packaging due to the many environmental concerns arising from plastic usage. The capacity to recycle paper more than once, along with how simple it is to deal with it as a waste product, serves as an essential method of reducing pollution and costs to an extent.





MBA & MCA Industrial Visit A.Y. 2022-23

Report Submitted By

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