The Universities are requested to share the activity report in the format given below.

Name of the Activity:	Industrial visit		
Theme of the Activity:	Skilling		
Activity Date(s):	22nd May 2023	**No. of Participants:**	70
Brief Description of the Activity:			
On May 22, the students of BBA Programme of School of Business, Public Policy and Social Entrepreneurshi, Dr. B.R. Ambedkar University Delhi embarked on an engaging industrial trip to the Parle-G factory in Bahadurgarh. The visit not only provided the students with a fascinating insight into the biscuit manufacturing process but also included a special treat—an informative animated movie showcasing Parle-G's rich legacy and product journey. The movie took them through the brand's humble beginnings, its growth over the years, and its commitment to delivering high-quality biscuits to consumers. It was inspiring to witness the dedication and innovation behind Parle-G's success. Overall, the trip offered a memorable and comprehensive experience, highlighting both the production process and the brand's remarkable heritage.			
Brief Description of Participants (like industry experts, students, faculty etc)**:**			
The visit was planned for the BBA 1st Year students of School of Business, Public Policy and Social Entrepreneurship as part of the Marketing management and critical thinking, innovation and entrepreneurship. This visit became successful because of well collaborated efforts of o Faculty members, Ms. Kajal Mittal and Dr. Shubhra Bahal and the participation of students as they cooperated very well.			
Share Web link of social media posts of the Activity (tag Delhi Government, DTTE & DHE and use relevant link)			
Twitter:			
Facebook:	https://m.facebook.com/story.php?story_fbid=554841653492337&id=100068995211631&mibextid=Nif5oz		
Instagram:			
Others:			

NOTE:

Kindly upload the report along with minimum 3 images for each activity and a video clip of maximum 15 seconds in the google drive's dedicated folder.