

BCOM HONOURS STRATEGIC FINANCE **(2019-2020)**

Department of B. Com (Hons) strategic Finance's Webinar Series:

“Strategic Time Out”- 2020

Under the aegis of Loyola Academy Hyderabad's Department of Strategic Finance, B. Com (Hons), a webinar titled “*Strategic Timeout*” with an objective to answer the cliché “what next” for the participating young minds, was formed.

In association with SHRD(Society of human resource development) , department of B.Com will continue to conduct webinars to give young minds the opportunity to meet corporate leaders and introduce them to the corporate world, the first episode of the webinar series was conducted on 20th July 2020, with Mr. Debashish Ghosh (VP ,HR head ,Berkadia Co. Hyderabad) as keynote speaker ,addressing the topic “New Skills for Post-COVID world” was a huge success. Strategic Time Out focuses on all the aspects a rookie needs, to enter the corporate world, and strives to enlighten its participants with all the knowledge corporate leaders have to offer.

Our Vision: To make “Strategic Time out” webinar series a legacy of department of B.com(hons) Strategic Finance which will be passed on to fort coming years.

Our Mission: To introduce young minds to the corporate world and help them acquire knowledge on “what is out there”, and help students to get an insight on “what next”.

Strategic Timeout Episode Two

With the title of "Carving out a Career in Management Consulting", which was aired on 18th of July 2020, was a great success like the first episode of strategic time out. The speaker Mr.M.M.kapila was no doubt the best speaker for this webinar as he is the Asst. Vice President of Sathguru Management Consulting India, charged us with his presence and concluded a knowledgeable session, we look forward to keep on conducting such webinars with many more wonderful speakers

The legacy of strategic time out will continue as long as the department of strategic finance lives on in Loyola academy Hyderabad.

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INDUSTRIAL TRIPS 2019

(ACSF)

Industrial Trip in 2nd Semester

In view of providing the students a practical experience of manufacturing and business, an industrial trip was organised for the first years' of our department on 18th February 2019. It was a full day trip to three of the industries located in our city i.e. Zinda Tilismath, Parle and Masqati milk and dairy products. For the students, this trip was entertaining as well as being from a Finance course provided them with knowledge about the process of manufacturing certain products in the industries, analysing the various costs incurred in the process and differentiating the costs, and also to gather information on the company profile (Its history and operations)

The students were accompanied and handled by Ms. Swetha Deshpande and Mr. Ajay Sir. As part of the trip they explained the students about the process involved in production in each industry and also to understand the costs incurred. Sir also gave us an insight on the Company's profile as well as organising to practically witness the process of the industry. Also, they were assisted by few of the students voluntarily in helping to organise and conduct the trip smoothly.





Zinda Tilismath

The first industry visited by the students was Karkhana Zinda Tilismath located in Amberpet.

Company profile: Karkhana Zinda Tilismath is one of the oldest firms of Hyderabad manufacturing Unani medicines- Zinda Tilismath, Farooky Tooth powder and Zinda balm, which were formulated by late Hakeem Mohd. Moizuddin Farooqui, who was a very prominent and qualified Unani Hakeem. He established the business in the year 1920.

Since 1920, Zinda Tilismath, Farooky tooth powder and Zinda Balm have become household names due to their unbelievable herbal healing effects, availability and affordability cost all over India today. Zinda Tilismath has almost become synonymous with Hyderabad just like Charminar has been associated with Hyderabad.

Based on the concept of Traditional Unani Medicine, These three products are prepared using selected herbs with the promise of "Health from Nature"

Logos and Trademarks of ZindaTilismath: Zinda tilismath was made during the Nizams rule in Hyderabad, for which it acquired the Nizams crown (Dastaar) as its trade mark. The Marketing logo was the African Negros face which was symbolic of good health and trust. This got associated with Zindatilismath because during the Nizams regime, these African Negros were in the Nizams security forces and their overall physique was the sign of good health, strength and Trust, henceforth it was used as the marketing logo by Hakim Moizuddin Farooqui for Zindatilismath.

The bottle of Farooky tooth powder holds the symbol of shark fish as its trademark. The shark known to have strong and sharp got itself associated with Farooky Tooth powder.



Social Responsibility: Karkhana Zindatilismath firmly believes in giving back to the society and its customers. From our free sampling of products in Government Hospitals, health camps in flood and natural disaster effected places we have made a positive difference. Free samples are given out to pilgrims of HAJ each year, wherein a camp is organized to educate people about many common ailments that can be treated by using our 100% natural and safe medicines. We also run consumer loyalty schemes such as lucky draws of gold coins etc. During the outbreak of Swine Flu and Chikun Guniea , we have organized dirking of Zindtalimath to people in market places and educate them as how it can be used as a preventive measure for such diseases . In future, our plans are to reach out to the younger generation and make them understand the importance of using herbal and ancient unani medicines in the day to day life , and this we intend to do so by inviting school and colleges to come and visit our factory and learn about herbal an Unani medicines.

Products Manufactured:

1. **Zinda Tilismath:** It is a 100% Herbal and natural Unani medicine, which used to treat many common ailments like cold, cough, throat pain, body pain, headache, vomiting, stomach disorders, ear pain, tooth pain

and many more. Prepared from selected herbs with the promise of 'Health from nature', it is extremely effective and popularly known as the "Har marz ki dawa"- i.e. "Cure for all ailments" to millions since 1920. With no side effects and its uniqueness to take the medicine both internal and external use, this product from the city of Hyderabad has become a world famous herbal remedy to treat many common ailments. With its affordable cost and easy availability, this "Magic Portion" or "Living Magic" which it is popularly addressed as, Zindatilismath has gained popularity among masses of people all over india and abroad. Many call it their "Home Doctor" and believe with cure in each drop, it has stood for past many years as a trusted herbal unani medicine.

The five main ingredients involved in making the medicine are:

- Eucalyptus Oil (Neel Gond ka tail)
- Camphor(Sattay Caphoor)
- Menthol: (Sattay Pudina)
- Thymol(Sattay Ajwain)
- Alkanet root (Rangbasa/Ratanjot)

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The students were taken step by step process through the various mechanisms in the factory and each process for all the different kinds of products were explained in detail. The packaging, Quality control and testing are explained in great detail which shows how much they adhere to the value of customer's well-being and trust.

The initial stage of manufacturing the medicine involves the mixing of all above mentioned raw materials into the steel tank in the company's laboratory. Once these raw materials are mixed, they are left in the tank for a period of 48 hours for the purpose of being completely dissolved and thoroughly mixed into liquid, forming the medicine. This medicine is then transferred to the automated filling section to be filled into bottles of 5ml and 15ml respectively. After the medicine is filled into the bottles, they are transferred to the packing hall where they are packed into traditional orange colour boxes by a team of manual labour of 20 persons.



2. **Farooky Tooth Powder**: The other unique herbal product manufactured by Karkhana Zindatilismath is the Farooky Toothpowder, which is a unique combination of 16 herbal ingredients that give total dental hygiene, strong and white teeth. The pure extracts of 16 herbs and barks, tested over generations, have been blended into a potent combination that not only cleans teeth, but also protects and strengthens them. For perfect dental care, teeth and gums are to be massaged with Farooky Toothpowder powder, which with the help of a brush, removes food particles from the cavities and crevices of the teeth, the powder strengthens the gums by allowing the essences from 16 rich herbs to percolate down the gum layers.

The students were explained how all the 16 ingredients are mixed, heated and turned into the powder and finally packed into the bottle

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3. **Zinda Balm**: The other unique herbal product manufactured by Karkhana Zindatilismath is the Farooky Toothpowder, which is a unique combination of 16 herbal ingredients that give total dental hygiene, strong and white teeth. The pure extracts of 16 herbs and barks, tested over generations, have been blended into a potent combination that not only cleans teeth, but also protects and strengthens them. For perfect dental care, teeth and gums are to be massaged with Farooky Toothpowder powder, which with the help of a brush, removes food particles from the cavities and crevices of the teeth, the powder

strengthens the gums by allowing the essences from 16 rich herbs to percolate down the gum layers.



Parle

After Zinda Tilismath, the students were taken to Parle biscuit factory located at Sayeedabad. At the time of visiting the factory Parle-G was being produced in the batch. Before observing the process, the students were shown a animated video talking about the company, presenting the range of products manufactured by Parle (Eg- Parle-G, Krackjack, Monaco, Hide and Seek, Mango bite and kaccha Mango bite etc.) and also describing their production process



Company profile: The video gave the following information about the company

"Since 1929, we have grown to become India's leading manufacturer of biscuits and confectionery. As the makers of the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the

Parle name symbolizes quality, nutrition and superior taste.

An in-depth understanding of the Indian consumer psyche has helped us develop a marketing philosophy that reflects the needs of the Indian masses. We have made it a tradition to deliver both health and taste, with a value-for-money positioning that allows people from all classes and age groups to enjoy Parle products to the fullest.

With a reach spanning the remotest villages of India and major cities across the world, the House of Parle has become synonymous with trust, globally. ”



Process of Parle-G: *The volunteers as in the case of Zinda Tilismath were called up to observe the process first and then asked to explain it to others.*

Actual process of production is divided into 6 steps. Following are the steps of production process.

a. RAW MATERIAL TESTING: Before starting actual process of making biscuits all raw material checked in laboratory if quality of raw material is not good then they return those of raw material.

b. MIXING OF INGREDIENTS: After checking of raw material, raw materials are going for mixture. Inmixing department 3 big mixers are working known as Steven Mixers. These mixers mix the all raw material in their appropriate ratio. Each mixer has capacity of 500kg mixing at a time.

c. **MOULDING SECTION:** In moulding section the ready mixture go from one big machine. This machine cut this mixture in a perfect size & shape of glucose biscuit. And stamp on that biscuit Parle-G being this technique called as dyeing.

d. **BAKING SECTION:** In baking section biscuits are go from one big oven. These ovens are categorised into eight parts.

e. **COOLING:** After the process of baking the biscuits are very hot it should be cool before packing. For this, the biscuits are rolled through the conveyer belt.



Masqati Milk and Dairy products

Lastly, the students visited the Masqati Farm and Factory located on Nagarjuna Sagar road. They, at first visited the ice cream parlour to taste its wide range of ice creams and other products.

Company profile: Milk and milk products have always been the backbone of healthy India. When it comes to milk in Hyderabad, Masqati Dairy is one of the most trusted and reputed name for milk and various milk products like cream, Ghee, Khowa, Butter, Ice Cream, Paneer etc.

Right from the beginning, Masqati enjoyed the love and trust of the people served by it. Today Masqati is not just a brand name, it is a symbol of purity and quality.

At first, the students visited the dairy farm beside the factory. Masqati has its own dairy farm with Buffalos & Cow of quality and high milk yielding. The farm is duly supported with special health care for the cattle. Masqati has never compromised on purity. They are inclined to produce Pure Buffalo Milk Pasteurized & packed in processing plant so that the milk

meets the required standards, and is duly packed. The quantity Milk is estimated to be produced approximately 1.5 lakh liters per day and increasing gradually with Quality & service to Consumer's in the city of Hyderabad & Secunderabad supplying "UHT POLYPACK" 90days shelf life milk serving its consumers across other cities in INDIA.

Also, the technique of using the polluted water to filter and use it for cattle fodder growing was also witnessed.



Products: Masqati dairy commenced with dealing in Whole Milk and Toned Milk. Today our wide range of Packed Dairy Products includes Milk, Curd, Ghee, Flavoured Milk, Flavoured Lassi, Buttermilk, Cream, Khowa, Butter, Paneer, "UHT Milk", Mithai, Ice Cream & also other Fresh Dairy Products on order.

The students were able to observe the milk, butter, ghee, flavoured milk production

Milk

Firstly as a part of the process, The milk was filled into container machine which did the process of pasteurisation. In simple terms, it is process of fluctuating the temperature of the container i.e Boiling and Cooling at $80+3^{\circ}F$ for the purposes of killing the bacteria.

Secondly, the milk is sent to the second machine that does homogenisation. It is the process by which the milk fats are broken down into smaller particles so that it is mixed well in the liquid. It is done by sending the milk through thin slits.

Finally the milk is stored in large containers and then packed in the packets by labourers.

Butter

The cream in the milk is taken out and used to make butter. Cream is agitated, and eventually butter granules form, grow larger, and coalesce. In the end, there are two phases left: a semisolid mass of butter, and the liquid left over, which is the buttermilk. This whole process is called churning.

Ghee

Butter is melted at $80-85^{\circ}C$ for 30 minutes. Layers of protein particles, fat and buttermilk are induced. The buttermilk is drained out. The remaining layers of fat are heated to a temperature of $110^{\circ}C$ to remove moisture and develop flavour.





OUTCOME

This trip has provided the students a basic idea about Medicine, Biscuit and Dairy products manufacturing. It has given them a practical understanding of how A manufacturing firm organises its process to meet their required output. It also helped them to analyse the stages of production of various industries and note down the costs. Its main aim was to bridge the gap between theoretical classroom knowledge and practical learning in real life environment.



Industrial Trip To Coca-Cola(1st semester)



The department organized a Two day industrial visit to,
Hindustan Coca-Cola .

**Beverages Private Limited, Ameenpur, on 27th and 28th
August, 2019** Telangana

Purpose: The purpose of the visit was to make the students aware about how an industry functions and to provide an insight on how soft drinks were manufactured. Also this visit was supposed to create a foundation for industrial knowledge which would help the students in their future career prospects.

Report: The industrial visit was held on 27th August 2019, The students were accompanied by Lecturers who gave a detailed tour of the factory. Students were divided in two groups and they were shown the different stages which are involved in the manufacture of soft drinks. These stages included collection and filtration of water, preparation of sugar syrup, preparation of plastic bottles and finally bottling and packaging of the soft drink. Students also got to see the different machinery which were involved in the production process and experienced how technology plays a crucial role in industries.

Conclusion: The students were given information about the process how the famous beverages are prepared down to the initial stages till the final packing and shipping it to various vendors in and around the areas. We got to know the per unit capacity of production of the particular coco-cola plant unit.



ACHIEVEMENTS:-

GANESH REDDY

111718032044

- Volley Ball
Osmania University Inter College
Tournament
Winner(1st Prize)
- Volley Ball
Balaiah Tournament
3rd Prize



M. NIKHIL

111718032036

- Film Making
SISHYAS- National Level Cultural Fest
Srimad Andavan College, Trichy
1st Prize
- Film Making
Spotlight
MGIT-NIRVANA
1st prize

VINAY ANIL BHANDARE

111719032053

Targetball

3rd Targetball Federation Cup 2019-20

Bharitiya Targetball Association

3rd Prize



GANPATH LAL KUMAWAT

111719032031

- Table Tennis Open
InterCollege Tournament for Men
Osmania University
Runner Up
- Cricket
MBCC Tournament
Team VSCA
Qualifiers

