

CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY (A), HYDERABAD

SCHOOL OF MANAGEMENT STUDIES

As part of the curriculum enrichment activities, study tours/industrial visits are regularly organised to expose students to real-world business practices, industry operations, and corporate culture. These tours strengthen the link between theory and practice and provide students with a holistic learning experience. Students visited Hindustan Coca Cola Beverages Ltd, Mahindra Logistics, Kanha Shanti Vanam, TCI XPS, Akshay Patra Foundation, CMAC India Pvt. Ltd, Masqati Dairy Farm, Administrative Staff college of India etc.

Outcomes of Study Tours

- Students develop a practical perspective on business operations and decision-making.
- Improves problem-solving, critical thinking, and analytical abilities by observing live case examples.
- Builds industry readiness by familiarising students with workplace expectations.
- Encourages students to explore entrepreneurship and innovation by interacting with business leaders.
- Strengthens the academia–industry interface, enhancing placement opportunities.

The following table shows the list of study tours conducted during the academic year 2022-23, 2023-24, 2024-25 and 2025-26

S No	Academic Year	No of Visits
1	2025-26	02
2	2024-25	07
3	2023-24	02
4	2022-23	05

Study Tours Organized during Academic Years: 2022-2023 to 2025-2026

S No	Academic Year	Date of Visit	Company	No. of Students	Outcomes
1	2025-26	10-11-2025	Masqati Dairy Farm	52	Gained insights into operations, production, quality control, supply chain, and human resource management within a large-scale dairy processing environment
2		09-10-2025	Giosun Healthcare Pvt Ltd	102	Understand the strategic integration of traditional Ayurvedic wisdom with modern business, marketing, and manufacturing practices within the Herbal cosmetics industry.
1	2024-25	17-04-2025	CMAC India Pvt Ltd, Charlapally, Hyderabad	55	Understand how a B2B manufacturing company integrates product design, in-house

					production, service excellence, and a leasing division to deliver complex, high-value, customised solutions in the capital goods industry.
2		19-03-2025	Masqati Dairy Farm, Pedda Vora, Nalgonda	57	Gained insights into operations, production, quality control, supply chain, and human resource management within a large-scale dairy processing environment
3		13-11-2024	Administrative Staff College of India, Banjara Hills	95	Cutting-edge management practices, administrative innovations
4		11-11-2024	Akshaya Patra, Kokapet	60	Explored large-scale, automated operations management, efficient supply chain logistics, stringent quality control in mass food production, and the business model of a non-profit organisation dedicated to social welfare.
5		30-10-2024	Hindustan Coca-Cola Beverages Pvt Ltd, Miyapur, Hyderabad.	110	Experienced a practical understanding of large-scale operations, supply chain management, and sustainable business practices in the FMCG sector
6		04-10-2024	Kanha Shanti Vanam, 9Mallapur, Hyderabad	97	Gained insights into the operational logistics of a world-class meditation centre, sustainable development practices, and the integration of value-based leadership through the Heartfulness framework.
7		26-09-2024	TCI XPS, Yellampet, Medchal	97	Exposure to hub-and-spoke models, warehousing operations, material handling systems, and the technology-driven process of parcel sorting and express delivery.
1	2023-24	04-04-2024	Mahindra Logistics, Batasingaram	98	Gained practical insights into integrated logistics, supply chain solutions, and operational efficiency in a real-world business environment
2		03-11-2023	Hindustan Coca-Cola Beverages PVT Ltd,	107	Understand high-volume, automated production processes,

			Miyapur		stringent quality control in the beverage industry, efficient supply chain and distribution strategies, and the management of vast plant operations for a major consumer brand
1	2022-23	04-05-2023	Cold Rush Logistics Private Limited, Shamirpet	110	Explored cold chain logistics, temperature-controlled supply chain management, and innovative practices in perishable goods distribution.
2		19 & 20-01-2023	Mahindra Logistics, Batasingaram	102	Understand integrated logistics, supply chain solutions, and operational efficiency in a real-world business environment
3		20-01-2023	Mahindra Logistics, Narsingi, Gandipet	100	Gained an in-depth understanding of Third-Party Logistics (3PL) and integrated supply chain solutions
4		14-12-2022	Hindustan Coca Cola Beverages Pvt. Miyapur, Hyderabad	112	Explored the practical understanding of large-scale operations, supply chain management in the FMCG sector
5		26-02-2022	Akshaya Patra, Kokapet	104	Understand large-scale non-profit operations, effective supply chain management, and the role of social entrepreneurship in addressing societal needs.

Details of Industrial Visits Organized

➤ Dr B Neeraja and Dr B V Jayanthi organized an Industrial Visit to Masqati Dairy Products Limited, Hyderabad, for MBA III semester (Section A) students on 10.11.2025. A total of 48 students participated in the visit.



Students and faculty members during the visit

➤ Dr. B. Neeraja and Dr. Rakhee Renapurkar coordinated an Industrial Visit to Giosun Healthcare Private Ltd., Cherlapally, Hyderabad, for MBA III semester students on 09.10.2025. A total of 102 students attended the visit.



Students, along with the faculty coordinators during the visit

➤ Dr. B. Lavanya and Dr. K. Bhagyalakshmi coordinated an Industrial Visit to CMAC India Pvt. Ltd., Charlapally, Hyderabad on 17.04.2025 for MBA IV Semester students. A total of 55 students participated in the visit.



Students and faculty members during the visit

CBIT SMS Students Visit CMAC India for Industrial Exposure



DECCAN NEWS SERVICE
HYDERABAD

Second-year MBA students from the School of Management Studies (SMS), Chaitanya Bharathi Institute of Technology (CBIT), visited CMAC India Pvt. Ltd. in Cherlapally as part of their academic curriculum to gain firsthand exposure to industrial practices.

The visit, held on April 17, was coordinated by faculty members Dr. B. Lavanya and Dr. Bhagya Lakshmi, with support from Principal Dr. C. V. Narasimulu and HOD Dr. S. Saraswathi.

Students were welcomed by CMAC's operations team, including Mr. Narasimha (Operations Manager), Mr. Bhaskar

(HR Manager), and Mr. Rajashekhar (Training Manager), who guided them through three major manufacturing units.

The tour covered various stages of the production process—from raw material procurement to the final product—highlighting key aspects like quality control, supply chain management, safety standards, and HR practices.

The visit offered students valuable insights into real-world business operations, enabling them to relate classroom knowledge to industry workflows. Faculty members thanked CMAC for the opportunity and hospitality, calling the visit a crucial step in preparing students for managerial careers.

- Dr. Bhagyalakshmi and Dr. Lavanya coordinated an industrial visit to the Masqati Dairy Products Limited, Hyderabad, on 19.03.2025 for MBA II semester students.



Students and faculty members during the visit

- Dr. T. S. Poornachandrika, Dr. K. Sowmya, Dr. Parmeshwari, and Dr. M. Ramesh coordinated a community engagement program to Damaragidda, a village in Chevella Mandal, Telangana as part of Unnat Bharat Abhiyan (UBA) initiative by Ministry of Education, Government of India on 5.12.2024. A survey was conducted with the villagers by involving MBA I year students during the program.



Faculty coordinators guiding students during the survey

- Dr. T. S. Poornachandrika, Dr. K. Sowmya, Dr. Parmeshwari, and Dr. S. Tulasi Ram coordinated an Industrial Visit to Administrative Staff College of India (ASCI), Banjara Hills, Hyderabad for MBA Students on 13.11.2024.

CBIT SMS Team Visits Administrative Staff College of India



DECCAN NEWS SERVICE

■ HYDERABAD

Staff and students from the Department of School of Management Studies (SMS) at CBIT recently visited the Administrative Staff College of India (ASCI) in Banjara Hills, Hyderabad. The visit aimed to strengthen academic-industry collaboration and explore cutting-edge management practices and administrative innovations.

The SMS team engaged with ASCI faculty, including Dr. Karnak Roy (Professor in Artificial Intelligence), Prof. Venkata K. Emani (Professor of Marketing & Head, Placement Cell), Dr. M.M. Ali (Pro-

fessor in Finance), and Mr. G. Srinivas Yadav (Sr. Admission Officer – PGDM). They discussed challenges in modern management, digital transformation's impact on administration, and sustainable development strategies. The visit also showcased ASCI's state-of-the-art facilities designed to foster leadership and administrative excellence.

Faculty coordinators Dr. T.S. Poornachandrika, Dr. Siwmya, Dr. Parameshwari, and Dr. Tulsiram expressed gratitude to ASCI for their warm welcome, emphasizing CBIT's commitment to bridging theory and real-world practice in management education.

ASCI faculty member interacting with the SMS Staff and Students

- Dr.K.Bhagyalakshmi and Dr B Lavanya coordinated an Industrial Visit to Akshaya Patra Foundation, Kokapet, Hyderabad, on 11.11.2024 for the students of MBA III (Semester Section A). A total 60 Students participated in the visit.



Faculty members accompanying students during the visit

- Dr. S. Saraswati (HOD of SMS), Dr. Rakhee Renapurkar, Dr. P. Varaprasad Goud, and Mrs.M.Sangeetha coordinated an Industrial Visit to Hindustan Coca-Cola Beverages (HCCB) Pvt. Ltd., Miyapur, for MBA I Semester Students on 30.10.2024.



Faculty Members & Students during the Industrial Visit

- Dr Neeraja, Shri Balaji Keshava Rao, and Dr B V Jayanthi coordinated an Industry Visit to Kanha Shanti Vanam for MBA III Semester Students on 04.10.2024.



Ms. Madhavi, Coordinator, Kanha Shanti Vanam interacting with Students

- Dr P Vara Prasad Goud, Dr Rakhee Renapurkar, Dr Ramesh Muthangi, and Mr V Balaji Keshava Rao organized an Industrial Visit to TCI EXPRESS LIMITED (TCI XPS), Yellampet, Medchal on 26.09.2024. A total of 97 students and 4 faculty members were present during the visit.



Students along with the faculty coordinators during the visit to TCI XPS

- Dr Mandakini, Dr Parmeshwari, Dr Ch Jyothi, and Dr S Tulasiram organized an Industrial Visit to Mahindra Logistics on 04.04.2024. A total of 98 (MBA II Semester) students were present for the visit.



Faculty Coordinators and students during the visit

- Dr S Saraswathi, HOD, CBIT-SMS organized an Industrial Visit to Hindustan Coca Cola Beverages Pvt. Ltd (HCCB) Miyapur on 3rd Nov 2023. A total of 111 MBA First Year Students

were accompanied by Dr S Saraswathi (organizer of the Industrial Visit), Dr.Varaprasad Goud, Dr.Rakhee Mairal, and Mr.VBK Rao.

MBA CBIT students on an insightful industry visit to Hindustan Coca Cola Beverages Pvt Ltd, Miyapur

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HYDERABAD

MBA I semester students embarked on an enlightening industry visit to Hindustan Coca Cola Beverages Pvt Ltd in Miyapur on 3rd Nov. Dr.S.Saraswathi, Head, SMS by coordinating with the company and accompanying faculty members Dr.Varaprasad Goud, Dr.Rakhee Mairal, and Mr.VBK Rao, she facilitated an enriching platform for students to bridge the gap between classroom knowledge and real-world application. A group of 111 MBA students, along with four accompanying faculty members, were welcomed by the company's manager, who provided a comprehensive overview of the company's products and production processes. The



visit proved to be a valuable learning experience for the students, offering them first-hand insights into the products and operations of a prominent player in the beverage industry. It was an enriching opportunity for the students to bridge the gap between class-

room knowledge and real-world application. Dr.S.Saraswathi on behalf of CBIT expressed her gratitude to the Company authorities for the warm welcome and valuable insights during industry visit.

Dr S Saraswathi, HOD, CBIT-SMS, Faculty Members and students during Industrial Visit.

- Dr S Saraswathi, HOD, CBIT-SMS, Dr B Lavanya, Dr Ch Jyothi, and Ms. M Sangeetha coordinated an Industrial Visit to Coldrush Logistics Private Limited, Shamirpet on 04.05.2023. A total of 110 students were present for the visit.



HoD, Faculty Members, and students during the visit

విద్యార్థుల పారిశ్రామిక సందర్శన

హైదరాబాద్, ముద్ర: సీబీఐటీ స్కూల్ ఆఫ్ మేనేజ్మెంట్ స్టడీస్, రెండో సెమిస్టర్ ఎంబీఏ విద్యార్థులు శామీర్ పేటలోని కోల్ డ్రష్ లాజిస్టిక్స్ ప్రైవేట్ లిమిటెడ్ పారిశ్రామిక సందర్శించారు. ఈ కార్యక్రమంలో ఇండస్ట్రియల్ విజిట్ హెడ్, ఎస్ఎంఎస్, ఆర్గనైజర్ డా.ఎస్. సరస్వతి, వేర్ హౌస్ హెడ్ మహమ్మద్ ఆరిఫ్



, అధ్యాపకులు లావణ్య, డాక్టర్ జ్యోతి, సంగీత పాల్గొన్నారు.

ముద్ర

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- Dr S Saraswathi, HOD, CBIT-SMS organized an Industrial Visit to Hindustan Coca Cola Beverages Pvt. Ltd (HCCB) Miyapur on 15th Dec 2022. A total of 114 MBA First Year Students were accompanied by Dr S Saraswathi (organizer of the Industrial Visit), Mrs B.Lavanya, Mrs.K. Bhagyalakshmi and Mr. S.Tulasi Ram.



ఎంబీఏ మొదటి సంవత్సరం విద్యార్థులు పారిశ్రామిక సందర్శన

జక్షర శేఖర, హైదరాబాద్, డిసెంబర్ 15: సి బి ఇ డి లో గల స్కూల్ ఆఫ్ మేనేజ్మెంట్ స్టడీస్ విభాగం గురువారం ఎంబీఏ మొదటి సంవత్సరం విద్యార్థులు, అసోసియేట్ ప్రొఫెసర్ డాక్టర్ ఎస్ సరస్వతి ఆధ్వర్యంలో పారిశ్రామిక సందర్శనలో భాగంగా హైదరాబాద్ లోని మియాపూర్ లో గల హిందూస్టాన్ కోకా-కోలా బేవరేజెస్ ప్రైవేట్ లిమిటెడ్ను సందర్శించారు. ఈ సందర్భంగా డాక్టర్ ఎస్ సరస్వతి మాట్లాడుతూ పారిశ్రామిక సందర్శన యొక్క ప్రధాన లక్ష్యం గురించి వివరించారు. విద్యార్థులకు పరిశ్రమలో జరుగుతున్న పని, వాతావరణం గురించి మరియు పారిశ్రామిక పద్ధతుల గురించి పూర్తి అవగాహన పొంద దానికి ఒక మంచి అవకాశం అని తెలిపారు. పారిశ్రామిక సందర్శన ద్వారా విద్యార్థులు కొత్త సాంకేతికతలపై అవగాహన పొందటం జరుగుతుంది అని అన్నారు. ఇతర సభ్యులు శ్రీమతి బి.రావణ్ణ, శ్రీమతి కె భాగ్యలక్ష్మి మరియు తులసి రామ్, సిబ్బంది పాల్గొన్నారు.

Dr S Saraswathi, HOD, CBIT-SMS, Faculty Members and students during Industrial Visit.

- Mr V.B.K.Rao and Mr S Tulasi Ram coordinated MBA students Industrial Visit to Akshaya Patra Foundation located at Narsingi village, Ranga Reddy on 26.02.2022. MBA Students along with 5 FacultyMembers went on visit to the High-tech kitchen maintained by Akshaya Patra foundation.



Faculty Members along with MBA Students During their Visit to Akshaya Patra

- Industrial Visit to Mahindra Logistics Private Limited Distribution and Warehouse Management Division, located at Pudur Village, near Medchel for 2nd year MBA Students has been organized by Mr.V. Balaji Kesava Rao (Assistant Professor in Practice), Dr. T.S.Poorna Chandrika and Mr S Tulasi Ram from 13.12.2021 to 15.12.2021.



Faculty Members along with MBA students during their Industrial Visit to Mahindra Logistics

- Industrial visit to TCI Express, Hyderabad for 2nd year MBA Students has been organized by Mr. V. BalajiKesava Rao(Assistant Professor in Practice) on 17th January 2019.



SMS faculty and Students with the officials of TCI Express
TCI Express experts addressing the Students



Students were asking questions and trying to clarify their doubts

- Industrial visit to GATIKW for 2nd year MBA Students has been organized by Mr. V. Balaji Kesava Rao (Assistant Professor in Practice) on 10th-12th Feb, 2020



Sri. V. Balaji Kesava Rao (Assistant Professor in Practice) and Smt. B. Lavanya (Assistant Professor) within the premises of GATIKW



Dr. S. Saraswathi (HOD, SMS), Sri. V. Balaji Kesava Rao (Assistant Professor in Practice), Sri S.Tulasi Ram (Assistant Professor) along with students at GATIKW





Dr. T. S. Poorna Chandrika (Associate Professor), Sri. V. Balaji Kesava Rao (Assistant Professor in Practice) and Smt. K. Bhagya Lakshmi (Assistant Professor) along with students during industrial visit to GATIKW



CBIT-SMS Faculty Members with Students during Industrial Visit

- In an effort to promote 'Fit India', CBIT-NSS organized a free and a very Comprehensive health check-up for teaching and non-teaching Staff of Chaitanya Bharathi Institute of Technology on 8th Nov, 2019 at CBIT campus.



CBIT-SMS Students of 1st and 2nd year during NSS event

- As a token of New Year celebrations, Students of School of Management Studies, CBIT made all efforts for collecting funds and various essentials and distributed the same among under-privileged and destitute children at Adarna Trust, Kismatpur on 1st January 2020.



CBIT-SMS students with under-privileged kids during orphanage visit



SMS CBIT Students at an Orphanage



Students with Orphans at Adarna Trust, Kismatpur



Students Serving Food to Kids