

Report of the Visit

The Department of Commerce in association with the Entrepreneurship Development Cell (EDC), organized an industrial visit to **AmbicaAgarbathies Aroma & Industries Limited, Eluru**-Ambica is widely known for blending “traditional incense-making art” with modern manufacturing — giving it a reputation of quality, authenticity, and heritage in the incense industry. The brand has a pan-South India presence and is considered a recognized name in religious, devotional and aromatic product markets.

Students of **I BBA, I B.Com (CA), I B.Com (General), and II B.Com**, with a total participation of **122 students** accompanied by four faculty members **M. Durga (HOD), Dr. J. Deva Mani, P. Praveen, and K. Vara Lakshmi**. The purpose of the visit was to provide practical exposure to industrial functioning, manufacturing processes, and entrepreneurial operations. Students were taken through various departments of the industry, including raw material section, production unit, drying area, fragrance application, quality control, and packaging, gaining first-hand experience of the systematic workflow in incense stick manufacturing.

The visit helped students understand how theoretical concepts in commerce are applied in real industrial environments. They learned about quality standards, marketing strategies, supply chain processes, manpower management, and the importance of innovation in maintaining industry leadership. The interaction with industry professionals enriched their knowledge about entrepreneurship and industrial management. Overall, the visit was highly informative, motivating, and beneficial for developing practical insights and encouraging entrepreneurial thinking among students.

PHOTO GALLERY



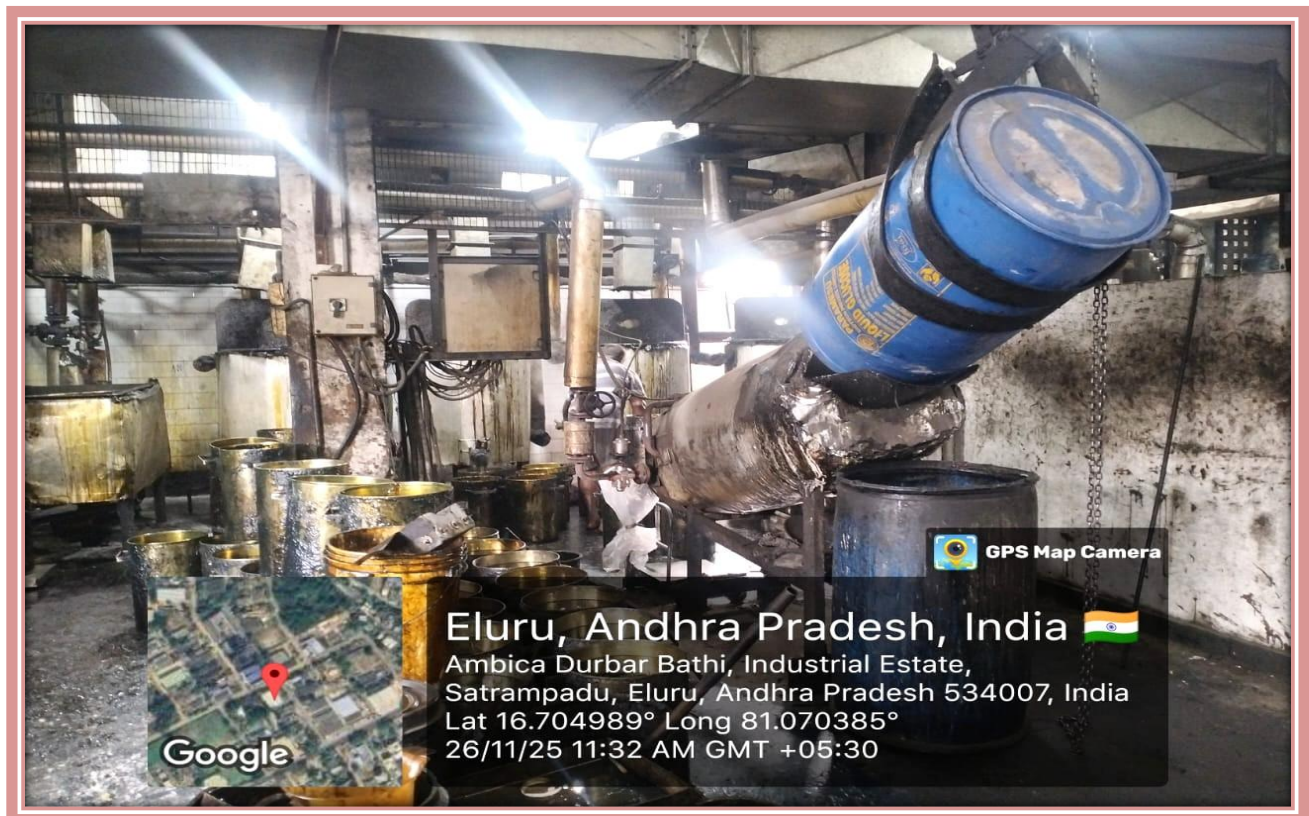
INDUSTRIAL VISIT: AMBICA AGARBATHIA AROMA & INDUSTRIES Ltd.SATRAMPADU, ELURU



STUDENTS EXPLORING THE MANUFACTURING PROCESS



STUDENTS ARE OBSERVING MAKING OF INCENSE STICKS



EQUIPMENT OF INCENSE STICKS



STUDENTS UNDERSTANDING THE PROCESS OF INCENSE STICKS

