



DEPARTMENT OF BBA

Report Submission: 23/02/2026

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Semester:	EVEN	Academic Year:	2025-26	Venue: IIHR, Hesaraghatta lake post, Bengaluru.
Event Date:	17/02/2026	Time:	9:00 am to 4:00 pm	Duration: 7 Hours

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**TYPE OF EVENT: INDUSTRIAL VISIT**

**EVENT NAME: INDUSTRIAL VISIT TO INDIAN INSTITUTE OF HORTICULTURAL  
RESEARCH (IIHR)**

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Target Audience:	BBA II & IV semester students	Number of Participants: 35
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**Objectives of the Event**

- It helps students learn how Horticultural products are produced.
- Gives exposure about Supply Chain and Marketing Practices.
- Enables students to observe planning, resource management, quality control, and research project management in a real organization.
- Helps students understand budgeting, investment, pricing strategies, and cost control.

**Program Introduction:**

The Department of Business Administration at Acharya Institute of Graduate Studies (AIGS) successfully organized the Industrial Visit on 17<sup>th</sup> February 2026. It helps students understand how theoretical concepts learned in the classroom are applied in industries and organizations. Through observation and interaction with professionals, students gain practical knowledge, industry insights, and a better understanding of operational processes, management practices, and workplace culture.



**Theme of the Event:**

**“From Research to Market”**

Helping students develop practical skills and focus on modern research, new technologies, and scientific advancements in horticulture

**Resource Person(s):**

**Dr . Raju – Senior Scientist, ICAR – Indian Institute of horticultural Research.**

**Detailed Report:**

The Industrial Visit to “Indian Institute of horticultural Research” was successfully organized by the Department of Business Administration (BBA) at AIGS on 17th February 2026. The visit focused on providing Practical exposure to students and understands the gap between theory and practical.

The visit provided valuable insights into advanced horticultural techniques and their real-world applications. During the visit, students were introduced to modern technologies used in farming, including protected cultivation, greenhouse systems, drip irrigation, precision farming, and tissue culture methods. Scientists explained how these technologies help improve crop yield, quality, and sustainability. Students also observed research trials conducted for developing high-yielding and disease-resistant varieties of fruits and vegetables.

The visit further included an overview of research methodologies and laboratory practices followed at the institute. Students learned about plant breeding programs, pest and disease management strategies, and post-harvest technologies aimed at reducing losses and improving product quality.

A key highlight of the visit was understanding the supply chain process of horticultural products. Experts explained the stages involved from production, harvesting, packaging, storage, transportation, and distribution to markets. This helped students connect agricultural production with business and management concepts.

The interactive session with scientists and professionals was highly informative. Students had the opportunity to ask questions regarding research, agribusiness opportunities, entrepreneurship, and career prospects in the horticulture sector. The interaction enhanced their practical knowledge and broadened their understanding of industry operations. The visit also inspired students to explore



innovative and sustainable business opportunities in the horticulture and agribusiness sector, enhancing their professional outlook and career readiness. Overall, the industrial visit was an enriching learning experience.

Feedback collected from the participants reflected that the visit was motivating, and practical. Many students expressed that it helped them gain knowledge about Supply Chain practices and Modern Technologies in farming which helps them in further research process.

### **Event Photographs**



### **Students Industrial Visit to IIHR**



**ACHARYA INSTITUTE OF GRADUATE STUDIES**  
(NAAC Reaccredited 'A+' Grade and Affiliated to Bengaluru City University)  
Soladevanahalli, Bengaluru-560107



**Faculty Co-ordinating with Students in Visit**



**Students on their way to IIHR.**



**Students discussing about Interaction with Scientists.**



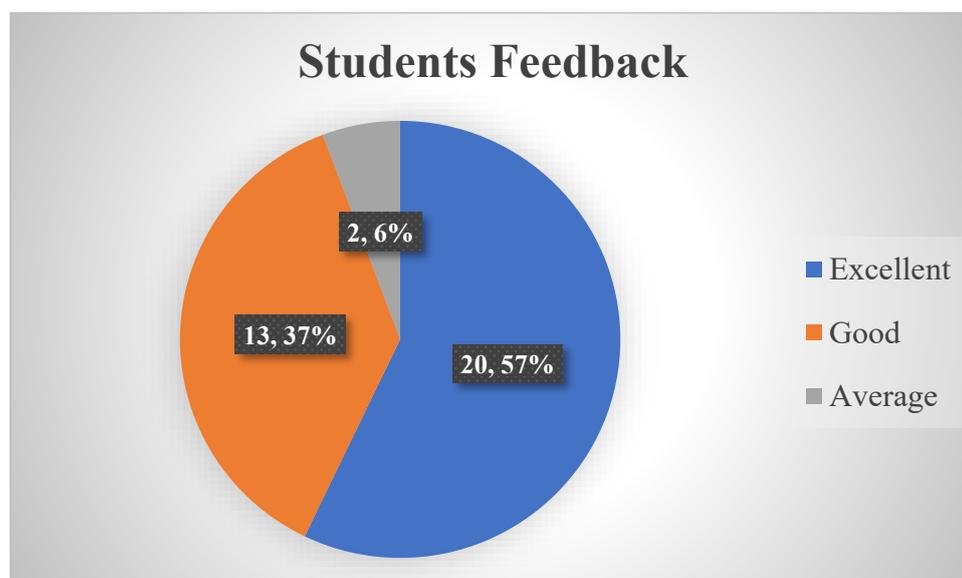
**Students gathering in IIHR.**

### **Outcomes:**

- Students learned about product grading, branding, packaging, pricing, and market distribution of horticultural products.
- Students observed how research institutions are structured and managed, including team coordination and project management.
- The visit encouraged students to explore startup opportunities in areas such as organic farming, nurseries, export business, and value-added products.
- Interaction with industry experts enhanced their communication, analytical thinking, and decision-making skills.

### **Conclusion and Audience Feedback Summary:**

The industrial visit to the “Indian Institute of Horticultural Research” was a highly informative and enriching experience for the students. For BBA students, the visit offered valuable insights into agribusiness management, marketing, operations, and entrepreneurial opportunities. The interaction with professionals and researchers enhanced their understanding of real-world industry practices, bridging the gap between theory and application. Overall, the visit helped students develop practical knowledge, managerial skills, and a broader perspective on career and business opportunities in the horticulture and agribusiness sectors. The department extends its gratitude to the principal, HOD, faculties and all student participants for their valuable contributions to the success of this event.





### **Audience Feedback Summary**

The resource person was knowledgeable in providing insights about farming. The visit was engaging, good and interesting. Many participants expressed a desire for more such visits in the future.

**Total responses:** 35

**Excellent:** 20 students out of 35 which is of 57% felt that the visit is excellent.

**Good:** 13 students out of 35 which is of 37% felt that the visit is good.

**Average:** 2 students out of 35 which is of 6% felt that the visit is average.