B.V. Patel Institute of Management, Uka Tarsadia University

Date:16-09-2023

Industrial visit to plant of Balaji Wafers Pvt Ltd., Valsad

Date of the Field Trip:	16-09-2023
Name of the organization:	Balaji Wafers Pvt Ltd., Valsad
Total students:	43 students of TYBBA
Coordinators:	Mr. Parvez Malek & Ms. Bhavna Patel
Club	Industrial Visit

B V Patel Institute of Management- Bardoli had arranged an Industrial Visit to plant of BALAJI WAFERS PVT LTD – VALSAD and it was arranged for 43 TYBBA Students + 2 Faculties

Objectives of the field trip

1. The objective was that to enable the students to obtain a practical exposure of the management, manufacturing processes and operations of the company.
2. An opportunity to connect theory with practice
3. An opportunity to have live interaction with the company employees in various departments like HR, Marketing, Production, Logistics, Stores, Operations, Admin etc.

History of BALAJI WAFERS PVT LTD BUSINESS MODEL

Balaji Wafers Pvt Ltd is one of India's leading snack-food manufacturers and distribution company

1974	The brothers came to Rajkot looking for a job. They landed one in the canteen of Astron Cinema. Soon they were asked to run the canteen.
1981	The Virani's started making wafers on their own. They even came up with the name 'Balaji' to sell their wafers and sandwiches in the canteen.
1984	They distributed wafers to a few nearby retailers. The scale was small but their dreams, pretty big.
1989	Took a loan to setup a semi-automated plant in Rajkot. The aim was to improve several aspects of the product, mainly quality and hygiene.
1995	Became a private limited company. Set up a fully automated manufacturing plant. Extended the line of products to namkeen and other snacks.
2002	Launched a new state-of-the-art manufacturing plant in Rajkot, which was the largest in the country back then. Went on to build fully automated plants for namkeen and other snacks. Also widened the distribution network to other states.

2008	Set up a plant in Valsad, one of the biggest in Asia at that point. Also built manufacturing units for namkeen and other snacks in the same region to match increasing demands from other states.
2015	Set up a hi-tech plant in Indore to serve the northern and western parts of the country.
2019	The Company has 65+ products range and 150+ SKUs. Our strong presence in the remotest of the areas to sprawling cities is made possible through ever-expanding powerful distribution network consisting of 1225+ dealers. Balaji aims to provide a quality snacking experience at the most affordable price to people across all age groups.
1974	The brothers came to Rajkot looking for a job. They landed one in the canteen of Astron Cinema. They were loyal and determined. Soon they were asked to run the canteen.
1981	The Virani's started making wafers on their own. They even came up with the name 'Balaji' to sell their wafers and sandwiches in the canteen.
1984	They distributed wafers to a few nearby retailers. The scale was small but their dreams, pretty big.
1989	Took a loan to setup a semi-automated plant in Rajkot. The aim was to improve several aspects of the product, mainly quality and hygiene.
1995	Became a private limited company. Set up a fully automated manufacturing plant. Extended the line of products to namkeen and other snacks.
2002	Launched a new state-of-the-art manufacturing plant in Rajkot, which was the largest in the country back then. Went on to build fully automated plants for namkeen and other snacks. Also widened the distribution network to other states.
2008	Set up a plant in Valsad, one of the biggest in Asia at that point. Also built manufacturing units for namkeen and other snacks in the same region to match increasing demands from other states.
2015	Set up a hi-tech plant in Indore to serve the northern and western parts of the country.
2019	The Company has 65+ products range and 150+ SKUs. Our strong presence in the remotest of the areas to sprawling cities is made possible through ever-expanding powerful distribution network consisting of 1225+ dealers. Balaji aims to provide a quality snacking experience at the most affordable price to people across all age groups.

Products

Balaji has range of products which can be classified in 3 segments NAMKEEN, WAFERS, WESTERN SNACKS and there are 65 plus product ranges and 150 plus Stock Keeping Units in above categories.

Industrial Visit Details

Balaji Wafer plant is an entirely automatic plant and at their Valsad plant they manufacture potato wafers and other Namkeens. After reaching team were divided into 2 groups to be taken turn by turn inside the factory.

Before entering the plant, all the students were given haircaps as per the Food Safety Act and

the Food Hygiene Regulations. After making sure, we complied to all the requirements of the Plant, we were taken in the Factory and explained the whole process as follows:

Potatoes that are freshly dug from the ground are placed in trucks and transported to a building before going to the storage for grading. The cold storage at the plant has the capacity of storing potatoes worth Rs.10 Crore. During the grading process, potatoes are inspected for rot, green heads, double growth, or all other types of defects or disease.

In the initial processing phase, the potatoes flow from storage tanks into a large hopper that slowly feeds them into a destoner. This piece of equipment is full of water and has a spiral lift auger that takes the potatoes into the peeler. The destoner will remove all stones, wood, or anyother foreign matter that may have been dug when harvesting the potatoes. Here all the potatoes are checked again using an Image Processing Technique for any defects that were missed by human eyes during the grading process. The rejected pieces of potato are then discarded.

The peeler consists of abrasive rollers that revolve at a given speed to ensure that the potato is peeled properly. Upon completion of removing the skins, the potatoes are processed on an inspection line where employees inspect them again. Potatoes that do not pass inspection are removed prior to processing.

Upon completion of inspection, the potatoes proceed on the conveyor belt to a lift where they are dropped into a holding hopper that feeds the slicers. The potatoes are then sliced very thinly after they fall into a revolving slicer that has sharp cutting blades that are set by a gauge. The potato slices then proceed into a rotating mesh drum that is constantly running in water.

As the potato slices tumble in the drum, they are washed and most of the starch removed from them from the drum, the potato slices proceed up a mesh conveyor where they are washed anddried upon entering the frying kettle. The slices fry for approximately 4 minutes. There are paddle wheels that move the slices forward to the front of the machine. As the potato slices leave the paddle wheel area, they are submerged into the cooking oil by a mesh conveyor. This conveyor finishes cooking the slices. The operator of the cooker inspects the chips to insurethey are completely cooked and also to ensure the temperature of the machine is proper at all times. This plant operates two manufacturing lines, both of which have production capacity of approximately 2,200 kg/hour.

As the chips proceed past the fryer's inspection point, they fall onto a small mesh stainless steelconveyor and then pass under the salter. As the salt is dispensed, it falls onto a spinner

type bracket that spreads the salt evenly on the chips. Here, different flavors are added along with salt for preparing different products. Here, each time, approximately, 35-40 kg of salt is used.

After the chips are salted, they fall onto a vibrating conveyor where they are inspected using Image Processing Technique. Chips that do not meet the required standards are removed from the line and disposed of into plastic containers. From the inspection conveyor, the chips are dropped into a bucket lift which elevates the chips onto the overhead vibrating conveyors that process the finished product into the automatic packaging machines. The chips are then weighed and deposited into a former which releases the chips into Plastic bags. The bags are then packed into boxes by employees or automatic packers. Packers inspect baggage for proper weight and sealing of the bag. They are then placed on conveyors to be sent to the warehouse.

The warehouse personnel do the stacking of cartons and issues them to the driver salesman for redistribution to selling outlets. All cases that go into the warehouse are rotated on a daily basisso that first in and first out concept is established. Since a potato is approximately 80% water, one will get approximately 20 kg of chips for every 100 kg of potatoes processed.

Our faculty member Mr Parvez Malek had also appreciated by giving a vote of thanks to Shri Bhavin Patel Sir- ASST MANAGER HR and his team for the excellent industry visit which

had made our students knowledgeable and there by improved the Attitude, Skills and Knowledge base of our TY BBA Students.