



Manasa Trust (R.)

**Kateel Ashok Pai
Memorial College**

(Affiliated to Kuvempu University and Recognized by the Government of Karnataka)

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ಸ್ಮಾರಕ ಕಾಲೇಜು**

DEPARTMENT OF COMMERCE

AVINYA Club

Industry Visit (Valyou Pvt Ltd)

Date:07.08.2025

Time:12.00 PM to 2.00PM

Venue : Valyou Product Pvt ltd Ramenakoppa , Shivamogga

Resource Person: Marketing manager Prasad M R

An industrial visit to Valyou Product Pvt Ltd, Ramenakoppa, Shivamogga was organized by the Avinya Forum on 7/8/2025 from 12:00 pm to 2:00 pm for B.Com, BA, B.Sc, and BBW students. The purpose of the visit was to give students practical exposure to industry operations and bridge the gap between classroom learning and real-world business practices. During the visit, students observed the product manufacturing process, quality control methods, and packaging techniques followed in the company. Company officials explained the workflow from raw material to finished product and shared insights on marketing strategies, branding, and distribution channels. Students also learned about job roles and skills required in the production and marketing departments. The 2-hour interactive session allowed students to clarify doubts and understand how theory applies in industry. Overall, the visit was informative and motivated students to explore career opportunities in manufacturing and marketing sectors.



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