



Ek Bharat Shreshtha Bharat (EBSB) Activity

An Autonomous Institute

Affiliated to Visvesvaraya Technological University, Belagavi

Approved By AICTE, New Delhi.

Recognized by UGC with 2(f) & 12(B) status.

Accredited by NBA and NAAC.

Awareness on Uttarakhand State's Key Industries

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|--------------------------|---|
| Date of the Activity | 26.9.2020 |
| Category of the Activity | Dissemination of information about paired state |
| Title of the Activity | Awareness on Uttarakhand State's Key Industries |
| Venue | Online |

Awareness on Uttarakhand State's key industries was disseminated by EBSB cell of MVJ College of Engineering , Bangalore on 26th of September 2020 through an online platform.

Total 298 students from various disciplines have attended this activity through Microsoft online platform . The details of the activity are highlighted as follows:

| Department | Semester | Participant count |
|------------|-------------|-------------------|
| AE/AS | VII/V | 46 |
| CHEMICAL | III, V, VII | 25 |
| CSE | III, V, VII | 70 |
| CIVIL | VI | 11 |
| ECE | V, VII | 53 |
| EEE | III, V | 51 |
| ISE | V | 15 |

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|------|-----|----|
| ML | VII | 15 |
| MECH | VII | 12 |

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AICTE- Ek Bharat Shreshtha Bharat (EBSB)

Awareness on Paired state's Key Industry

Approved by AICTE, All India Institute of Technology | Recognized by UGC with 20% & 10% seats | Accredited by NBA and NAAC

People: Manisha Bai (Organizer), Shihan B (Guest), AKASH N, Aniket R Mane, GURUPRASAD G T, Harsha S S (Guest), N V K RAJUK RAO

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Uttarakhand state's Key Industry

Britannia Industries Ltd

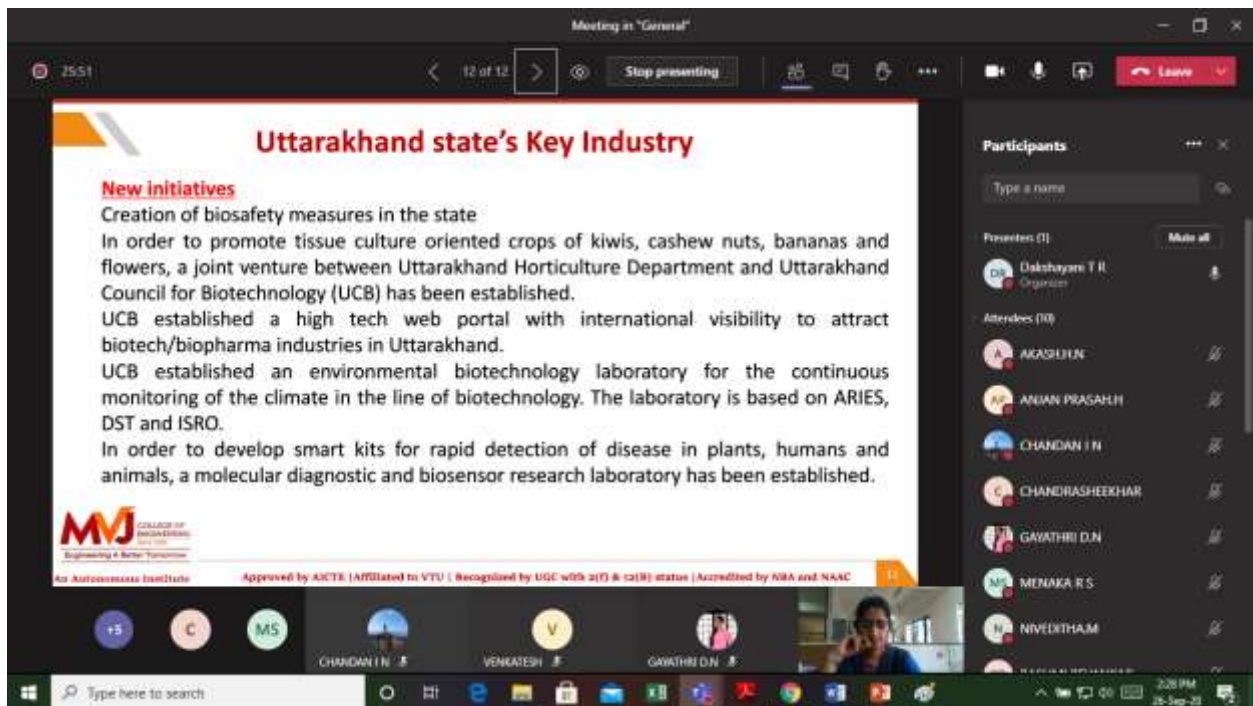
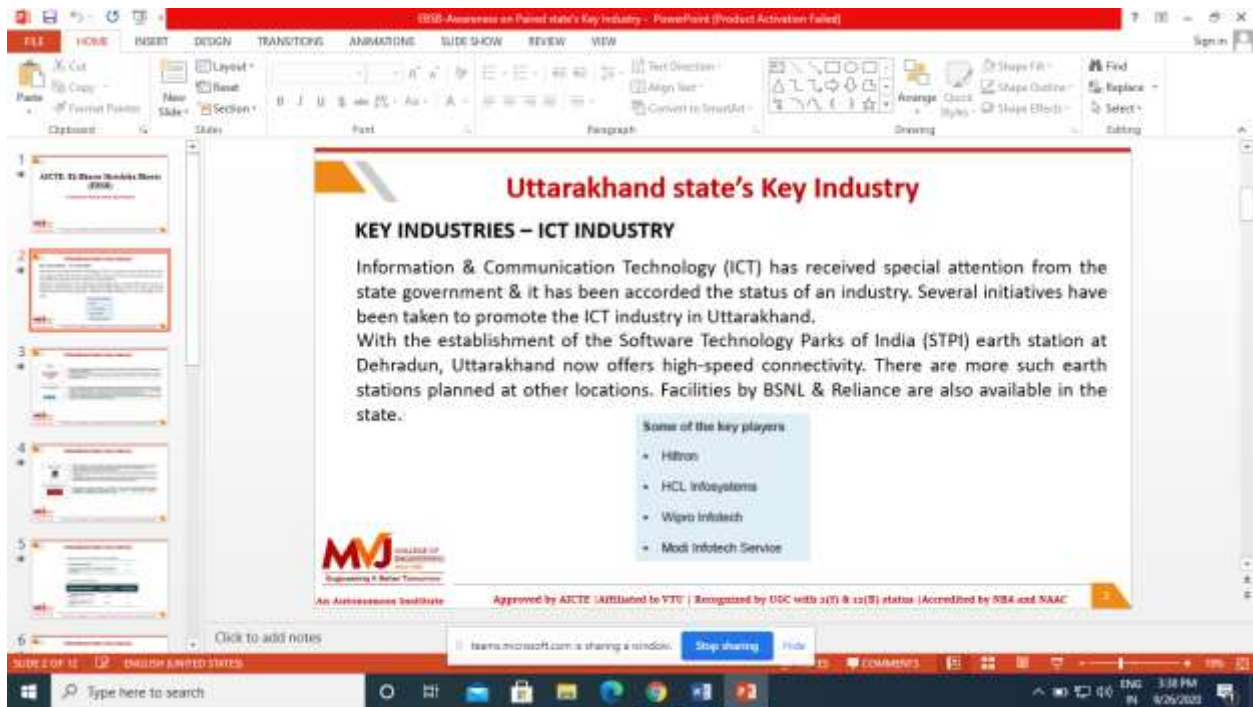
- Britannia is one of India's leading food product companies, with an estimated 33.0% market share. The principal activity of the company is the manufacturing and sale of biscuits, bread, cakes and dairy products like cheese, butter and milk.
- It has a plant in the integrated industrial estate at Parbhagar. The plant is located in integrated industrial Estate (ICE), Parbhagar, and the project cost incurred was US\$ 12.5 million. The company recorded total revenue of US\$ 1.47 billion in 2016-17. The company employs almost 1,907 people nationwide.

Nestle India Ltd

- Nestle is the world's largest and most diversified food company. It manufactures products under famous brand names such as Nescafe, Maggi, Milkmaid, Kit-Kat and Bidi-Oie.
- It has almost 200,000 employees worldwide and 100 factories in about 77 countries. The company's total income from operations in India was recorded at US\$ 1.45 billion in 2015-17.
- In 2009, Nestle India commissioned its seventh factory at Parbhagar in Uttarakhand.

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People: Manisha Bai (Organizer), Shihan B (Guest), AKASH N, ANAND, Aniket R Mane, CHIRAN PRITHVI G (Guest), GURUPRASAD G T



Outcome of the Activity: The participants got an idea about Uttarakhand State's key industries and it encouraged them to know more about this state's culture, language and food habits, infrastructure, many other things and they were able to understand how Uttarakhand is growing fast in terms of industrial development.