

Shri Shivaji Education Society, Karad's Board for Higher Education, Karad
VENUTAI CHAVAN COLLEGE, KARAD

(Affiliated to Shivaji University Kolhapur)

A

PROJECT REPORT

On

**“THE STUDY OF MAGANLAL
FOOD PRODUCTS – MAGANLAL CHIKKI,
LONAVALA”**

Submitted By

B.COM. III

Academic Year 2023-24

Under Guidance Of

Prof. Bagwan M. S.

&

Prof. Bhasme S. C.

(Head of Commerce Department)

Shri Shivaji Education Society, Karad's Board for Higher Education, Karad

VENUTAI CHAVAN COLLEGE, KARAD

Vidyanagar, Saidapur, Taluka - Karad, Dist. - Satara.

CERTIFICATE

This is to certify that as students of B.Com - III Course, Sem VI has completed their project work title **“THE STUDY OF MAGANLAL FOOD PRODUCTS – MAGANLAL CHIKKI, LONAVALA”** as a part of co-curricular/extra-curricular activity, during the academic year 2023-24.



PRINCIPAL

Dr. Jadhav L. G.

ACKNOWLEDGEMENT

A project reports on of “THE STUDY OF MAGANLAL FOOD PRODUCTS – MAGANLAL CHIKKI, LONAVALA” for the year 2023-24. It is for the requirement as co-curricular/extra-curricular activity of bachelor’s degree in commerce from Shivaji University of Kolhapur.

First, We thank to our principle Dr. Jadhav L. G. for providing the required Facility.

We are thankful to our HOD Prof. Bhasme S. C. to given us guidance for Preparation of this project work.

And We are thankful to our guide Prof. Bagwan M. S., to given us guidance for Preparation of this project work.

Lastly, I thank to our friends and teachers who have directly and indirectly helped in completing this project work.

Date: 10/01/2024

Place: Karad

DECLARATION

We declare that project entitled “THE STUDY OF MAGANLAL FOOD PRODUCTS – MAGANLAL CHIKKI, LONAVALA” for the year 2023-24. It written by us and submitted to VENUTAI CHAVAN COLLEGE, KARAD affiliated to Shivaji University Kolhapur for BCom as part of co-curricular/extra-curricular activity. This present project work has not been submitted to any other college or institutions.

Place: - Karad

Date: - 10/01/2024

B.Com. III

Academic Year 2023-24



Since 1888
Maganlal[®]
Food Products

CERTIFICATE

This is to certify that VENUTAI CHAVAN COLLEGE, KARAD B.Com. III students has been done project work on our organization Maganlal Food Products Outlet at Lonavala as part of their curriculum, They collected information by primary from our outlet as well as secondary open sources such as various websites, newspaper articles, etc. They has successfully completed project to the best of their abilities. We wish them good luck for their bright future career. This certificate is issued on request of applicants.

Authorized signatory

Maganlal's Chikki
Franchisee - Mauli Enterprises
(opp. Pts Khandala)
M: 7719825145

Date: - 05/01/2024

Place:- Lonavala

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1. INTRODUCTION - HISTORY OF BUSINESS

The incredible journey of Maganlal Chikki Started way back in 1880 in Lonavla when Late Shri. Bhivrajji Agarrwal started the company in the name of his son Maganlal. Later the business was taken to new heights by Maganlal and his sons who undertook innovative routes to expand. They used to provide nutritious chikki to the railway workers, on a teak leaf.

The Maganlal is the leading manufacturers, exporters and suppliers of Chikki, Dry Fruit Rolls, Fudges, Jellies, and Savouries(Namkeens). Their hand-made products are made in a clean and hygienic environment and are packed efficiently to retain their aroma and taste. Chikki Store is an online sales platform for chikki, dry fruit roll, fudges & savouries. They oversee content creation, content processing and content management along with collection and order dispatchment. They offer complete online solution for organizations, which want to bring out in-house or private sales but lack the people and/or resources to do it cost- effectively. As a distinguished authority within our respective fields, visitors turn to their for trusted recommendations on their buying decisions. They are located at Lonavala with an ever increasing visitor base They are in a continuous process of providing quality and satisfaction. They employ traditional methods to prepare these delicacies, thereby making them easy to digest and extremely nutritious.

At Maganlal Chikki quality is never compromised. 'Chikki Manufacturing Unit' at Maganlal Food Products was selected as Pilot Project by UNIDO, FICCI (Quality Forum) & MARATHA CHAMBERS OF COMMERCE (PUNE). Under the guidance of these honorable authorities, we have met the expectations and requirements of International Code of Practice.

They understand the significance of quality in our particular field, and therefore we closely observe the production process and maintain quality standards. Furthermore, to optimally satisfy the taste buds of the end user, They provide unique packaging solutions that preserve the freshness, taste and aroma of the products. Their team of experts has vast experience in this field and make sure to refrain from using preservatives, artificial color, flavors or any other intoxicating substances, while making the food items. Based on Their honest dealings and wide-spread distribution network, They are catering to the gastronomic requirements of clients based in Dubai, England, and America.

2. OBJECTIVES OF THE PROJECT

1. To understand the goodwill and legacy of the business.
2. To get familiar with the products and production process.
3. To identify the advantages and importance of location.

3. RESEARCH METHODOLOGY

Research methodology consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analysing the facts and reaching certain conclusions either in the form of solutions(s) towards the concerned problem or in certain generalisations for some theoretical formulation.

TYPES OF RESEARCH METHODOLOGY

QUALITATIVE

Qualitative research involves collecting and analyzing written or spoken words and textual data. It may also focus on body language or visual elements and help to create a detailed description of a researcher's observations. Researchers usually gather qualitative data through interviews, observation and focus groups using a few carefully chosen participants.

This research methodology is subjective and more time-consuming than using quantitative data. Researchers often use a qualitative methodology when the aims and objectives of the research are exploratory. For example, when they perform research to understand human perceptions regarding an event, person or product.

QUANTITATIVE

Researchers usually use a quantitative methodology when the objective of the research is to confirm something. It focuses on collecting, testing and measuring numerical data, usually from a large sample of participants. They then analyze the data using statistical analysis and comparisons. Popular methods used to gather quantitative data are:

Surveys

Questionnaires

Test

Databases

Organizational records

This research methodology is objective and is often quicker as researchers use software programs when analyzing the data. An example of how researchers could use a quantitative methodology is to measure the relationship between two variables or test a set of hypotheses.

4. DATA COLLECTION METHOD

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities, business, etc. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same.

The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed. Regardless of the field of study or preference for defining data (quantitative, qualitative), accurate data collection is essential to maintaining the integrity of research.

Data collection is one of the most important stages in conducting a research. You can have the best research design in the world but if you cannot collect the required data you will be not be able to complete your project. Data collection is a very demanding job which needs thorough planning, hard work, patience, perseverance and more to be able to complete the task successfully.

1. PRIMARY DATA

Data that has been collected from first-hand-experience is known as primary data. Primary data has not been published yet and is more reliable, authentic and objective. Primary data has not been changed or altered by human beings; therefore its validity is greater than secondary data.

Sources of Primary Data: Sources for primary data are limited and at times it becomes difficult to obtain data from primary source because of either scarcity of population or lack of cooperation. Following are some of the sources of primary data.

- i. Survey: Survey is most commonly used method in social sciences, management, marketing and psychology to some extent. Surveys can be conducted in different methods.

ii. Questionnaire: It is the most commonly used method in survey. Questionnaires are a list of questions either open-ended or close-ended for which the respondents give answers.

iii. Interview: Interview is a face-to-face conversation with the respondent. In interview the main problem arises when the respondent deliberately hides information otherwise it is an in depth source of information. The interviewer can not only record the statements the interviewee speaks but he can observe the body language, expressions and other reactions to the questions too.

iv. Observations: Observation can be done while letting the observing person know that s/he is being observed or without letting him know. Observations can also be made in natural settings as well as in artificially created environment.

2. SECONDARY DATA

Secondary data (also known as second-party data) refers to any dataset collected by any person other than the one using it.

Secondary data sources are extremely useful. They allow researchers and data analysts to build large, high-quality databases that help solve business problems. By expanding their datasets with secondary data, analysts can enhance the quality and accuracy of their insights. Most secondary data comes from external organizations. However, secondary data also refers to that collected within an organization and then repurposed.

Secondary data has various benefits and drawbacks, which we'll explore in detail in section four. First, though, it's essential to contextualize secondary data by understanding its relationship to two other sources of data: primary and third-party data.

5. LOCATION OF THE BUSINESS

Lonavla is situated 60km from Pune and 110km from Mumbai so it has an easy access to both worlds so to speak. Moreover to manufacture a world class product like this we have the infrastructure of an Industrialized Estate. Additionally our Company is located just 2 km from the Railway Station and Bus Stand respectively. The manufacturing Unit is located in an ideal climate most suitable for food industry. This product will not retain the same its original taste & aroma if manufactured in a city like Mumbai.

IMPORTANCE OF LOCATION OF LONAVLA

The clean air and pollution free atmosphere of a Hill Station like Lonavla, which is at an altitude of 620 meters above sea level, proves to be just the ideal place for manufacturing a splendid product like Chikki. In the past Lonavla proved to be just the ideal place for making 'gud dani' and today it still retains the reputation for being the best place for manufacturing these energy bars / Chikki. Lonavla has a population of about 6 lakhs with more than 50 different manufacturers of chikki, each operating under a different brand name; Lonavla offers tremendous sale potential to this product.

6. DATA PRESENTATION

LABOUR STRENGTH

Total labour strength: 40 Skilled laborers: 19 Unskilled laborers: 21

LIST OF MACHINERY

1. Burners 2. Electric Roaster 3. Excruder 4. Shearer 5. Crusher 6. Ganging Roll 7. Gang Cutter 8. Floor Wrapper * The machinery are all custom made by reputed internationally recognized company.

PRESENT PRODUCTION CAPACITY

Presently we are manufacturing a wide range of Nutritional bars. Our daily turnover with established manpower and machinery amounts to 2000 kgs. We can increase the capacity to 5 tons per day.

PRODUCT SPECIFICATION

Bars OR Chikki as called are very rich in nutritional value They contain Jaggery, Glucose and Sugar which provides nourishment and energy to the human body. For this very reason these prove to be a highly nutritious food. It is easily digestible, chewable and provides instant energy. It does not contain synthetic agents like preservatives or food colours and is suitable for all ages, sex or classes of people.

7. CONCLUSION

- The business is known for consistently maintaining quality.
- They are using traditional methods to prepare these delicacies, thereby making them easy to digest and extremely nutritious.
- They are grown developed themselves from small unit to the international business
- They give priority to hygiene and healthy products.
- They are having advantage of prime location as Lonavala is well known tourist spot in India.

8. BIBLIOGRAPHY

<https://www.google.com/>

<https://maganlal.com/>

www.wikipedia.com

<https://www.loksatta.com/>

<https://timesofindia.indiatimes.com/>



Thank You

॥ जे का रंजले गांजले | त्यांसी करुया आपुले ॥

श्री शिवाजी शिक्षण संस्था, उच्च शिक्षण मंडळ, कराडचे

वेणूताई चव्हाण कॉलेज, कराड

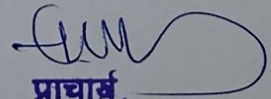
दिनांक : २६/१२/२०२३

सूचना: वाणिज्य विभाग शैक्षणिक सहल

दिनांक ०५ जानेवारी २०२४ (शुक्रवार) रोजी वाणिज्य विभागाची शैक्षणिक सहल लोणावळा स्थित सुप्रसिद्ध मगनलाल चिक्की (मगनलाल फूड प्रोडक्ट) या उद्योग समूहास भेट देणार आहे. तरी या सहलीस इच्छुक विद्यार्थ्यांनी आपली नावे प्रा. एस. सी. भस्मे व प्रा. एम. एस. बागवान यांच्याकडे दिनांक ०१/०१/२०२४ पर्यंत नोंदवावी. सहली बाबत अधिक माहिती व सूचना वेळोवेळी वाणिज्य विभागाकडून कळवण्यात येतील. सर्व विद्यार्थ्यांनी आपले व पालकांचे हमीपत्र जमा करणे व सहली संबंधित सर्व सूचनांचे पालन करणे बंधन कारक असेल.

Notice: Department of Commerce's educational trip

On January 05, 2024 (Friday), Department of Commerce's educational trip will visit the famous Maganlal Chikki (Maganlal Food Products) industrial group located in Lonavla. However, the students who are interested in this trip have to give their names to Prof. S. C. Bhasme and Prof. M. S. Bagwan by date 01/01/2024. More information and instructions regarding the trip will be communicated from time to time by the Department of Commerce. It will be mandatory for all students to submit their own and their parents' undertaking and to follow all instructions regarding the trip.



प्राचार्य,
वेणूताई चव्हाण कॉलेज,
कराड.

प्रति,
माननीय प्राचार्य,
वेणुताई चव्हाण कॉलेज, कराड...

दिनांक :- 23 डिसेंबर 2023

विषय :- B.COM III शैक्षणिक सहल बाबत

मा. महोदय,

वरील विषयाम अनुसरून आपल्या महाविद्यातील B.COM III या वर्गाची शैक्षणिक सहल लोणावळा येथील सुप्रसिद्ध "मंगललाल चिक्की Swamiji" ला शेट देण्याचे नियोजित केले आहे. त्यासाठी आपली परवानगी मिळावी ही विनंती.

शैक्षणिक सहलीवद्दल अधिक माहिती :-

रुट :- कराड → लोणावळा → नारायणी मंदिर → एकविरा आई मंदिर → राजमाची गार्डन → कराड.

अपेक्षित खर्च :- 40000 RS.

नियोजित दिनांक :- 4-5 जानेवारी.

क्रिष्णकांची नावे :-

- 1) श्रीमती. एस. सी. अस्मे.
- 2) श्रीमती. ए. एन. चव्हाण
- 3) श्री. एम. एस. बागवान
- 4) श्री. डॉ. जे. सु. दिक्षित.

Om Shanti Travellers, Umbraj - Om Joshi
9607848384

वस :- (Travellers, Bus driver license)

पालक - विद्यार्थी हमीपत्र जमा करण्यात येईल.

सहभागी विद्यार्थिची यादी :-

PAGE No.

DATE

/ /

सुलांची नावे

सही

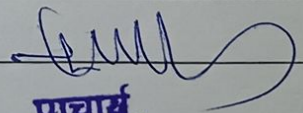
- | | | |
|-----|---------------------|--------------------|
| 1. | दर्शना बाबर | <u>Babar</u> |
| 2. | मिनल पवार | <u>Pawar</u> |
| 3. | कोमल सुगादरे | <u>Komal</u> |
| 4. | रोशनी खिलारे | <u>Khilare</u> |
| 5. | गायत्री खबाले | Khobale |
| 6. | सजदा आलाम | <u>Sajda</u> |
| 7. | वैष्णवी फडतरे | <u>Vaishnavi</u> |
| 8. | आरुख सानिका कदम | Kadam |
| 9. | आकांक्षा पिंपरी | <u>Akanksha</u> |
| 10. | सृष्टी हिमने | <u>Himane</u> |
| 11. | जाण्ढवी पाटील | <u>Patil</u> |
| 12. | प्रज्ञा कांबळे | <u>Kamble</u> |
| 13. | विनायक शेंगडे | <u>Vinayak</u> |
| 14. | प्रणव शोशत | <u>Pranav</u> |
| 15. | मानसी गाडे | <u>Manasi</u> |
| 16. | अंघिता येठे | <u>Angita</u> |
| 17. | कञ्जना शहादिवे | <u>Kanjana</u> |
| 18. | अरुणिका कांबळे | <u>Arunika</u> |
| 19. | ओमकार जंगम | <u>Omkar</u> |
| 20. | शिवप्रसाद कुमार्दरे | <u>Shivprasad</u> |
| 21. | प्रीकांत कुलकर्णी | <u>Prikanth</u> |
| 22. | मनोज पाळ | <u>Manoj</u> |
| 23. | सुरज होशमाने | <u>Suraj</u> |
| 24. | धनंजय गोरे | <u>Dhananjay</u> |
| 25. | रितिका पाटील | <u>Ritika</u> |
| 26. | रुनेहल विभुते | <u>Runehal</u> |
| 27. | वैष्णवी जमाले | <u>Vaishnavi</u> |
| 28. | सृष्टी खबाले | <u>Sruti</u> |

29.	आशाज सुलानी.	Anam
30.	आश्विनी मोरे.	Anore
31.	बांशी जाधव.	Gourjadhav
32.	सीमा माने.	Sinme
33.	नेहा कणसे.	Neha
34.	ओंकार अशिंदे	Onkar
35.	स्नानिका कुंभार	Sanni
36.	प्रतिक शोरान	Pratik
37.	शिवाजली आवतडे	Shivajli
38.	अंकिता चन्ने	Ankita
39.	प्रसुजा नावरे	Prasuja
40.	रोहन पाटील	Rohan

विद्यार्थी समन्वयक

१) सुरज शांताप्पा होसमणी [9175063468]
 २) दर्शना तुषार बाबर [9309823821]

सुरज व शिवाजली
 सुरज व शिवाजली
 सुरज व शिवाजली


 प्राचार्य,
 वेणुताई चव्हाण कॉलेज,
 कराड.

श्री शिवाजी शिक्षण संस्थेचे

वेणूताई चव्हाण कॉलेज, करांड (जि. सातारा)

सहल विभाग

दिनांक 03/09/2028

प्रतिज्ञा पत्र

मी अंकिता सुनिल चव्हे

बी.ए. / बी.कॉम भाग 3 या वर्गात शिकत आहे. माझा रोल नंबर - 1645 आहे. महाविद्यालयाने/

महाविद्यालयाच्या Commerce विभागाने आयोजित केलेल्या सहलीमध्ये मी, स्वतःच्या संपूर्ण जबाबदारीवर

सहभागी होत आहे. सहलीच्या सुयोग्य आयोजनाबाबत महाविद्यालयाच्या व सहल विभागाच्या नियमांचे मी काटेकोर

पालन करीन. माझ्या गैर/बेशिस्त वर्तनाने सहल आयोजनामध्ये गैरशिस्त निर्माण झाल्यास किंवा महाविद्यालयाची

बदनामी झाल्यास सहल प्रमुख, सहल विभाग आणि महाविद्यालय जी काही कारवाई, शिक्षा देईल ती मला पूर्णतः मान्य

असेल व माझ्यावर बंधनकारक असेल. हे मी प्रतिज्ञापूर्वक लिहून देत आहे.

कळावे,

दिनांक - 03/09/2028

आपला विश्वासू,

(अंकिता)
विद्यार्थ्याची सही.

प्रतिज्ञा पत्र

मी सुनिल जगन्नाथ चव्हे सा. रहाटणी

ता. खाटाव जि. सातारा माझा पाल्य श्री/कु. अंकिता

आपल्या महाविद्यालयात B.COM III या वर्गात शिकत आहे. त्याला मी

माझ्या संपूर्ण जबाबदारीवर सहलीसाठी पाठवित आहे. माझ्या पाल्याच्या गैरवर्तनाने सहलीमध्ये बेशिस्त निर्माण झाल्यास

अथवा महाविद्यालयाची बदनामी झाल्यास त्याच्यावर सहल प्रमुख, सहल विभाग व महाविद्यालय जी कारवाई करेल ती

मला पूर्णतः मान्य असेल व माझ्यावर बंधनकारक असेल. असे मी प्रतिज्ञापूर्वक लिहून देत आहे.

कळावे,

दिनांक - 03/09/2028

आपला विश्वासू,

(सुनिल)
पाल्याची सही

श्री शिवाजी शिक्षण संस्थेचे
वेणूताई चव्हाण कॉलेज, कराड (जि. सातारा)

सहल विभाग दिनांक / / २००

प्रतिज्ञा पत्र

मी शिंदे झोकार आनंदराव

बी.ए. / बी.कॉम भाग II या वर्गात शिकत आहे. माझा रोल नंबर - 1525 आहे. महाविद्यालयाने/ महाविद्यालयाच्या कमर्स विभागाने आयोजित केलेल्या सहलीमध्ये मी, स्वतःच्या संपूर्ण जबाबदारीवर सहभागी होत आहे. सहलीच्या सुयोग्य आयोजनाबाबत महाविद्यालयाच्या व सहल विभागाच्या नियमांचे मी काटेकोर पालन करीन. माझ्या गैर/बेशिस्त वर्तनाने सहल आयोजनामध्ये गैरशिस्त निर्माण झाल्यास किंवा महाविद्यालयाची बदनामी झाल्यास सहल प्रमुख, सहल विभाग आणि महाविद्यालय जी काही कारवाई, शिक्षा देईल ती मला पूर्णतः मान्य असेल व माझ्यावर बंधनकारक असेल: हे मी प्रतिज्ञापूर्वक लिहून देत आहे.

कळावे,
दिनांक - ५ / ३ / २३

आपला विश्वासू,

(Shinde)
विद्यार्थ्याची सही.

प्रतिज्ञा पत्र

मी आनंद झोकार शिंदे सा. विंदा

ता. कराड जि. सातारा माझा पाल्य श्री/कु. झोकार आनंदराव

शिंदे आपल्या महाविद्यालयात B.Com : II या वर्गात शिकत आहे. त्याला मी माझ्या संपूर्ण जबाबदारीवर सहलीसाठी पाठवित आहे. माझ्या पाल्याच्या गैरवर्तनाने सहलीमध्ये बेशिस्त निर्माण झाल्यास अथवा महाविद्यालयाची बदनामी झाल्यास त्याच्यावर सहल प्रमुख, सहल विभाग व महाविद्यालय जी कारवाई करेल ती मला पूर्णतः मान्य असेल व माझ्यावर बंधनकारक असेल. असे मी प्रतिज्ञापूर्वक लिहून देत आहे.

कळावे,
दिनांक - ५ / ३ / २०२३

आपला विश्वासू,

(Shinde)
पाल्याची सही



Q95Q+W9Q, Khandala, Lonavala, Kune N.m., Maharashtra 410403, India

Latitude

18.759823333333333°

Longitude

73.38845333333333°

Local 01:14:13 PM

GMT 07:44:13 AM

Altitude 573 meters

Friday, 05.01.2024