

REPORT ON FIELD TRIP

On 21st August, 2018, a group of 36 students of B.Com 5th Semester, Marketing Honours, visited the Urlong Tea IVCS Ltd, a project started by the Mawlynngot Village Cooperative Society, in order to understand more about village cooperatives, how they started and function. The Chairman, Mr. B. Nongspung, showed the students how tea is processed and also gave a lecture on village cooperatives their functions and experiences followed by an interactive session between Bah Nongspung, the staff and the students. The visit helped the students understand the value of starting a cooperative and were able to identify more with the practical side of the curriculum thereby bridging the gap between theory and practice. They also learned about the market and sale potential of urlong tea, its packaging issues, how they got certification to export the tea. We like to thank the Chairman for sparing his valuable time and educating the students about cooperatives, its aim, functions and benefits.



B.Com 5th Semester Marketing Honours Students with Mr. B. Nongspung, Chairman, Urlong Tea IVCS Ltd and Teacher Smt. P. Khonglah at the Urlong Tea Processing Centre on 21st August, 2018, Mawlynngot, Meghalaya.

K.D. Roy
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Permission for field visit

Inbox

piarlincy khonglah <piarlincy@gmail.com>

Fri, Aug 10,
2018, 12:28
PM

to urlongtea

Dear Bah Nongspung,

Base on our phone conversation, I would like to request you to kindly allow our Commerce 5th Semester Students (Total No 36 students and 1 teacher) to visit your established unit, as they have a paper in their curriculum i.e Rural and Agricultural Marketing. I would also be very grateful if you can brief the students about Cooperative Societies, the unit , the different product lines and marketing strategy and challenges face by the unit. The date for the visit can be either on the 14th August, 2018 or 21st August, 2018 or any other date and time as per your convenience.

Thanking you,

yours sincerely,

Mrs. P.

Khonglah

Asst.Professor. Department of Commerce
phone no. 9774356044



Lisenbor Nongspung <urlongtea@gmail.com>

Mon, Aug 13,
2018, 7:11 AM

to me

Hi Piarlincy khonglah,

with reference to your request for a Field Visit to Urlong Tea IVCS Ltd, we as a society are happy to know about your interest in the progress and success of our project.

We'd be happy to receive your Commerce 5th Semester Students of Total No 36 students and 1 teacher and acquaint them with our project.

Your Field visit is scheduled on the 21th August, 2018. There will be a small fee levied on the visit depending on the number of visitors. with the above mentioned information we can do allocate a suitable consultant and make all the necessary arrangement from our side.

We charge Rs 180/- for visiting and Consultant for per person. You are a group of 36 Students and 1 Teacher. So the charge for the visit and consultant will be $37 \times 180 =$ Rs.6660/-. Since you are a group of students and teacher on an educational visit, we have reduced the fees to less than half. Now the charges will be Rs 85/- only for per

person. The total fees for the visit will be $37 \times 85 = \text{Rs } 3148/-$ only.

Note: Extra charges will be applied for the Photograph (INR 40 Each)

Tea will be complimentary from Urlong Tea IVCS Ltd.

If you have any further question or queries, kindly reply to the mail.

Regards

Urlong Tea IVCS, Ltd.

+9862235097.
