



## ST.XAVIER'S COLLEGE, MAPUSAGOA

### Report of Activity conducted in the Academic Year 2025-26

<b>Name of Activity</b>	<b>TYBBA INDUSTRIAL VISIT</b>
<b>Date/Duration</b>	13/08/2025 9.00 a.m. to 4.00 p.m.
<b>Venue</b>	Paul John Distillery and The Eden Eco Resort, Cuncolim
<b>Name of organizing Department/Cell</b>	Department of BBA
<b>In collaboration with</b>	
<b>Name/s of Faculty Coordinator</b>	Ms. Charmaine Dias and Mr. Vernon Desa
<b>Stratum of Event</b>	For TY students
<b>Name &amp; details of Resource Person/s If any</b>	Mr. Jagannath Poke, Senior Officer, Paul John Distillery and Mr. Wenceslao Fernandes, Manager, The Eden Eco Resort.
<b>Report</b>	<p style="text-align: center;"><b><u>INDUSTRIAL VISIT REPORT</u></b></p> <p>As part of the experiential learning initiative of the TYBBA program, the students undertook an industrial-cum-educational visit to Paul John Distillery, Goa and The Eden Eco Resort. The purpose of the visit was to bridge the gap between theoretical knowledge and practical applications in business, operations and sustainability.</p> <p><b>Objectives of the Visit</b></p> <ol style="list-style-type: none"> <li>1. To understand the production process of premium single malt whisky at Paul John Distillery.</li> <li>2. To observe quality control, branding, and export practices of a global product.</li> <li>3. To study sustainable tourism and eco-friendly business models at The Eden Eco Resort.</li> <li>4. To explore career opportunities in beverage manufacturing, marketing, and hospitality.</li> <li>5. To integrate classroom learning with industry exposure.</li> </ol> <p>The students were acquainted in the following areas at the Distillery and the Eco Resort:-</p> <p>Production Process: Students witnessed the complete whisky-making process – malting, fermentation, distillation, maturation, and bottling.</p> <p>- Quality Assurance: Strict quality checks and adherence to global standards.</p> <p>- Branding &amp; Marketing: Emphasis on storytelling, premium packaging, and international market positioning.</p>

	<ul style="list-style-type: none"> <li>- Sustainability: Efficient use of water, waste management, and environmental responsibility in production.</li> </ul> <p>Sustainable Business Model: Use of solar energy, rainwater harvesting, and organic farming.</p> <ul style="list-style-type: none"> <li>- Community Involvement: Local employment opportunities and sourcing of local produce.</li> <li>- Marketing Strategy: Positioning as an eco-luxury destination appealing to environmentally conscious travelers.</li> </ul> <p>The industrial visit to Paul John Distillery and The Eden Eco Resort proved to be highly enriching for the TYBBA students. It gave them a holistic view of how businesses operate in different sectors while maintaining quality, innovation, and sustainability. The visit successfully blended academic learning with real-world exposure, thereby contributing to the overall development of the students as future managers and entrepreneurs.</p>
<b>Brochure/Poster</b>	NA
<b>Photographs</b>	<a href="https://xavierscollegegoa.ac.in/wp-content/uploads/2025/08/Paul-John-Distillery-1.pdf">https://xavierscollegegoa.ac.in/wp-content/uploads/2025/08/Paul-John-Distillery-1.pdf</a>
<b>List of participants With signatures</b>	NA
<b>Certificate</b>	NA