



ST.XAVIER'S COLLEGE, MAPUSAGOA

Report of Activity conducted in the Academic Year 2025-26

Name of Activity	SYBBA FIELD VISIT
Date/Duration	25/02/2026 8.30 a.m. to 4.00 p.m.
Venue	Rasraj Farms, Mollem, Goa
Name of organizing Department/Cell	Department of BBA
In collaboration with	
Name/s of Faculty Coordinator	Ms. Charmaine Dias and Mr. Vernon Desa
Stratum of Event	For SY students
Name & details of Resource Person/s If any	Mr. Vandit Naik, Founder and Owner
Report	<p>On 25 February 2026, students of SYBBA Batch 2024-2027 participated in an educational field trip to Rasraj Goa Farms, an award-winning 34-acre organic venture in Mollem. The visit provided a practical lens into agri-entrepreneurship and strategic management.</p> <p>Students explored Rasraj's direct-to-consumer (D2C) model, observing how the farm markets fresh produce like milk, honey, organic fertiliser and other farm products. Owner Vandit Naik detailed the farm's "farm-to-table" strategy, emphasizing value-added retail through eco-tourism and organic branding. The visit highlighted leadership through the Naik family's journey of transforming barren land into a fertile ecosystem. Students engaged in collaborative activities, including hands-on sessions in vermicomposting and beekeeping. These tasks required effective communication and coordination, demonstrating how integrated farming relies on seamless teamwork across dairy, nursery, and hospitality units.</p> <p>The trip successfully bridged theoretical concepts with real-world application. Students learned that sustainable leadership and innovative sales strategies are vital for modern retail success in the competitive organic sector.</p>

	<u>INDUSTRIAL VISIT REPORT</u>
Brochure/Poster	NA
Photographs	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/03/Photographs-of-SYBBA-FIELD-VISIT-.pdf
List of participants With signatures	NA
Certificate	NA