

REPORT ON
INDUSTRIAL VISIT TO KANAN DEVAN HILLS
PLANTATIONS COMPANY (P) LIMITED ON
24th APRIL 2024

II M.COM 2023-2024 (EVEN SEMESTER)

Organized by

DEPARTMENT OF COMMERCE

School of Social Sciences and Humanities

B.S. Abdur Rahman Crescent Institute of Science and Technology

GST Road, Vandalur, Chennai-600048, Tamil Nadu, India



The department of commerce has organized a one day industrial visit to Kanan Devan Hills Plantations Company private limited at Mattupetty, Idukki district On April 24, 2024, 22 students of II M.Com (General) along with two faculty members - Dr. Kogila and Dr. Sebastin - had the privilege of embarking on an educational and insightful industrial visit.

KANAN DEVAN HILLS COMPANY PRIVATE LIMITED:

Kanan Devan Hills Plantations Company Private Limited (KDHP) is a privately owned Indian consumer goods and tea plantation company headquartered in Idukki district, Kerala. The company was formed in 2005 post the exit of Tata Tea from its plantations in Munnar. Tata Tea Ltd restructured and transferred its holdings to the Kanan Devan Hills village under participatory management.

The company retails its products under the Ripple Tea brand name. Ripple Tea products include a variety of teas, essential oils and aromatic products, incense sticks and coffee.

Induction program

Our visit commenced with an interactive session with the **manager Arun kumar**. The manager provided valuable insights into the Kanan Devan Hills Plantations Company, processing, packaging and distribution of tea products. They emphasized the company's commitment to fostering a hygienic environment in the factory.

Company Background -

Carrying forward a lineage that dates back over 136 years to the British Colonial Raj era, the Kanan Devan Hills Plantations Company Private Limited (KDHP) succeeded Tata Tea Limited on 1st April, 2005, when the latter exited most of its plantations in Munnar to focus on the growth of its branded tea business. During the year 2004-2005, owing to the general crisis prevalent in the tea industry at the time, Tata Tea Ltd restructured and came up with a proposal to transfer its holdings in the Kanan Devan

Hills Village. This was done as part of a restructuring exercise evolved through a detailed study, particularly taking note of the prevalent crisis in the tea industry.

Thus, the Kanan Devan Hills Plantations Company was formed, making it the largest employee-owned tea company in the world. Encompassing the Participatory Management System of operations, where the shareholders of the company are mainly its employees – a novel concept in the plantation industry credited to the farsighted vision of the company’s Founding Managing Director, Late. Mr. T.V. Alexander – about 60% of the subscribed share capital of the company is held by its employees, and almost 99.9% of its employees are shareholders of the company. With 12,000 plus employees and 12 departments governing the various functional areas of the company, KDHP covers a total area of 23,783 hectares, all located in the High Ranges of Idukki District in Kerala. As the largest tea corporate in South India, the company also occupies a prestigious place on the tea map of Kerala, constituting 24.3% of the total tea area in the State and accounting for 31.5% of the production in the State.

A unique feature of the Kanan Devan hills Plantations Company Pvt Ltd is the implementation of the Participatory Management System, introduced with a view to ensure full participation of the employees in the management of the company. As part of this three-tier structure that encompasses all the sections of the employees of the company, one worker representative and one staff representative are nominated as Directors on the Board of the company. The employees identified as the Best Worker and Best Staff in a year are nominated to the Board during the following financial year.



Branded operations:

In the year 2010, while primarily being a B2B player, KDHP launched its consumer brand Ripple Tea for distribution in retail outlets across Munnar, Kerala.

Ecommerce operations:

In 2015, Kanan Devan Hills Plantations Company Private Limited launched its e-commerce portal for distribution across India. In 2020, KDHP re-launched an independent e-comm portal for Ripple Tea.

Retail outlet operations:

The company ventured into branded retail outlets in 2018 with the launch of three Chai Bazar Outlets in Munnar. These were further expanded in 2019 under the franchise model with the opening of an outlet in Kumily, Kerala.

Environmental record:

KDHP took a step forward towards sustainably grown teas in 2014, by getting certified by Rainforest Alliance. The company has USDA Organic certification for 300 acres of its plantations at Top Station and Fairtrade certification at Chundavurrai estate since 2009. KDHP estates and factories obtained Trustea certification in 2014.



After the session gets over, we have lunch and refreshments. Then students were allowed inside the factory to view the process. We return to Chennai central on 26.04.2024.



Idukki, Kerala, India
 6695+76J, Kerala 685620, India
 Lat 10.218258°
 Long 77.208858°
 24/04/24 01:53 PM GMT +05:30

CERTIFICATES:



Kanan Devan Hills Plantations Company Private Limited

Ref.No.IR/MSO

25th April 2024

TO WHOMSOEVER IT MAY CONCERN

CERTIFICATE

This is to certify that 50 students of Commerce Department along with the faculties from Crescent Institute of Science & Technology, Chennai, visited our Madupatty Tea Factory on 24th April 2024 in connection with their industrial visit.

for KDHP COMPANY PRIVATE LIMITED.

For Impersonation

Registered Office:

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Fax: +91 4868 255 555

Website: www.kdhptea.com

E mail: info@kdhptea.co.in

Corporate Identity Number: U01132KL2005PTC018014

TESTIMONIALS



SANTHOSH KUMAR K.T. An industrial visit to Kanan devan company was organized on (24/04/23) for the first-year M.Com students. The industrial visit to the tea factory offered an incredibly comprehensive understanding of the entire tea production process, from cultivation to packaging. Witnessing each step firsthand, from the plucking of fresh tea leaves to their withering, rolling, oxidation, and drying, provided invaluable insights into the intricacies of tea manufacturing. Additionally, engaging with the factory's knowledgeable staff enabled a deeper appreciation for the technical aspects involved, such as machinery operation and quality control measures.



AISHWARYA S .An industrial visit to Kanan devan tea factory was organized on (24/04/23) for the first-year M.Com students. The visit fostered an interactive learning environment where participants actively engaged with the processes and machinery, gaining a practical understanding of tea production. Opportunities to participate in tasks like leaf sorting or packaging not only enhanced comprehension but also added a hands-on dimension to the experience, making it memorable and impactful. Moreover, the ability to ask questions and interact with industry professionals facilitated a deeper understanding of the challenges and innovations within the tea manufacturing sector.



SHIVI KRISHNAN. K During our recent industrial visit to Kanan devan tea factory .One of the most enlightening aspects of the visit was gaining insights into the rigorous quality assurance practices employed by the tea factory. Observing the meticulous testing procedures for ensuring taste, aroma, and appearance standards underscored the company's commitment to delivering superior quality products to consumers. Understanding how factors like climate, soil conditions, and processing techniques influence the final product's characteristics provided valuable context for appreciating the nuances of tea production and its impact on consumer preferences.



PUSHPA LATHA R- I recently visited Kanan devan tea factory, and The industrial visit shed light on the tea factory's sustainability initiatives and ethical practices, which are increasingly important considerations for consumers and businesses alike. Learning about initiatives such as organic farming methods, waste management systems, and fair trade practices highlighted the company's commitment to environmental stewardship and social responsibility. Witnessing firsthand how these initiatives are integrated into daily operations not only underscored their significance but also inspired a deeper appreciation us.