



REPORT ON MANAGEMENT PROGRAMME FOR EMPLOYEES OF MAPRO INDIA PVT LTD.

A. Introduction:

Mapro Foods manufactures Fruit Jams; Fruit beverage concentrates – Crushes and Squashes; and Fruit Bars. With an annual processing capacity of around 30 thousand MT, Mapro is a market leader in Western India. The company has grown organically over the last five decades with sustained profitability. Known for its quality and innovation, Mapro has been built on its founder's philosophy of developing products that are wholesome, nutritious, value-for-money, and imaginative.

Mapro's portfolio of products provides a high quotient of natural fruit in the form of Jams, Fruit bars and chews, Syrups, Crushes, Squashes, and Dessert Toppings. Mapro has been a pioneer of fruit-based confectionery in India, with its first jelly sweets being made from fruit juices and liquid glucose. The 'Falero' pulpy fruit chews, which are better known as 'pates de Fruit' in the rest of the world – are excellent exemplars of Mapro's very own Innovation Labs.

Considering the wide portfolio of products, delivering effective customer service is a vital component of the sales program to be designed for the front line sales people. Keeping this in mind Mapro India Pvt Ltd is trying to achieve the goals of the organization through enriching the knowledge of human capital. Hence as a part of the initiative, Mapro India Pvt Ltd organized 2 training programs on the topics of Motivation, Team building and Organizational development Initiative.

B. Objectives of the session:

1. To Increase productivity of the front line sales force of Mapro
2. To improve motivational level of the front line sales force of Mapro.
3. To ensure greater team building and interpersonal skills of front line sales force of Mapro.
4. To improve customer relations resulting in greater selling skills.
5. To build positive mindset in front line sales force of Mapro.

C. Importance of the Programme.

- The training facilitated the change in mindset from negativity to value addition to business.
- The training provided an opportunity to the sales people to interact and understand the importance of team building and positive mindset to be adopted while dealing with customers.
- This program helped the participants to increase the knowledge of selling in the service industry where customers form opinions about the company based on service deliverables of front line sales force.
- This program created a platform to the participants to develop them personally and professionally.

D. Methodology of the Programme:

The Programme commenced with the lightning of the lamp by the trainers viz **Prof. Shilpa R Kankonkar** and **Prof Nanadini Desai**, faculty, DYPIMS and The HR Head, **Gauri Nanda Sawant**, at 11:00 am at auditorium Of **Hotel Millenium Park**, Panchgani, India .The schedule was followed as below:

Sr. No	Particulars	Time	Facilitators of The Programme
1.	Welcome Address of The Session, Lightning of the lamp & Felicitation of Trainers.	10 Mins	MrsGauriNanda, HR Head , Mapro India Pvt Ltd.
2.	1 st Session On: a. Motivation b. Handling negativity at workplace.	180 Mins	Prof. Nandini Desai, Faculty , DYPIMS
Break			
3.	2nd session on : a. Team Building b. Organisational Development Initiative through Team Building exercise.	180 Mins	Prof Shilpa R Kankonkar, Faculty, DYPIMS

Tea Break			
4.	Question and answers session followed with Feedback of the Programme	10Mins	Prof. Nandini Desai & Prof Shilpa R. Kankonkar & Mrs Gauri Nanda, HR Head , Mapro India Pvt Ltd.

The programme was an interesting combination of PPT presentations, Videos, , OD interventions , Practical Task Test. .

- Organisational Development Activities conducted during the MDP:
 - 4th Feb 2015: **Paper Tower Activity** followed the discussion on learning's from the activity.(Annexure attached)
 - 18th Feb 2015: **Balloon Activity and New concept Development** (Annexures attached)

E. Professional Fees : Rs 10,000 + TA and DA.

F. Time,Date and Venue and Schedule of the said Programme:4th and 18th Feb 2016,Hotel Millenium, Panchgani, India From 11:00 am to 6: 00 Pm.

G. Details of the Trainers of The Programme and Students Co-ordinators :

- Prof. Nandini Desai, Faculty, DYPIMS.
- Prof. Shilpa R Kankonkar, Faculty, DYPIMS.
- Mr. Ritesh Gholap MBA – II nd Year
- Mr. Nilay Jagtap - MBA – II nd Year
- Mr. Asim Ahmad - MBA – Ist Year
- Mr. Ritul Prajapati - MBA – Ist Year

H. Details of the Participants:

- Details of the Total No of the Participants of the Programme: 50.

H. Glimpses of the Event: In the Following Pages:







Editorial By:



Prof. Nandini Desai
MDP - Chairman



Prof. Shilpa R Kankonkar
MDP – Member

Our Visionaries:



Dr. Surya Ramdas
Director



Mr. Bharat Chavan Patil,
(Managing Director – Operations)