

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kaumarswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC)

INDUSTRY VISIT

A Visit to Mercara Gold Estate

Department: MBA (BU)

Date: 3 & 4-10-2024

Sl. No.	Particulars	Event related Details		
1.	Event*	Industry Visit		
2.	Title of the Event	A Visit to Mercara Gold Estate		
3.	Date	3-10-2024 & 4-10-2024		
4.	Time	2:30 PM To 4:30 PM		
5.	Venue	Mercara Gold Estate, Madikeri		
6.	Resource Person 1 Details ** (Profile to be enclosed)	NA		
7.	Topics Covered	NA		
8.	Resource Person 2 Details** (Profile to be enclosed)	NA		
9.	Topics Covered	NA		
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal: 01		External: Nil



Sl. No.	Particulars	Event related Details		
11	No. Student Participants (Enclose a copy of names with signatures)	Internal: 45		External: Nil
12	Faculty Coordinator/s	Prof.NAYANA T		
13	Student Coordinator/s	Nagbhushan, Sagar, Rohan, Koushik& Kiran		
14	Total Expenditure (Details to be enclosed)	NA		
15	Sponsors and Amount (if any)	NA		
16	Agenda of the Event (Enclose a copy)	NA		
17	Report uploaded on college website? If yes, give details:	NA		
18	Report sent to media? If yes, give details:	NIL		
19	Report uploaded in Social Media? If yes, give details:	NA		
20	Certificates Printed? (Enclose a copy***)	NA		
21	Feedback Collected? (Enclose a copy***)	-		
22	Summary of the Event (Minimum 100	The Mercara Gold Estate, this estate is not just a coffee plantation; it is an		



Sl. No.	Particulars	Event related Details
	words)	<p>experience of understanding the journey of coffee from its origins to the cup. The visit began with a guided tour of the estate, where we were introduced to the art of coffee cultivation. The guide walked us through the different stages of coffee production. We learned about the three major types of coffee seeds grown on the estate—Arabica, Robusta, and Liberica. Each type had its own unique characteristics, and it was fascinating to understand how factors like altitude, climate, and soil affected the taste of the coffee. In addition to coffee, the estate also grows a variety of other crops, including cocoa, cinnamon, cardamom, tapioca, and pepper. The guide explained how these crops are cultivated alongside coffee, contributing to the estate's sustainability and biodiversity. This intercropping technique not only maximizes land use but also ensures a balance of nutrients in the soil. One of the most intriguing parts of the tour was learning about the evolution of coffee-making equipment. From traditional grinding methods using hand-cranked tools to modern machines, we saw how technology has changed the way coffee is produced and consumed. The guide also explained the different methods of coffee preparation used in various parts of the world, adding to our global perspective on the beverage. Finally, the most awaited part of the visit—the coffee tasting session. We were offered freshly brewed coffee made from the estate's own beans. The aroma was rich and inviting, and the taste was nothing short of exceptional. Each sip was a reminder of the effort and expertise that goes into every cup of coffee we enjoy. After a fulfilling day of learning about coffee and experiencing the plantation's offerings, we returned to the resort.</p>
23	Photographs of the Event (At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)	Attendance details attached



**Notes:**


\* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

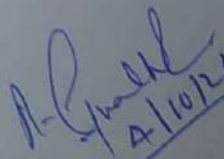
\*\* Name / Organization / Designation / Area of Expertise

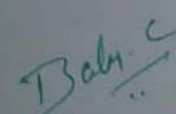
\*\*\* Format Copy need to be attached and hard copy need to be filed

PS: Whichever column is not applicable, write as NA.

  
Event Coordinator

  
HOD/Director

  
IQAC Coordinator

  
Principal

IQAC Co-ordinator  
Dayananda Sagar College of Arts,  
Science & Commerce  
Kumara Swamy Layout, Bengaluru 560 111  
Dayananda Sagar College of Art  
Science & Commerce  
Kumara Swamy Layout, Bengaluru 560 111

Photos:



Figure 1: Mercara Gold Estate



Figure 2: Estate entrance

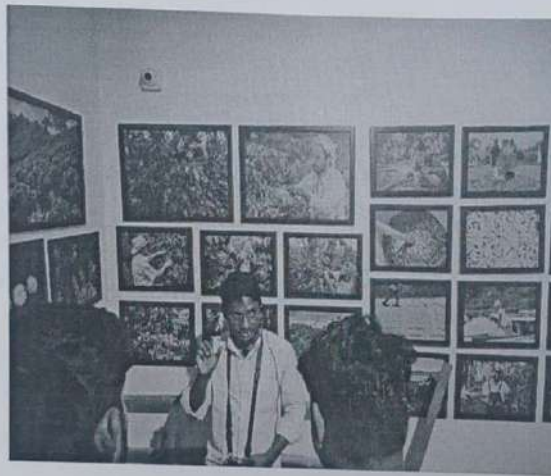


Figure 3: Coffee History



Figure 4: Ancient roasting



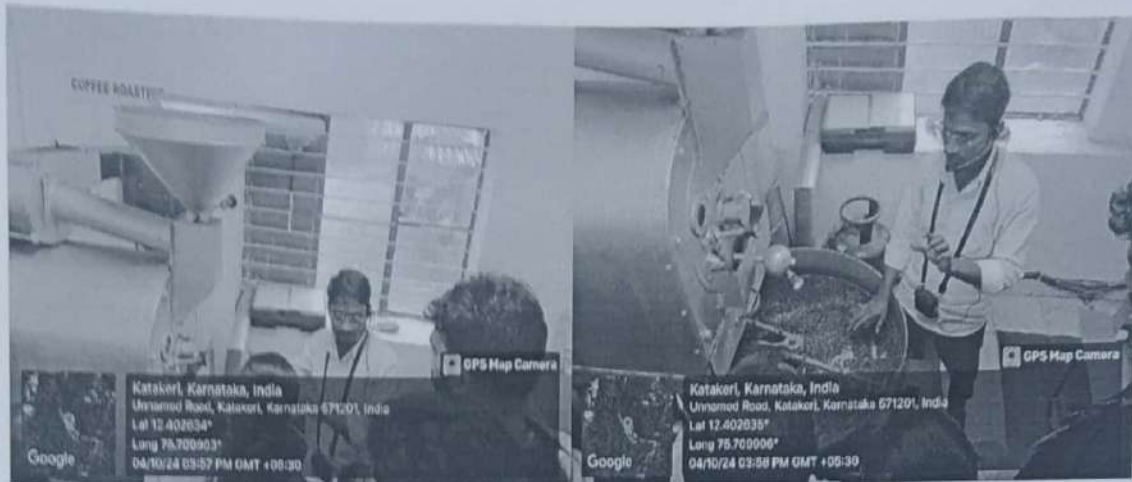


Figure 5: Modern Coffee roasting



Figure 6: Coffee filters

Figure 7: Coffee sets

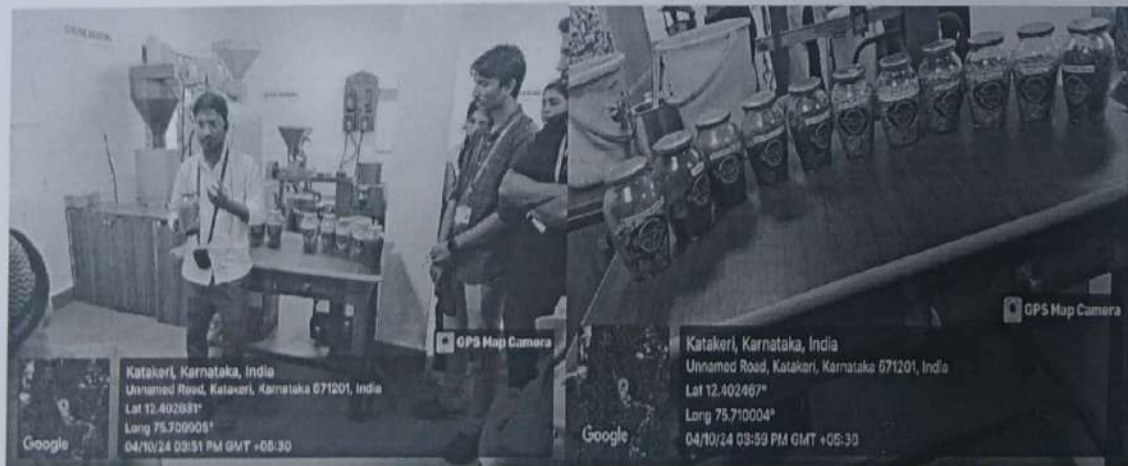


Figure 8: Coffee types





Figure 9: Coffee seeds dispensers



Figure 10: Coffee menu



Figure 11: Cocoa fermentation



Figure 12: Cultivation

Figure 13: Cardamom cultivation



Figure 14: Black Pepper cultivation



Figure 15: Citron lime cultivation



Figure 16: Bay leaf and Cinnamon cultivation



Figure 17: Group picture with guide



Figure 18: Group picture with Faculty Co-ordinator Prof. Nayana T



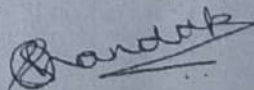
# SUN BLESSED COFFEE PVT. LTD.

Registered Office: 1/22, Asaf Ali Road, New Delhi 110002,  
Branch Office: D No. 11(B), 200(1), Race Course Road, Madikeri, Karnataka, 571201  
E-mail: [sales@mercaragoldestate.com](mailto:sales@mercaragoldestate.com) Website: [www.mercaragoldestate.com](http://www.mercaragoldestate.com)

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that 45, first year (second semester), students from the MBA – BU batch of Dayanand Sagar College of Arts, Science and Commerce, Bangalore visited our organization on 4<sup>th</sup> October, 2024 as part of their industrial visit.



For SUN BLESSED COFFEE (PVT.) LTD.  
  
DIRECTOR



(Mercara Gold Estate is managed and operated by Sun Blessed Coffee Pvt Ltd)





**Dayananda Sagar College of Arts, Science & Commerce**  
**Department of MBA-BU**  
**Industry Visiting Student List-2024-25**

Faculty Coordinator: Prof. Nayana T

S. No.	Name	UBN	Signature 03.10.2024	Signature 05.10.2024
1	Pradumna P ✓	P03CJ23M016133		
2	Priya Kademani ✓	P03CJ23M015025		
3	Anagha G ✓	P03CJ23M015005		
4	Nayana L S ✓	P03CJ23M015144		
5	Rohan Sutrave ✓	P03CJ23M015034		
6	Jeethan	P03CJ23M015017		
7	Kavya M	P03CJ23M015141		
8	Surabhi	P03CJ23M015022		
9	Monal Roy ✓	P03CJ23M015089		
10	Sindhu	P03CJ23M015018		
11	Darshan G V	P03CJ23M015030		
12	Shreenidhi	P03CJ23M015090		
13	Chandana C	P03CJ23M015235		
14	Vinay Kumar V ✓	P03CJ23M015024		
15	Pani Supraj ✓	P03CJ23M015023		
16	Nagabhushan	P03CJ23M015056		
17	Mohammed Ibrahim	P03CJ23M015129		
18	Chaitra	P03CJ23M015006		
19	Hrishitha	P03CJ23M015027		
20	Varsha	P03CJ23M015020		
21	Keerthi	P03CJ23M015020		
22	Brishitha	P03CJ23M015211		
23	Sanjana	P03CJ23M015210		
24	Nisargha	P03CJ23M015205		
25	Sadyuth	P03CJ23M015233		
26	Rohan S	P03CJ23M015014		
27	Jaiprasad R	P03CJ23M015020		
28	Arjun Kumar	P03CJ23M015118		
29	Aravind Rathod	P03CJ23M015047		
30	Saleha Aftab	P03CJ23M015043		
31	Kiran MA	P03CJ23M015009		
32	Kiran Kumar	P03CJ23M015168		
33	Sagar S	P03CJ23M015148		
34	Koushik	P03CJ23M015012		
35	Sri Ram Sundar	P03CJ23M015152		
36	Gagan Gowda	P03CJ23M015008		
37	Prassanna Kumar	P03CJ23M015021		
38	Basavaraj	P03CJ23M015216		
39	Saiprasad	P03CJ23M015122		
40	Amrutha	P03CJ23M015127		
41	Ujwal	P03CJ23M015128		
42	Pavan BS	P03CJ23M015215		
43	Ayush Aman	P03CJ23M015015		
44	Anikethan	P03CJ23M015041		
45	Manoj	P03CJ23M015011		

