

Consultancy Visit to ANU CORBON

On October 16th 2025, 15 Students from the Department of Business Administration, Thiagarajar College accompanied by Dr. K. Thiruppathy visited **ANU CORBON** located at Alanganallur, Madurai. The company specializes in producing coconut shell powder and coconut shell chips made from coconut shells. The product is known for its high toughness, excellent durability, and increased abrasion-resistant properties.

Upon arrival, students were warmly welcomed by the company staff. They then gave a brief orientation about the industry's history and significance. The manager took the students through different sections of the industry, where they were able to witness each stage of coconut shell powder and chips processing.

With a range of applications across industries, Anu Corbon has potential for growth and expansion. They primarily focus leveraging the expertise and resources of the Department of Business Administration to drive growth, improve efficiency, and increase its competitiveness in the market.

The manager discussed with students on how they can support on digital marketing and distribution channel enhancement. The students are divided into groups to work on different areas such as market diversification, product

development, product viability, customer requirements, data collection and team collaborations.

This **CONSULTANCY VISIT** was concluded with a brief presentation by Dr. K. Thiruppathy on the significance of a consultancy visit programme and what the students are expected to do. The students then thanked the staff of Anu Carbon and Dr. K. Thiruppathy and Dr.D.Anbugeetha for their suggestion and guidance, which made the visit meaningful.



