

Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE & Affiliated With GGSIP University)

DOSSIER

On

Industry Visit

To

SSIPL

For the students of MBA

On

August 21, 2017



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Ms. Deepika Varshney

Assistant Professor

Ms. Swati Oberoi

Editor, Literary Club

Dr. Irameet Kaur

Chairperson, Literary Club

Prof. (Dr.) Raman Garg

Director (Officiating), RDIAS

FORM A

Proposal:

- **Name of the event to be organized:** Industry Visit to SSIPL
- **Date:** August 21, 2017
- **Time:** 08:00 am - 01:00 pm
- **Venue:** Sersa Road, Kundli, Sonipat (Haryana)
- **Motivation for the activity:** The objective of an industrial visit was to gain first-hand information regarding the process used in manufacturing sport shoes.
- **Organized by:** Training & Placement Department

FORM B

Part 1

Aim of the event:

The aim of this Industrial Visit was to provide an exposure to the students regarding the working environment, process, level of automation, technical specification and management practices followed in SSIPL Retail Ltd. and to provide them a platform where they can interact with industry experts.

The Industrial visit provided greater clarity to the students about various technical concepts for students as they can practically see how these concepts are put into action. It provides an opportunity to learn practically through interaction, working methods and employment practices. Visiting a company gives a practical perspective on the world of work. It helps to bridge the gap between classroom and the real field world. Students are benefited to learn about “real life” examples of business.

Part 2

Abstract:

The Industry Visit to SSIPL (P) Ltd, a leader in outsourcing and manufacturing of Sports shoes of renowned brands like Puma, reebok, Nike, Essex etc. to name a few. This visit was of MBA First Semester Morning Section B. SSIPL Retail Limited ("SSIPL") was constituted in the year 1994 and set up its first footwear manufacturing plant at Kundli, Sonapat in the year 1995 in 12 Acres. SSIPL is the largest authorized footwear manufacturer for brand Nike in India for over 20 years. SSIPL Retail Limited operates six footwear-manufacturing facilities in the states of Haryana, Uttarakhand and Himachal Pradesh. Two facilities at Himachal and the facility at Uttarakhand are in the tax-holiday zone and enjoy certain income tax and excise duty exemptions. SSIPL's retail foray began in 1998 with the opening of its first retail outlet.

The visit commenced with a warm welcome of the students by Ms. Manju, HR Manager. She gave us a briefly narration about working environment and production process of SSIPL Retail Ltd. After that, students were taken a tour of the entire plants as well as raw material store where they were shown the complete production zone for crystal clear understanding of students.

The process of manufacturing was divided into three parts

- Upper part manufacturing the upper part of shoe done in Kundli
- Lower part manufacturing the sole done in Kundli
- Assembling means joining the upper and lower part (done in Uttrakhand for tax-holiday zone)

Students accumulated hands on experience on entire manufacturing process and maintenance of Inventory Management. A huge number of questions were asked by students like the turnover of the Industry, minimum eligibility to get hired here, and coordination required of different departments to make product from conversion of raw material and contribution in CSR etc. All the queries were handled in a most satisfactory manner by the manufacturing supervisors. At the last students were provided refreshment. The overall experience was enriching and acquainted the students with application of management principles.

Part 3

Conclusion

Industrial visits provide students valuable educational opportunities away from the classroom, without using textbooks and other tools. It helps in making connections between the different aspects of their educational experience. It was a great learning and enriching experience for students.

Glimpse of the Visit



Students Assembling at RDIAS...!!!!!!



Students with HR Manager Ms. Manju!!!



Students at the premises of SSIPL...!!!