

Rukmini Devi Institute of Advanced Studies

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(Approved By AICTE &Affiliated With GGSIP University, Delhi)

DOSSIER

On

Industry Visit

To

“Relaxo Footwear Pvt Ltd”

For the students of BBA&MBA

On

October 14, 2017



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FORM A

Proposal:

- **Name of the event to be organized:** Industry visit to Relaxo Footwears Pvt Ltd.
- **Date:** October 14, 2017
- **Time:** 10:00 A.M.- 02:30 P.M.
- **Venue:** Relaxo Footwears Pvt Ltd, MIE, Unit-I&II, Bhadurgarh.
- **Motivation for the activity:** The objective of these visits is to provide hands on experience to the students by providing them exposure of manufacturing unit and facilitate interaction with the production team of the company. It benefits the students by familiarizing them with the production process followed in these industries and thus preparing them for the environment where they can synchronize theories with real corporate world.
- **Organized by:** Training and Placement Department, RDIAS.

FORM B

Part 1

Aim of the Event:

The aim of the industry visit was to make the students aware about the Production process of Footwears made at Relaxo pvt ltd and to provide them a platform where they can interact with the operating team of the company. Industry visit is a part of academic activity, during which students visit companies and gain knowledge about the process followed by these manufacturing units. It also provides access to students in terms of useful information related to the practical aspects of the course which cannot be visualized in lectures. The ultimate aim of the industrial visit was to give students an outlook of the process of manufacturing Footwears

Part 2

Abstract:

A group of 35 Students of BBA& MBA went for the industrial visit to Relaxo Footwears (P) Ltd, Bhadurgarh to give an exposure of the complete production process of footwears manufactured by Relaxo under the three categories: Bahamas, Sparx, and Flite. The visit started with a welcome address by the company official Mr. Mandeep Singh followed by the tour to the production unit. a Post this students were made to show a presentation which included brief introduction about the company, detailed description about the products produced by them and the pricing strategies adopted by them. Presentation also included the factory units of Relaxo in Delhi and outside Delhi

During the visit to the production unit, the students were made to see how from a raw material Rubber) to the finished goods (slippers) is made. They were shown all the safety measures are taken, how waste material is managed and how each step has the standards displayed in the unit. Students interacted with the officials and raised various queries.

BRIEF ABOUT RELAXO FOOTWEARS PVT LTD

Two brothers Mukund Lal Dua & Ramesh Kumar Dua dreamed to take their father's footwear business to what Relaxo is today - one of the leading and most popular footwear companies in India. A household name, literally.

With its headquarter in New Delhi and 8 manufacturing units, Relaxo produces over 6 lacs pairs of footwear, every day. Relaxo footwear's range boasts a fine combination of comfort, style, and quality workmanship and a wide collection of fashionable, colourful, comfortable and durable footwear for men, women and children.

For a trendsetting India, Relaxo is geared to meet the quality and choice expectations of a young India with its sub-brands such as Sparx, Bahamas, Flite, Schoolmate and Relaxo Hawaii.

Since its inception, Relaxo has steadily established its production facilities across the length and breadth of Northern India. Each state-of-the-art unit is equipped with futuristic infrastructure powered by cutting edge technology and progressive machinery. At present, there are 10 actively functioning facilities across Delhi

Relaxo Footwear is a forerunner in the Indian footwear market; one of the most recognised and felicitated brand of the country. The footwear brand conducts operations with utmost integrity and uncompromising commitment. The production of the Relaxo line of products is carried out in 10 state-of-the-art facilities equipped with futuristic infrastructure powered by cutting-edge technology and progressive machinery.

1. Whole Sale Operations
2. Retail Operations
3. Export Operations

Part 3

CONCLUSION

Industrial visit provides the students with “dynamic” real time feedback that is useful in the learning process. It enables educational institutions to build close ties with industrial experts and also impart learning to students. Several broader educational partnerships have emerged as a result of these visits. These include student’s internships, funded research projects, curriculum development, student career opportunities. More over students will gain the subject learning outcome by means of pre, after and post industrial visit survey. This has resulted in enhanced visibility for the students among their learning outcomes and their portfolio.

We are sure that this Industrial Visit shall make our students more Industrious in the future!

Glimpse of the Industrial Visit



A Group Photograph after the Industrial Visit...!!!