



DOSSIER

On

Industry Visit

Training and Placement Department, RDIAS

On

August 10, 2018



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FORM A

Proposal :

- **Name Of the event to be organized :** Submission of Dossier for Industry Visit held on 10-08-2018
- **Date :** Aug 10, 2018
- **Time :** 10:00 AM - 02:00 PM
- **Venue :** Bahadurgarh
- **Motivation for the activity:** Motivation behind arranging industrial visit is to provide practical exposure to a student which has its own importance for the students who are pursuing professional degrees. Industrial visits are associated with various benefits like meeting company people, exploring product and process layout of products and services being offered by company. In a classroom a student may not get real life experience therefore industrial visits act as catalyst for the students for further enhancing their skills, knowledge and abilities. It also helps the students to get the overview about company and its procedures.
- **Organized By:** Training and Placement Department, RDIAS

Form B

Part 1

Aim of the event :

The visit was aimed to explore about Relaxo footwear as a Company and its manufacturing processes. The visit was organized for students to get an idea about how the company allocates resources and processes them to produce the finished goods. To be very precise this visit was arranged to get the answers of these questions. Industrial visit provides the platform to students where they can enter into the organizational world, to interact with company officials and to know more about internal environment. Because of this visit students were also able to understand how Relaxo handles contingent situations like balance between highly skilled workers and machinery in case when workers refuse to shift from manual methods to technological methods.

Part 2

Abstract :

Part 1: Brief about Relaxo:

Relaxo Footwears Ltd., incorporated in the year 1984, is a Mid Cap company having a market cap of Rs 10174.09 Crore. Relaxo Footwears Ltd. key Products/Revenue Segments include Footwear which contributed Rs 1741.49 Crore to Sales Value (98.91 % of Total Sales), Others which contributed Rs 6.48 Crore to Sales Value (0.36 % of Total Sales), Scrap which contributed Rs 4.76 Crore to Sales Value (0.27 % of Total Sales), Power which contributed Rs 3.97 Crore to Sales Value (0.22 % of Total Sales) and Export Incentives which contributed Rs 3.96 Crore to Sales Value (0.22 % of Total Sales) for the year ending 31-Mar-2017.

For the quarter ended 30-06-2018, the company has reported a Standalone sale of Rs 566.48 Crore, up 1.77 % from last quarter Sales of Rs 556.61 Crore and up 17.29 % from last year same quarter Sales of Rs 482.96 Crore Company has reported net profit after tax of Rs 45.95 Crore in latest quarter with turnover of 2000 crore.

Part 2: Details about the Visit:

Industrial Visit to Relaxo was for the students of MBA I semester who are new to company culture and functioning. We reached the office premises at 10:30 am. and were warmly greeted by Mr. Viresh Tiwari (Senior Office Technician).

The visit started with the information about raw materials and chemicals that are used to make finished product. To get the best quality product mixing of raw material, chemical, oil should be in perfect proportion because that will affect the performance of product. Various machinery are installed to mix, process that mixture and provide sheets. Sheets are cut down according to size and design of product. After cutting and painting of sheets accordingly, they insert straps into base of footwear. Those straps are also manufactured by Relaxo itself. After that the product is ready to be packed which is done manually with the help of their highly skilled labour. On every step there will be quality checks so that their standards and quality should be maintained. Majorly applied managerial concepts which we witnessed in plant where 1.25 lakh pairs of footwear manufactured daily with capacity of 1800 workers are standardization, quality control, waste management, hygienic environment and efficient human resource management. After finishing the visit, the students were served light refreshment and a detailed presentation about the company for the better understanding.

Part 3

Conclusion

It was a great learning experience and all queries of students were addressed by the officials. Students enjoyed a lot as they actually saw how that product was made which they use daily. From the MBA students point of view this visit was very knowledgeable and fruitful for the subject of operations management where they need to have an idea about assembly line, product layout and process layout.

SnapShot



Executives explaining the process



Visit to the Plant