



RUKMINI DEVI

Institute of Advanced Studies

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Industry visit-Somany ceramics (MBA)

TITLE	Industry visit-Somany ceramics (MBA)
Date	Mar 15, 2019 - Mar 15, 2019
Summary	<p>An industrial visit to 'Somany ceramics' production plant in Bahadurgarh was conducted for the second semester MBA students on the 15th of March. Total 33 students participated in the industry visit. The objective of the visit was to showcase the practical meaning of the word 'Management' and all that it encompasses. The students were shown the procedures of production, processing and packaging of the tiles at the Production plant.</p> <p>The production unit that we visited, 'sector-16 kassar', was established in the year 1969. As the students reached the premises, they were greeted by Mr Vinod who then briefed us about the tour of the unit. The students were divided into two batches of fifteen and each batch was allocated a tour coordinator, Mr.Subhash.</p> <p>The students witnessed the gradual procedure as it happens, with the first stop being kneading of the raw material to the final packaging of the finished product. The entire process ran with an exceptional efficiency. After the tour was over, the were given a presentation about the vision and functioning of the company. They were informed that this present unit alone produces an estimated 35000 tiles each day.</p> <p>They explained waste management strategies of the company and how the leftover material is recycled to promote environment friendly manufacturing. Post the presentation the students asked their questions to the managing team, which they answered succinctly.</p> <p>It was a good learning experience for the students and helped them in gaining optimum practical knowledge of the managerial processes and duties that take place at the industrial scale.</p>