



RUKMINI DEVI

Institute of Advanced Studies

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TITLE	Submission of Web Report for Industry Visit held on 10-08-2018
Resource Person/ Facolitator	Mr. Tiwari
Date	-
Summary	<p>An industrial visit to 'Relaxo Footwear' manufacturing plant in Bahadurgarh was conducted for the first semester MBA students on the 10th of August. 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 footwear at the manufacturing plant.</p> <p>The manufacturing unit that we visited, 'RFL1', was established in the year 1990. As we reached the premises, we were greeted by Mr Tiwari who then briefed us about the tour of the unit. We were divided into three batches of fifteen and each batch was allocated a tour coordinator, in our case - Mr.Sunil. We were provided with face masks to wear for the duration of the tour. We 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, we were seated and given a presentation about the vision and functioning of the company. It was astonishing to know that this unit alone produces an estimated 2500 pairs of rubber slippers each day. The workforce was well managed which enabled the company to reach the milestone of Rs.2000 Crore turnover in the financial year 2017-18. We were told about all the different brands they had and how having actors like Mr. Salman Khan and Mr. Akshay Kumar, endorse their products helped them multiply their revenues. They mentioned how the leftover material is recycled to promote environment friendly manufacturing. Post the presentation the students presented their questions to the managing team, which they answered succinctly.</p> <p>For the students who had no previous exposure to industrial methods, it was a remarkable first time. Industrial visits help the students gain optimum practical knowledge of the managerial processes and duties that take place at the industrial scale.</p>