

**Brief Report on Industry Visit to Orient Craft Limited, Gurgaon on 18.January.2017 for MBA (IB) & MBA (M&S) II semester students.**

**Visit Date: 18.January.2017.**

**Number of MBA (IB) & MBA (M&S) II Semester students visited: 17.**

**Faculty Co-ordinator: Ajay Kumar Pandey, Asst. Prof., ABS., & Seema Kataria, Asst. Manager CRC.**

| S.No. | Industry Visit Programme | Industry Visit detail                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Remarks                                                                                                                                                                                     |
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| 1.    | Visit initiation         | The Industry visit to Orient Craft Ltd.,Gurgaon started at 10.30 am from Amity campus on Bus with 17 MBA(IB & MS) II semester students accompanied by Faculty Ajay Pandey and Asst. Manager, CRC Seema Kataria.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | The MBA students are inquisitive and curious for the industry visit.                                                                                                                        |
| 2.    | Visit conduction         | <p>The MBA team after arriving at Orient Craft are welcomed by their Chief Operating Officer Mr. Paramjeet Lamba and after serving Tea and snacks, he explained the 100% Export Orient Unit (EOU) status of the company , elaborating major aspects of their company's International Business, Marketing, Production, Sample Development and R&amp;D functions. Mr. Lamba further emphasised that the company's samples development, R&amp;D, meticulous detailed order execution with low cost and international quality, commitment and loyalty towards safeguarding customers designs of Ladies apparel garments particularly tops, skirts and trousers; have placed the company among top five ladies dress designer and manufacturing unit in India.</p> <p>As this EOU has been fulfilling to the demand of International ladies Apparel brands and Fashion Designers for the last forty years and has established itself as niche EOU. It does not requires marketing efforts as it does not promotes its own designs. After intensive interactions with students Mr Lamba take students for visit of Design development, R&amp;D and samples execution sections of the EOU. Afterwards Mr. Lamba emphasised that talent retention and ethics and morality towards employee welfare are the backbone of their core competency.</p> | The MBA students became familiar with the functioning of 100% EOU and their commitment towards high quality meticulous ladies apparel design development and apparel manufacturing process. |

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| 3. | Visit conclusion | The industry visit concluded at 2.30 pm and after photo-session and thanksgiving, the MBA students and co-ordinators departed to the university campus. | The industry visit to Orient Craft Ltd.,Gurgaon conducted successfully. |
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Jyoti Koul , Assistant Professor, ABS/ASE, AUH.