

Brief Report on Industry Visit to Relaxo Footwear's Limited RIICO Industrial Area,Bhiwadi, Rajasthan on 11.August.2017 for MBA Ist Semester students.

Visit Date: 11.August.2017.

Number of MBA Ist Semester students visited: 40

Faculty Co-ordinator: Mr. Ajay Pandey and Mr. Kapil Madan

S.No.	Industry Visit Programme	Industry Visit detail	Remarks
1.	Visit initiation	The Visit to Relaxo footwears Ltd.started at 10.30 am from Amity campus on Bus.The delegation of students from MBA, accompanied by ABS Faculty Member reached at Relaxo Footwears Ltd . – The main aim of the industrial visit was to understand and study the vision and mission of the Industry, its operations and activities. Health and safety measures taken, organisation and factory lay out. Further, the students through the industrial visit would get an insight regarding internal working of companies which they cannot experience by sitting in the class rooms.	The MBA and students were inquisitive and curious for the industry visit.
2.	Visit conduction	Students and Faculty from ABS visited Relaxo Footwears Limited in Bhiwadi. The group reached at around 11 am and was taken to the training room and explained about the company and its operations. Profile of the Company: In 1976, 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. 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. A wide collection of fashionable, colourful, comfortable and durable footwear for men, women and children are available. 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. With nearly 2 300000 pairs manufactured daily , Relaxo Hawaii continues to meet the strindnet demands of its users for high quality footwear. 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. A briefing about the various stages of production involved in the manufacturing process of foot-wares was useful to understand the working of the factory. Samples of raw materials like polymers, chemicals and pigments were displayed and the quality control manager	Industrial visit lets student to know things practically through interaction, working methods and employment practices. They also provide students a good opportunity to gain full awareness about industrial practices. The ASE students specifically benefitted out of the nature of employment, profit margin, structure of organizing an industry, demand pattern, production and productivity,

		explained to us how and in what proportion they were combined to form the final product.	marketing, competitors, product quality, firm expansion, industry emission/pollution levels and experience the importance of working safely.
3.	Visit conclusion	The visiting group was taken to the quality control lab where various quality checks were undertaken the rubber sheets were tested for endurance wherein they were stretched one lakh times in a machine and discarded if they cracked even once; the specific gravity and weights were checked and approved; the straps were stretched and tested for elasticity and durability. At the end, we were provided with snacks and clicked pictures with the managers. On the way out we came across unique signs on the road and enquired about it. We were informed that it was an assembly line area which was to be used during emergencies – 860 blocks were drawn on the road, each numbered sequentially, where workers would occupy a block each to facilitate an immediate head count to account for the remaining workers still in the premises.	The industry visit to Relaxo footwears Ltd., Bhiwadi (Raj.) conducted successfully.

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