



Directorate of Outcome
Outcome Report
Event/Activity Attended by Faculty Outside AUH
National/International

Event Type: Conference /Seminar/Symposium/ Expert Talk /Guest Lecture / FDP/ Work

Shop/Refresher Course/Orientation Program/Short term course/Any Other

Event Title: Industrial Visit

Name of Participant: 1 faculty member + 11 students

Designation: Jyoti Koul , Assistant Professor

School/Deptt: ASE

Date: 31ST August 2018

Venue: Relaxo Footwears Limited, RICCO Industrial Area, Bhiwadi Rajasthan

Organized by: CRC

Participation of Students if any: 11

Point wise highlights of the Event: Visited the Plant, packaging centre of Relaxo Footwears.

Outcome of the Event with Time Line (Proposed/Achieved)

(Provide suitable details wherever applicable)

1. Outcome related to Academia Connect		
a) Collaborations for Research Papers/Conference Papers/ Book Chapter etc.	Y/N	N
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Y/N	N
c) Collaboration for Funded Projects.	Y/N	N
2. Outcome related to Industry Connect		
a) Placement	Y/N	N
b) Collaborations for Research Papers	Y/N	N
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments.	Y/N	N
d) Collaboration for Funded Projects.	Y/N	N
3. Outcome related to Society Outreach		
a) Benefit to society in terms of Health & hygiene	Y/N	N
b) Benefit to society in terms of Education	Y/N	N
4. Outcome related to Students Learning & Grooming		

August 31, 2018



I AM ATTACHING THE REPORT WITH LEARNING OUTCOMES

5. Any other

INDUSTRIAL VISIT

RELAXO FOOTWEARS

Enclose event report along with glimpses of the event (Photographs)

In 1976, two brothers Mukund Lal Dua & Ramesh Kumar Dua took their father's business a way forward which is Relaxo today-one of the leading footwear brands in India. With its headquarters in Delhi and 8 manufacturing units, Relaxo produces 6 lacs pairs of footwear everyday. Relaxo footwear range boasts a fine combination of comfort, style, and quality workmanship. Some of its brands are Bahamas, Flite, Sparx, Schoolmate.

A batch of economics (BA and MA) & Bcom and Mcom students of **Amity University Haryana** went to **Relaxo Footwear** Bhiwadi for an industrial visit accompanied by two faculty's on 31/08/2018. We went to RFL 3, established in year 2001, with total 857 employees, the plant which mainly focuses on producing Hawaii slipper's, one member from HR department addressed the students and introduced about Relaxo footwear. He explained about the functioning of this unit. Later one safety officer, explained the different steps employed for the safety of the workers and its employed as well as he explained students some safety measures to be kept in mind while visiting the plant. One member or employee explained various raw material and steps required to produce a footwear.

After this we were queued up for the plant, divided into two batches visited (manufacturing unit) we went to an area (production unit) where all the raw material were piled up like rubber, colors, chemicals etc, which were used to produce sheets of rubber for footwear (soles of footwear), the work was done in very proper way but all the safety gears

were used by the workers like masks ,gumboots etc. But the area was very hot and suffocating which means there was a lack of ventilation which might create some problems for the workers, but proper medical facilities were provided to them like doctors and ambulances which is very important thing in factory. Then we were taken to quality control unit where all types of testing were conducted to check the quality and endurance of the slippers .

Besides this many workers were women, which was about 40% of total workers were women which is a good thing. Majority of tedious work were done by male workers like manufacturing of soles etc. works like labelling , sorting out the boxes etc ,were done by female workers. The guy from the production told that the production goes on for 24 hrs, producing 150000 to 160000 units a day and its last years turnover was nearly about 2500 crores. By listening to this figures, I asked about the profit margin for each pair of slippers they said roughly around 5-10 rupees depending upon the season, demand of the product and the cost of the raw material. After the Q&A session plant head Mr. Jha addressed the students and told something about relaxo & goals of relaxo footwears as well as little knowledge about the evolution of the footwears . Relaxo's main aim was to produce affordable and comfortable footwears for all the part of population mainly targeting common people. During this session students interacted with the managers very effectively and asked many questions related to the production, raw materials etc. After this session all the student were offered with a snacks.

Learning outcomes:-

This trip was highly useful for the students for practical knowledge and experiencing the real working conditions.

Students observed the working conditions of workers, their timings, and about the workers age structure and from which other states they are coming.

Students understand about the real factory or industry culture.

This can be a way forward to industry and academic integration.

