



RUKMINI DEVI

Institute of Advanced Studies

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 - High Grading 81.7% by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
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Industrial Visit

Topic :	Industrial Visit for students of MBAII , to Orient Craft Limited
Month & Date :	February 11, 2012
Aim of the Activity	Industrial Visit is definitely one of the biggest and best things to be organized for the students. The main aim is to go beyond academics in all possible ways; these visits offer insight to students about the practical applications of their theoretical knowledge. The aim of this industrial visit was to give students a succinct outlook of the various working procedures of a large scale production unit.
Description of the event	<p>Orient Craft Ltd. is an export house. The company is engaged in the export of apparels of men, women and children; it also deals in home furnishings. The company operates out of 21 units across India and offers employment to approximately 40,000 people. They export products to big brands in USA, Canada, UK and Europe. Managing Director of the company is Mr. Sudhir Dhingra. The plant is located at IMT, Manaser, Harayana. The plant is around 2.5 acres, which is their smallest unit. It employees around 1200- 1400 workers, operating 600 machines on daily basis.</p> <p>Students were given a brief introduction of the company by Mr. Pratap Singh, HR Manager (P&A). This was followed by a visit of the plant. Students were accompanied by HOD operations, merchandiser and employee safety executive. The unit which students saw is engaged in production of apparels along with washing and dying of the garments and denims. All the functions and processes are done with the help of automatic machines. Students were shown all the departments, the work of the plant is divided into logistics, sampling, washing, dying, storage, cutting, stitching, packing and the customs & Excise Departments.</p>

Students were explained the complete life cycle of the cloth and the plan associated for execution of the work. First the sample is designed and then approved by the buyer, after approval it is put into production. Automatic cutter and stitching machines are provided to the workers to ease their work. Then the product produced is put to the PSA department, which does complete audit of the product made to ensure it is meeting the requirement and demands of the customer. Then students were shown the washing and dying plant, where scrapping, softening, spraying and different techniques are used. Washing and dying of the cloth is done with automatic machines as this plant is the biggest washing plant in Delhi and NCR.

Apart from these, the company provides hygienic lunch to its employees in the canteen they run. They also take care of the kitchen garden where the company is involved into harvesting some seasonal vegetables for the benefit of the employees.

After the students had first hand exposure of various processes, some snacks were organized by the company. Students were served Tea and Samosa's in the plant canteen. The visit ended with a vote of thanks from both the sides and few photographs.