

Visit to a Manufacturing Unit in Kanpur Industrial Region

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Industrial interactions are an integral part of the management studies curriculum. These sessions are instrumental in the understanding of reality. Plant visit is of paramount importance in management education and add credentials to the curriculum. PGDM I & II year students got an opportunity to visit the factory of Washing detergent and cakes in Kanpur. The plant visit gave students an exposure to understand and enhance their practical aspects of operations management. The factory workers explained the assembly line to the students. While most of our students are well versed with the theoretical knowledge of production and operations there were a lot of learning opportunities for them.

The scope of Technology and operation management has evolved over a period of time and has moved from development of products into design, management and improvement of operating system and processes. Usage of technology in operation management has ensured that organizations are able to reduce the cost, improve the delivery process, standardize and improve quality and focus on customization, thereby creating value for customers. Based on the nature of product and service production or conversion process can be divided into two broad categories, continuous production (assembly line, oil refinery) and intermittent production (job work, service). The students understood the production process of mass production as the factory makes detergent cakes. They even asked questions about the strategy and the marketing model of the product.

Visit to such manufacturing unit gives students a platform to observe the working of various functional departments of an organization and at the same time interact with the personnel coordinating them.



Group photo of the Industrial Visit