



AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE, Permanently Affiliated to JNT University
Kakinada,

ACCREDITED BY NAAC and Recognized under 2(f) & 12 (b) by UGC, New Delhi)

Tamaram(Village), Makavarapalem(Mandal), Visakhapatnam-531113

COLLABORATIVE INDUSTRIAL VISITS

ACADEMIC YEAR

2018-19

DEPARTMENT OF MANAGEMENT STUDIES

S No	Name Of The Industry Visited	Batch/Class	Date	No of Students Visited
1	Brandix India Apparel City, Atchutapuram	I, II MBA	17-11-2018	70

Coordinator



Principal
Avanthi Institute of Engg. & Technology
Tamaram, Makavarapalem Md.,
Visakhapatnam District, Pin-531113

HOD

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DEPARTMENT OF MANAGEMENT STUDIES

REPORT ON INDUSTRIAL VISIT

Brandix India Apparel city, Atchutapuram

DATE : 17-11-2018

SECTION : I,II YEAR – MBA

TOTAL STUDENTS : 35+35

EVENT : Industrial Visit

Faculty Coordinators:

- 1) Dr.B.Lova, Asst.Prof.
- 2) T.Gopi, Asst.Prof.
- 3) L.Krishna Veni, Asst. Prof

EVENT DESCRIPTION: An industrial visit has been organized by department of Management studies for I,II Year M.B.A students on 17th Nov 2018.

The main objective of the visit was to provide an inclusive work environment for our students about the manufacturing process and technology. Total 70 students of I,II-year MBA visited Brandix India Apparel City, Atchutapuram.

SESSION ACTIVITIES: The students were accompanied by 3 faculty members. The buses with students have started from our college at 09.30 AM on 17th Nov 2018 and reached the Brandix India Apparel City, Atchutapuram by 10:30 AM.

ABOUT BRANDIX INDIA APPAREL CITY, Atchutapuram:

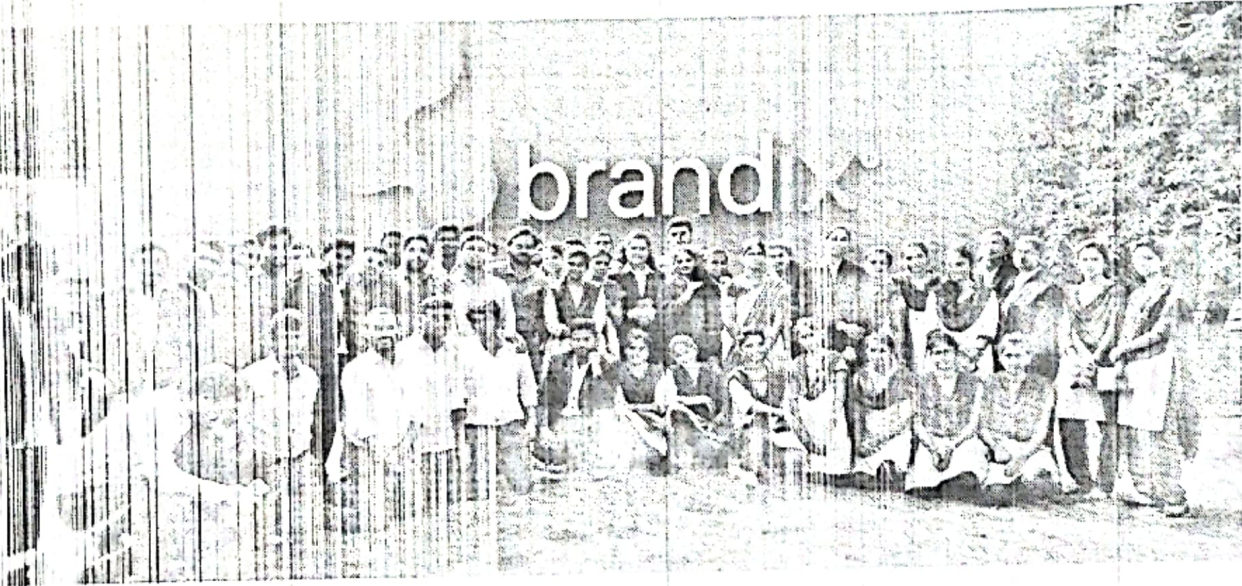
Brandix India Apparel City (BIAC) Corporate Social Responsibility is centered around improving the quality of life of communities situated in and around its vicinity, empowering situated in and around its vicinity, empowering rural women and enhancing the overall sustainability of the BIAC Park ecosystem. Brandix is Sri Lanka's single largest apparel exporter with an annual turnover exceeding \$600 million. The company employs over 43,000 Associates supported by 38 manufacturing facilities in Sri Lanka, India and Bangladesh.

ABOUT THE VISIT

This visit was mainly focused on to understand the procedures involved during production, the technology and the equipments used. Students were split into two groups. The manager explained about category portfolio focuses on nightwear-flannels, pyjamas, light robes and boxers, as well as loungewear such as yoga pants, hoodies, leggings, and t-shirts.

OUTCOME OF THE VISIT

The various processes involved in collection, separation and storage of raw material was explained. • Discussion on the difficulties faced and possible solutions to overcome these difficulties was held.




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