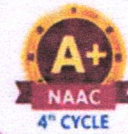




MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS)

VANIYAMBADI, TIRUPATTUR DT - 635 751

- ✓ Recognized u/s 2(f) & 12(B) of UGC Act, 1956
- ✓ Permanently Affiliated to Thiruvalluvar University
- ✓ NAAC A+ Grade - 4th Cycle (CGPA 3.56/4) (Cycle 4)



DST - FIST
DBT - STAR
COLLEGE SCHEME



INDUSTRIAL VISIT



Baer Shoes (India) Pvt. Ltd.

Somalapuram, Ambur



Date:

22.09.2026

(Tuesday)



Participants:

I BBA Students



Objective of the Visit

To provide students with practical exposure to the footwear manufacturing industry and to help them understand the various production, operational and management processes followed in an organization.



Exploring Industry

Experiencing Practice

Enhancing Knowledge

Organized by

PG & Research Department of Management Studies

MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS), VANIYAMBADI

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for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District



MARUDHAR KESARI JAIN

College for Women (Autonomous), Vaniyambadi



Report

Topic: Industrial Visit to “Baer Shoes (India) Pvt. Ltd.”

Objectives (Input)

- To provide students with practical exposure to the footwear manufacturing industry.
- To help students understand the production processes followed in a footwear manufacturing organization.
- To provide awareness of various operational processes carried out in an industrial organization.
- To help students understand management practices and workplace functions in an organization.
- To bridge the gap between classroom learning and practical industrial experience.

Methodology (Process)

The PG & Research Department of Management Studies, School of Business organized an Industrial Visit to Baer Shoes (India) Pvt. Ltd., Somalapuram, Ambur, on 22.09.2026 for 68 students of I BBA.

The visit was organized to provide students with practical exposure to the footwear manufacturing industry. During the visit, students gained an understanding of the various stages involved in the production and manufacturing of footwear.

Students were also exposed to the operational and management processes followed in the organization. The visit helped students observe industrial practices and understand how theoretical concepts learned in the classroom are applied in a real workplace environment.

The industrial visit also provided students with an opportunity to develop workplace awareness, industry knowledge and practical understanding of organizational processes.

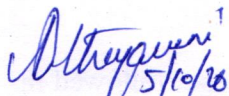
Output

- The industrial visit was successfully conducted with the participation of I BBA students.
- Students gained practical exposure to the footwear manufacturing industry.
- Students understood the various stages involved in the footwear production process.

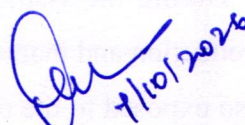
- Students gained awareness of different operational processes followed in an industrial organization.
- Students developed an understanding of management practices and workplace functions.
- Students were able to connect their classroom knowledge with real-world industrial practices.

Outcomes

- Students gained a better understanding of the practical aspects of footwear manufacturing.
- Students developed awareness of production, operational and management processes in an industrial organization.
- The visit enhanced students' industry knowledge and workplace awareness.
- Students gained practical exposure that helped them understand the application of management concepts in industry.
- The visit encouraged students to understand industrial practices and career opportunities in the manufacturing sector.
- The programme contributed to SDG 4 – Quality Education by providing experiential and practical learning.
- The visit also supported SDG 8 – Decent Work and Economic Growth by creating awareness of workplace practices, employment and industry operations.


HOD


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MARUDHAR KESARI JAIN

College for Women (Autonomous), Vaniyambadi



Topic: Industrial Visit to “Baer Shoes (India) Pvt. Ltd.”

Date: 22.09.2026

Organized by: PG & Research Department of Management Studies.

Venue: Baer Shoes India Private Limited, Ambur.



Somalapuram, Tamil Nadu, India

Rp6p+m7m, Somalapuram, Tamil Nadu 635802, India
Lat 12.811595° Long 78.735742°
Tuesday, 22/09/2026 11:08 AM GMT +05:30

Signature
Principal

**Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District**