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
- Supported by DST - FIST | DBT STAR College Scheme

NAAC

Department of Interior Design & Decor

INDUSTRIAL VISIT

Place :
Dakshinachitra Heritage Museum, Chennai





Explore Our Heritage...
Experience Our Culture...

Date : 25.09.26

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

Sri. V. Dilip Kumar Jain	Sri. Anand Singhvi	Dr. M. Inbavalli	Ms. N. Vijayalakshmi
President	Secretary	Principal	Head

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College for Women (Autonomous), Vaniyambadi

33 Years of Educational Excellence...

Activity Report

Topic/ Subject of the Activity: Industrial Visit to DakshinaChitra Heritage Museum and Marina Mall, Chennai

Objectives (Input)

- To provide students with practical exposure to traditional and contemporary interior design.
- To understand **heritage architecture, sustainable practices and traditional materials**.
- To observe traditional houses, crafts, interior elements, and vernacular design practices at DakshinaChitra Heritage Museum.
- To understand **commercial space planning, circulation, visual merchandising, lighting, signage, and material finishes** at Marina Mall.

Methodology (Process)

A total of 22 students visited **DakshinaChitra Heritage Museum** on **25-09-2026** and observed traditional houses, craft zones, vernacular architecture, building materials, construction techniques, and traditional interior elements. Faculty members (2) guided the students in identifying the relevance of these elements to interior design and sustainable practices. The students then visited **Marina Mall**, where they observed circulation patterns, shop arrangements, entry and exit planning, escalator and lift placement, visual merchandising, signage, lighting, interior branding, and commercial material finishes. Students interacted with the spaces through direct observation and experiential learning.

Output

During the Industrial Visit students gained practical exposure to **traditional architecture, heritage interiors, sustainable materials, traditional crafts, commercial space planning, lighting, circulation, visual merchandising, and material applications**.

Outcomes

The Industrial Visit enhanced students to develop a better understanding of traditional building materials, vernacular architecture, sustainable design practices, commercial circulation, lighting, finishes, and spatial planning. The visit also increased their appreciation of **heritage conservation, traditional craftsmanship, and contemporary commercial interiors. SDG Alignment:** SDG 4 – Quality Education; SDG 11 – Sustainable Cities and Communities; SDG 12 – Responsible Consumption and Production; SDG 8 – Decent Work and Economic Growth. **NEP 2020 Alignment:** Experiential Learning, Skill Development, Multidisciplinary Learning, Indian Knowledge Systems (IKS), and Holistic/Application-Based Education.

28/9/26

Head of the Department/Club

Dean

29/9/2026

IQAC Director

Principal

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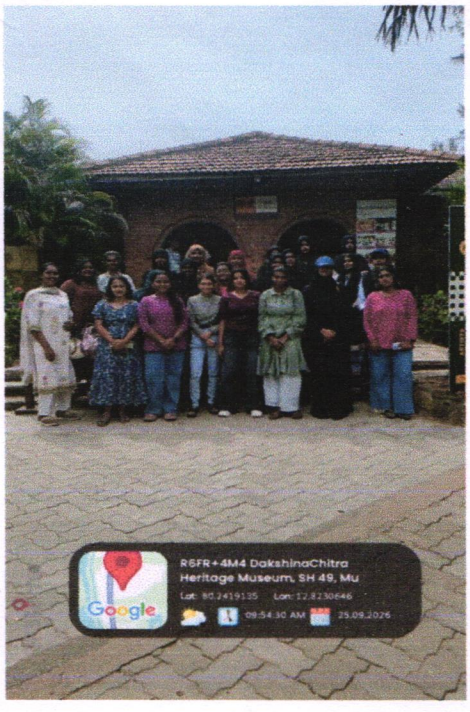
Department: Interior Design and Decor

Topic: Industrial Visit to DakshinaChitra Heritage Museum and Marina Mall, Chennai

Date: 25-09-2026

Organized by: Department of Interior Design and Decor

Venue: Chennai



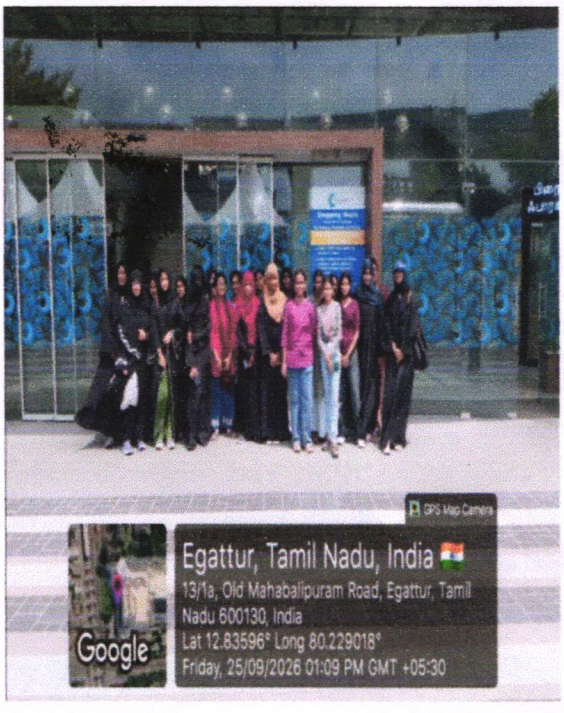


Photo: Industrial Visit to DakshinaChitra Heritage Museum and Marina Mall, Chennai

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