

Date of Event	29.01.2022
Name and Type of Event	Virtual Industry Visit – RAK Ceramics KMS Activity
Conducted by	Mukul Pandey – Department of MBA, School of Commerce & Management, Arka Jain University
No. of Participants	54

Virtual Industry Visit – RAK Ceramics

An online Virtual Industry Visit was organized by MBA Department at School of Commerce & Management on 29/01/2022 from 9.15 AM onwards. This event continued for about an hour.

RAK Ceramics was the company selected for Industry visit. The purposes of this visit was for giving exposure to students about manufacturing unit and make them understand how a valueless thing like soil and silica can be sold at premium price through Process of conversion through technology and Value Addition.

RAK ceramics is a Dubai based global company which has physical presence in almost every continent in world. It is well known brand in Real Estate Industry and produces world class Ceramics products like bathroom ceramics (Wash Basin, Bath Tubs and Commodes etc.), Designer Tiles, Wall Tiles and Floor Tiles, Utensils etc.

Topics like “**Value Addition**”, “**Ergonomics**” and “**Process Flow**” were discussed during the virtual visit with students.

The Virutal Industry Visit was found to be useful and learning by students.

54 students participated in the event and they learnt and experienced the strategies to implement.

Student actively tool participation and have understood the concept of movie.

This event was conducted by Mr. Mukul Pandey of MBA Department, School of Commerce and management, Arka Jain University.

E-Poster



The poster features a central image of a ceramic manufacturing plant with various machinery and a yellow crane. The background is a dark blue and green geometric design with yellow and green diagonal stripes. The text is arranged in a clear, professional layout.

JGI
ARKA JAIN
University
Jharkhand (Ambedkar)

Organized by
School of Commerce &
Management

KNOWLEDGE MANTHAN
SATURDAY

VIRTUAL
INDUSTRY VISIT:
RAK CERAMICS

RAK
CERAMICS

Date:
29th Jan. 2022
(8.15 AM to 10.00 AM)

For:
MBA Students
Semester 1 & 4

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Snapshots

