



Lloyd Business School
Ladder Of Success

Study Tour to Ashtech

Event Report

Event Name: Study Tour to Ashtech	Event Date: 27 th Jul 2022
Faculty Coordinators: Dr. Poornima Madan and Dr. Mohd. Mehdi	Event Timings: 10:00 AM onwards
Number of Participants: 120	Venue: Dadri, Greater Noida , UP

Objective:

The objective of the event is to provide students with practical exposure to the industrial environment, enabling them to relate classroom theories to real manufacturing operations. It aims to familiarize students with the functioning of an industrial unit, the processes involved in product manufacturing, and the challenges faced in day-to-day operations. Additionally, the event seeks to facilitate meaningful interaction with industry professionals, allowing students to gain valuable insights into practical business practices and industrial problem-solving approaches.

Detailed Report:

The industrial visit to Ashtech was organized for the students of Lloyd Business School on 27 July 2022. Ashtech is a leading manufacturer of construction chemicals and specialty chemicals in India. The visit was coordinated by the training and placement cell of the institute.

The students were divided into groups of ten and were given a guided tour of the plant. They were accompanied by a senior executive from the company who explained the processes involved in the manufacturing of various products. The students were shown

the various stages of production, including the raw material storage, mixing, and packaging units. The students also had the opportunity to interact with the professionals working in the plant, including the production managers and quality control executives. They were able to ask questions and clarify their doubts regarding the manufacturing processes and the challenges faced by the company. The visit was followed by a presentation by the senior management of Ashtech, who provided an overview of the company's operations and its market positioning. The students were also briefed on the future plans of the company and the opportunities available for professionals in the industry.

Learning Outcomes:

- **Practical Exposure:** The visit enabled the students to gain practical exposure to the industrial environment and understand the functioning of an industrial unit.
- **Understanding of Processes:** The students were able to observe the various processes involved in the manufacturing of construction and specialty chemicals and gained insights into the challenges faced by the industry.

Report Prepared by

(Dr. Poornima Madan)