

# **MAJU INDUSTRY TOURS & EXPOSURE PROGRAMS**

**(An Initiative of Business Faculty)**

# **NEWS LETTER**

2023





# MAJU INDUSTRY TOURS & EXPOSURE PROGRAMS

(An Initiative of Business Faculty)



## NEWSLETTER

### OUR VISION

Industrial Visit Is Considered As One Of The Tactical Methods Of Teaching. The Main Reason Behind This- It Lets Student To Know Things Practically Through Interaction, Working Methods And Employment Practices. Moreover, It Gives Exposure From Academic Point Of View. Main Aim Industrial Visit Is To Provide An Exposure To Students About Practical Working Environment .They Also Provide Students A Good Opportunity To Gain Full Awareness About Industrial Practices. Through Industrial Visit Students Get Awareness About New Technologies. Technology Development Is A Main Factor, About Which A Students Should Have A Good Knowledge. Visiting Different Companies Actually Help Students To Build A Good Relationship With Those Companies. We Know Building Relationship With Companies Always Will Always Help To Gain A Good Job In Future. After Visiting An Industry Students Can Gain A Combined Knowledge About Both Theory And Practical. Students Will Be More Concerned About Earning A Job After Having An Industrial Visit

### AIM OF OUR SOCIETY

Industrial Visit Is Considered As One Of The Tactical Methods Of Teaching. The Main Reason Behind This- It Lets Student To Know Things Practically Through Interaction, Working Methods And Employment Practices. Moreover, It Gives Exposure From Academic Point Of View. Main Aim Industrial Visit Is To Provide An Exposure To Students About Practical Working Environment .They Also Provide Students A Good Opportunity To Gain Full Awareness About Industrial Practices. Through Industrial Visit Students Get Awareness About New Technologies. Technology Development Is A Main Factor, About Which A Students Should Have A Good Knowledge. Visiting Different Companies Actually Help Students To Build A Good Relationship With Those Companies. We Know Building Relationship With Companies Always Will Always Help To Gain A Good Job In Future. After Visiting An Industry Students Can Gain A Combined Knowledge About Both Theory And Practical. Students Will Be More Concerned About Earning A Job After Having An Industrial Visit



## **PROF.DR .ZUBAIR AHMED SHEIKH**

Vice Chancellor, MAJU

I totally appreciate the endeavour of my hardworking faculty members and my ambitious students for their collaborative efforts to lead in the market with their leadership skills. The mission of Muhammad Ali Jinnah University is not just producing students with exceptional grades but they should also be endowed with intellectual and technological tools so that they are always prepared to overcome future challenges. I congratulate my faculty members and students for successfully bringing forward this idea and working upon it. Therefore, I am very optimistic that students who will graduate from Muhammad Ali Jinnah University will be the leaders and professors of the future.



## **DR.HINA FATIMA**

Dean, FOBA

I am delighted to share with you the success of the recent industrial visits organized by the Faculty of Business Administration for their students. These visits provided our students with a unique opportunity to witness firsthand how the industry operates and gain practical experience that complements their academic learning.

Mohammad Ali Jinnah University always values the importance of maintaining strong links with industry. Industrial visits are an essential part of achieving this goal, as they provide students with the opportunity to connect with industry professionals, learn about the latest trends and innovations in the industry. Such visits enable us to provide our Students with a well-rounded education that combines theoretical knowledge with practical experience.

I look forward to organizing more such visits in the future and encourage all our students to participate in them.



HOD

## **DR. NAUMAN ZAHEER**

Industry tours and visits are of great importance for business students. They offer a practical way for students to apply what they have learned in class to real-world situations. These experiences can provide valuable insights into the inner workings of various industries, allowing students to gain a deeper understanding of how businesses operate. Additionally, industry tours and visits can provide students with the opportunity to network with professionals in their desired fields, potentially leading to internships or job opportunities. Therefore, Faculty of Business Administration at Mohammad Ali Jinnah University took this initiative to better equip our students with a well-rounded education and prepare themselves for the challenges they may face in the workforce.

MENTOR

## **MR. KHUSHNOOD KHALID**

The Endeavour behind these collaborative efforts is of learning on how to make your way through life. These visits are of great importance as they give a chance to interact with leaders, professionals who share their wisdom with students so they may prosper in their lives. Now students can actually see rather than virtually imagining things that they learn in the restricted classroom environment. Students can now learn how to survive in the competent world. Therefore, I am very optimistic that students who will graduate from Muhammad Ali Jinnah University will be the leaders and professors of the future.



MENTOR

## **MS. MARIUM IQBAL**

I would like to thank all the people that worked with me and provided me with their incredible effort. Only because of your dedication the work has come to a reality.

The amount of time and hard work you all have dedicated to your respective work is truly praiseworthy and commendable. This is the time to appreciate and recognize the efforts you have given to pave your way toward success.



# DSV – Agility Logistics



To provide a holistic solution, Agility has integrated 4PL (Fourth-Party Logistics) and 5PL (Fifth-Party Logistics). These strategic approaches aid in demand management analytics, production management, and cater to the specific requirements of clients in industries like pharmaceuticals.

Students had the opportunity to explore Agility's warehouses, where they observed the implementation of unique pallet IDs for efficient tracking of goods. The use of FIFO (First in First Out) and FEFO (Fast Expiry Fast Out) methodologies for categorizing and dispatching goods ensured optimized warehouse processes, especially for perishable food items.



Furthermore, Agility offers record management services to renowned banks such as Standard Chartered Bank. They employ secure electronic storage of records accessed through a portal, ensuring data integrity and easy retrieval. Similarly, Agility provides services to companies like Jazz, offering customized solutions such as the use of EFIX instead of traditional Warehouse Management Systems (WMS).

The tour also included a visit to Agility's Fleet Management System (FMS), where students were shown a dashboard illustrating how the company tracks its trucks and optimizes routes for efficient results. FMS enables real-time monitoring of truck locations, speed, and cost analysis, empowering Agility to address client queries regarding goods delivery effectively.



This industrial visit to Agility Logistics provided students with practical insights into supply chain, logistics, and warehousing processes. Witnessing Agility's advanced technology integration, inventory management techniques, and fleet management systems helped students bridge the gap between theoretical knowledge and real-world application. The visit enhanced their understanding of the complexities and innovations within the logistics industry, empowering them for future careers in supply chain and logistics management.

Mohammad Ali Jinnah University organized an industrial tour for BBA and MBA students, specifically for courses such as "Business Logistics Management," "Supply Chain Analytics," and "E Supply Chain." The visit was conducted at Agility Logistics, with instructors Mr. Saheer Ali and Mr. Khushnood Khalid guiding the students. This insightful visit was arranged by Mr. Malik Asif Ali, who provided valuable insights throughout the tour.



Agility Logistics is a global player in the logistics industry, operating in over 100 countries. Their expertise in warehousing, coupled with their proficiency in freight forwarding, positions them to offer clients comprehensive logistics solutions. The visit aimed to provide students with a deeper understanding of Agility's supply chain, logistics, and warehousing processes.

During the tour, students discovered Agility's advanced warehousing practices. They learned about the integration of technology, such as innovative machine handling equipment (MHE), which enhances warehousing operations. Notably, Agility has introduced drone technology at their Port Qasim warehouse to optimize inventory management. By leveraging video evidence, manual errors are minimized, and inventory location and status become more transparent.

The adoption of Electronic Data Integration (EDI) further improves inventory management at Agility. With EDI, any updates regarding dispatch or receipt of stock are automatically reflected in the system within 15 minutes, ensuring accurate and real-time information.

# DSV Logistics

The visit enabled students to witness firsthand the various facets of logistics management, including transportation, warehousing, and distribution. They were amazed to see the massive scale of the facility, with its sprawling warehouses, advanced handling equipment, and cutting-edge technology systems.

During the tour, students gained insights into the sophisticated warehouse management systems employed by DSV. They observed how technology was leveraged to optimize inventory control, streamline picking and packing processes, and ensure accurate order fulfillment. Students learned about the importance of effective warehouse layout and design, the utilization of automation and robotics, and the implementation of stringent quality control measures to maintain operational efficiency.



Furthermore, the visit provided students with valuable exposure to the intricacies of transportation management within a multinational logistics firm. They witnessed the coordination of various modes of transportation, including road, rail, sea, and air, and observed how DSV managed complex logistics networks to ensure timely and secure delivery of goods. Students gained insights into the challenges and strategies involved in route planning, freight consolidation, and customs compliance, all while maintaining a focus on cost optimization and customer satisfaction.



The visit to DSV - Global Transport and Logistics proved to be a truly eye-opening experience for the students. Witnessing the logistics operations of such a multinational firm allowed them to connect theoretical knowledge with real-world practices. They saw how concepts like supply chain visibility, demand forecasting, risk management, and sustainability were applied on a large scale, reaffirming the significance of their studies in supply chain and data analytics.



Mohammad Ali Jinnah University recently organized an enlightening industrial visit for students pursuing BS in Supply Chain & Data Analytics, BBA, and MBA in Supply Chain. The visit took place at DSV - Global Transport and Logistics (Agility) Port Qasim facility, offering students a remarkable opportunity to witness the operations and warehouse management of a multinational logistics firm on a grand scale, exceeding the confines of textbooks.



DSV is a prominent player in the global logistics industry, renowned for its comprehensive supply chain solutions and efficient transportation services. The Port Qasim facility serves as a crucial hub for DSV's operations, facilitating the movement of goods across various industries and international borders.

Under the guidance of their course instructor, Mr. Sir Saheer Ali, the students embarked on a journey of discovery into the intricate workings of DSV's logistics operations. The facility provided a bustling atmosphere, showcasing the seamless integration of technology, expertise, and meticulous planning required to manage such a massive logistics operation.



# Rajby Industries

Mohammad Ali Jinnah University (MAJU) organized a highly informative industrial tour for the newly introduced Supply Chain & Data Analytics degree program. The visit took place at Rajby Industries, a renowned manufacturer of denim jeans and other clothing brands. Under the guidance of experienced course instructors, Mr. Saheer Ali and Mr. Khushnood Khalid, students had the opportunity to gain valuable insights into the intricate operations of the textile industry and the supply chain processes involved.

Rajby Industries is known for its high-quality products and exports. During the visit, students were keen observers as they followed the entire production journey, starting from the cutting stage to the final packaging of the garments. They witnessed the various stages of manufacturing, including stitching and operations on the production floor. While the packaging process was not automated, the overall efficiency and quality of the process were commendable.



By experiencing the entire manufacturing process, from the initial stages of fabric cutting to the final packaging, students developed a comprehensive understanding of the supply chain and its importance in the textile industry. They witnessed firsthand the efforts put into maintaining quality standards and meeting customer expectations. The visit also highlighted the significance of effective coordination between different departments to ensure smooth operations and timely delivery.



The visit to Rajby Industries provided students with an in-depth understanding of the complexities and nuances of textile operations and supply chain management. They gained valuable insights into the coordination and synchronization required at each stage of production to ensure the timely delivery of high-quality garments. Observing the manufacturing process firsthand allowed students to connect the theoretical knowledge they acquired in their courses to real-world applications.



Overall, the industrial tour at Rajby Industries proved to be an invaluable learning experience for the Supply Chain & Data Analytics students of MAJU. The visit enabled them to bridge the gap between theory and practice, providing them with practical insights into the textile manufacturing industry and the intricacies of supply chain processes. Special thanks were extended to Mr. Syed Wajahat Ali and his team for their informative session and their facilitation during the visit.



The team at Rajby Industries, led by Mr. Syed Wajahat Ali, played a pivotal role in facilitating the visit. Their informative session shed light on the intricacies of textile operations and the supply chain processes involved. Students had the opportunity to interact with professionals such as Arsalan Khan and Sajjad Ali, who provided further insights into the industry and answered their questions.



# Ismail Industries Ltd. – Bisconi

Mohammad Ali Jinnah University (MAJU) recently arranged an insightful industrial visit for students enrolled in the BS program of Supply Chain and Data Analytics, as well as those studying Warehouse Management. The visit took place at Ismail Industries Limited – Bisconi, providing students with a unique opportunity to witness the manufacturing process of cookies and other biscuits. Under the guidance of their course instructor, Mr. Saheer Ali, the visit proved to be an engaging experience, allowing students to observe the practical implementation of processes involved in large-scale and continuous manufacturing.



Ismail Industries Limited – Bisconi is a renowned name in the confectionery industry, recognized for its high-quality and diverse range of biscuit products. As one of the leading manufacturers in the region, they have perfected their manufacturing processes to ensure consistent product quality and meet the demands of a wide consumer base.

During the visit, students were able to closely observe the various stages of the manufacturing process. They witnessed the raw materials being carefully selected and processed, followed by the precise blending and mixing of ingredients to create the dough. Students had the opportunity to see the state-of-the-art machinery and automated systems used in the production line, enabling efficient and accurate processing at a large scale.



One of the highlights of the visit was witnessing the baking process, where the dough transformed into delectable biscuits through controlled heat and timing. Students gained valuable insights into the importance of temperature control, baking duration, and quality checks to ensure the desired texture, taste, and appearance of the final products.

Additionally, students had the chance to explore the packaging area, where they learned about the crucial role of packaging in preserving product freshness, ensuring hygiene, and facilitating efficient distribution. They observed the packaging lines in action, witnessing the careful sealing, labeling, and packaging of biscuits, readying them for shipment to various distribution channels.



The industrial visit provided students with a practical understanding of the complexities involved in large-scale manufacturing and supply chain management. They were able to witness the synchronization of processes, optimization of resources, and quality control measures implemented by Ismail Industries Limited – Bisconi to ensure smooth operations and meet customer expectations.



Moreover, the visit allowed students to observe the application of supply chain principles in a real-world setting. They learned about inventory management techniques, production planning, and the coordination required between different departments to maintain a continuous flow of production. Students also gained insights into the importance of demand forecasting, as Bisconi must accurately anticipate market trends and consumer preferences to efficiently manage their inventory levels.

Overall, the industrial visit to Ismail Industries Limited – Bisconi proved to be an enriching experience for the students of MAJU. Witnessing the manufacturing process of cookies and biscuits provided them with a practical perspective on supply chain management, production optimization, and quality control. The visit not only deepened their understanding of the subject matter but also inspired them to explore the diverse career opportunities within the confectionery and food manufacturing industries.

# Kings Group



Mohammad Ali Jinnah University (MAJU) orchestrated a highly informative industrial visit for students enrolled in the Project Management, BS (Supply Chain & Data Analytics), and Supply Chain Management programs. The visit took place at Kings Group, a renowned construction company. This opportunity provided students with valuable insights into the practical implementation of project management practices in real construction sites, going beyond what they had learned from textbooks.

Kings Group is widely recognized for its expertise in construction and infrastructure development. The industrial visit aimed to provide students with a firsthand experience of the complexities and challenges involved in managing construction projects. By observing the ongoing construction sites, students were able to witness the various stages of project execution, from initial planning and procurement to on-site operations and project completion.



During the visit, students had the opportunity to interact with industry professionals, including project managers, engineers, and construction workers. This allowed them to gain a deeper understanding of the roles and responsibilities involved in project management within the construction industry. They also learned about the importance of effective communication, resource allocation, and risk management in ensuring project success.

Furthermore, students were exposed to the practical application of project management techniques and tools. They observed how project managers utilized critical path analysis, Gantt charts, and other project planning and control methods to monitor progress, identify bottlenecks, and make informed decisions to keep the projects on track. This firsthand exposure to project management practices outside the confines of a classroom setting enabled students to bridge the gap between theory and real-world application.



Moreover, the visit to Kings Group allowed students to witness the integration of supply chain management practices within the construction industry. They gained insights into the procurement and logistics aspects of construction projects, including the sourcing and delivery of construction materials, equipment, and machinery. Students also learned about the coordination and collaboration required between different stakeholders, such as suppliers, contractors, and project teams, to ensure smooth operations and timely project completion.

By immersing themselves in the construction environment, students were able to appreciate the importance of effective project management in ensuring the successful delivery of construction projects. They witnessed firsthand the challenges and complexities faced by project managers and gained a deeper understanding of the practical implications of project management principles.



Overall, the industrial visit to Kings Group provided MAJU students with a unique and valuable learning experience. It allowed them to witness the application of project management practices in a real-world setting, enabling them to connect the dots between theory and practice. The visit not only expanded their knowledge of project management and supply chain management but also instilled in them a deeper appreciation for the intricacies and challenges of the construction industry. Special thanks were extended to Mr. Saheer Ali and Mr. Khushnood Khalid, the course instructors, for their guidance and support in organizing this enlightening industrial visit.

# Lucky Textile Mills

Mohammad Ali Jinnah University (MAJU) organized an enriching industrial visit for supply chain students at Lucky Textiles Mills. The visit aimed to provide students with practical exposure to the operations of a large-scale textile manufacturing facility. Under the guidance of Mr. Adnan Khan and his dedicated team, the students had a comprehensive understanding of YB Group, the parent company of Lucky Textiles.



Lucky Textiles Mills is a prominent player in the textile industry, involved in spinning, dyeing, threading, and manufacturing processes. The visit offered students a unique opportunity to witness the practical implications of supply chain management in a textile manufacturing setting. They were able to observe the various stages of the production process, from the initial spinning of yarn to the final manufacturing of textile products.

Throughout the visit, the team at Lucky Textiles Mills provided valuable insights and explanations to the students. They shared their expertise and knowledge, shedding light on the intricacies of textile operations and supply chain management practices. Students had the chance to explore the production layout, observe the machinery and equipment in action, and understand the coordination and synchronization required to ensure smooth operations.



The visit to Lucky Textiles Mills enabled students to bridge the gap between theory and practice. They witnessed firsthand the complexities and challenges faced by supply chain professionals in managing the flow of raw materials, intermediate goods, and finished products within the textile industry. Students gained valuable insights into inventory management, quality control, logistics, and distribution processes.

Additionally, the visit provided students with a broader understanding of the textile industry as a whole. They learned about the interdependencies between different departments and the significance of effective communication and collaboration in achieving operational efficiency. The exposure to a large-scale textile manufacturing facility allowed students to grasp the scale and magnitude of operations required to meet market demands.

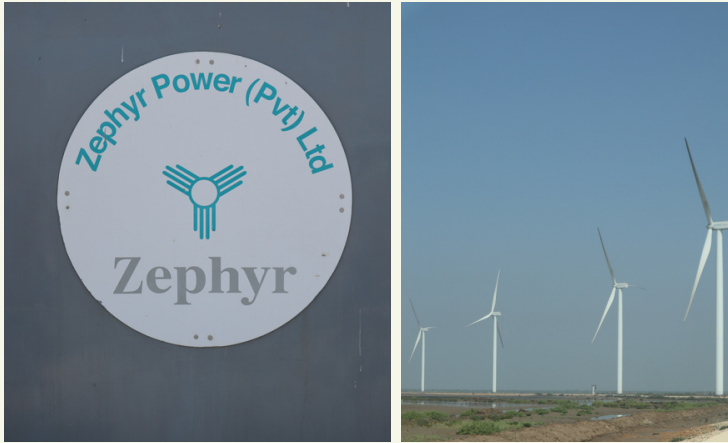


By experiencing the practical aspects of supply chain management in the context of a textile mill, students developed a deeper appreciation for the complexities and nuances of the field. They witnessed firsthand how the concepts and theories they learned in their coursework translated into real-world applications. The industrial visit to Lucky Textiles Mills equipped students with practical knowledge and skills that will be valuable as they pursue careers in supply chain management.

Special thanks were extended to Mr. Adnan Khan and his team for their dedication and support in facilitating the visit. Their guidance and expertise were instrumental in providing students with a meaningful and enlightening experience. The industrial visit to Lucky Textiles Mills served as a stepping stone for students, allowing them to gain invaluable practical insights and strengthen their understanding of supply chain management in the textile industry.



# Zephyr Power Limited



Mohammad Ali Jinnah University (MAJU) organized a highly enriching industrial visit for students from the Electrical Engineering and Supply Chain & Data Analytics programs at Zephyr Power Limited. The visit offered a unique opportunity for students to gain valuable insights into the operations of an electrical plant, while also exploring the interplay between supply chain management and engineering practices. This visit held particular significance for electrical engineering students as they had the chance to witness the practical implications of electricity generation and flow management, with a specific focus on wind power plants.

Zephyr Power Limited is a leading player in the renewable energy sector, specializing in wind power generation. The visit to their facility provided students with a first-hand experience of the complexities involved in generating electricity from wind turbines, as well as the subsequent supply chain and engineering practices required to ensure efficient operations.



Moreover, the visit highlighted the close relationship between supply chain management and the successful operation of the plant. Students were exposed to the supply chain practices involved in procuring and managing the necessary equipment, spare parts, and maintenance services required for smooth plant operations. They learned about the logistical challenges associated with transporting large wind turbine components and the importance of effective inventory management to ensure uninterrupted power generation.



The team at Zephyr Power Limited provided valuable guidance and orientation to the students, sharing their expertise and insights into the technical aspects of wind power generation. Students had the opportunity to engage in meaningful discussions, ask questions, and gain a deeper understanding of the engineering and supply chain practices associated with renewable energy projects.

The industrial visit to Zephyr Power Limited not only expanded the students' knowledge of electrical engineering and supply chain management but also instilled in them a deeper appreciation for the importance of renewable energy sources in addressing global energy challenges. Students left the visit with a clearer understanding of the practical implications of electricity generation, the role of supply chain management in supporting engineering operations, and the potential career opportunities in the renewable energy sector.



Special thanks were extended to Mr. Waqar Ahmad, Mr. Kamran Haider, and Mr. Ali Mir Shah for their invaluable contribution in orienting the students and making the visit a truly enriching experience. Their guidance and expertise greatly enhanced the students' learning and provided them with valuable insights into the fascinating world of electrical engineering and renewable energy.



# Day Fresh – Dairy Land



hammad Ali Jinnah University recently organized an enriching industrial visit for students pursuing degrees in Supply Chain & Data Analytics, as well as those enrolled in the Supply Chain Elective Course on Total Quality Management. The visit took place at Day Fresh – Dairy Land, offering students a unique opportunity to explore the production layout of a highly hygienic process and gain valuable insights into the fascinating supply chain of milk products.

Day Fresh – Dairy Land is renowned for its commitment to delivering fresh and high-quality dairy products to consumers. As a leading player in the dairy industry, they prioritize hygiene, efficiency, and customer satisfaction throughout their supply chain operations.

The production layout at Day Fresh – Dairy Land showcased a seamless integration of technology, automation, and quality management practices. Students witnessed the advanced machinery used for pasteurization, homogenization, and packaging, which not only ensured product safety but also enhanced operational efficiency.



The visit provided students with a comprehensive understanding of total quality management (TQM) in the context of the dairy industry. They observed how Day Fresh – Dairy Land implemented TQM principles to continuously monitor and improve product quality, process efficiency, and customer satisfaction. Students gained insights into quality control techniques such as Six Sigma, Lean Manufacturing, and Statistical Process Control, and saw how these methods were applied to optimize operations and minimize defects.

Additionally, the visit shed light on the intricate supply chain involved in the dairy industry. Students learned about the complexities of milk sourcing, transportation, and storage, as well as the coordination required for timely production and distribution.

They witnessed the meticulous inventory management practices, demand forecasting techniques, and distribution strategies employed by Day Fresh – Dairy Land to meet customer demands and minimize wastage.

Furthermore, the visit allowed students to grasp the importance of maintaining a hygienic and sustainable supply chain in the dairy industry. Day Fresh – Dairy Land emphasized their commitment to ensuring the well-being of their dairy farmers, implementing ethical practices, and minimizing environmental impact through proper waste management and energy conservation.



By immersing themselves in the production layout of Day Fresh – Dairy Land, students gained a deeper appreciation for the complexities and criticality of supply chain management in the dairy industry. They were able to connect theoretical concepts learned in their courses to practical scenarios, enabling them to develop a more holistic understanding of total quality management and supply chain optimization.



Overall, the industrial visit to Day Fresh – Dairy Land proved to be an invaluable experience for students pursuing Supply Chain & Data Analytics degrees and those enrolled in the Total Quality Management elective course. It provided them with new exposure to the hygienic production process of milk products and offered valuable insights into the intricate supply chain management within the dairy industry. This hands-on experience allowed students to bridge the gap between classroom learning and real-world application, further enhancing their skills and knowledge in the field of supply chain management.

# Khaadi - TEXTMARK Ltd.

Mohammad Ali Jinnah University (MAJU) orchestrated a highly informative industrial visit for students enrolled in the Supply Chain & Data Analytics program and the Supply Chain Specialization course, focusing on Merchandising & Retailing and Inventory Control & Material Management. The visit took place at Khaadi's manufacturing unit, operated by Textmark Limited. This opportunity provided students with valuable insights into the challenges faced by the renowned clothing brand and the measures taken to overcome them. The visit encompassed various aspects of the garments industry, including manufacturing processes, stitching, merchandising, washing, packaging, and inventory management.



Khaadi, a prominent name in the fashion industry, has gained recognition for its high-quality garments and unique designs. As one of the leading clothing brands in Pakistan, it faces a myriad of challenges in meeting customer demands, managing inventory, and ensuring seamless supply chain operations. The industrial visit aimed to acquaint students with these challenges while highlighting the innovative solutions implemented by Khaadi.

During the visit, students had the opportunity to witness the entire manufacturing process, from the initial stages of fabric selection to the final packaging of garments. They observed the meticulous craftsmanship involved in stitching, quality checks, and the maintenance of production schedules. Witnessing these processes first-hand provided students with a deeper understanding of the complexities involved in garment manufacturing and the importance of efficient production planning.



Moreover, the visit shed light on the critical role of merchandising in the garments industry. Students were able to witness the art of presenting products in an appealing manner to attract customers. They learned about the strategic placement of garments, visual merchandising techniques, and the use of promotional displays to enhance the overall customer experience. Understanding these practices enabled students to appreciate the impact of effective merchandising on sales and customer engagement.



Additionally, the tour provided insights into the garment washing and packaging processes. Students learned about the importance of maintaining garment quality through appropriate washing techniques and the significance of accurate and attractive packaging for branding and customer satisfaction.

Furthermore, the visit to Khaadi's manufacturing unit shed light on the challenges faced by the brand in managing inventory and ensuring timely deliveries. Students gained insights into inventory control practices, stock management systems, and the coordination required between different departments to maintain a smooth flow of materials and finished products. Understanding the complexities of inventory management in the garments industry provided students with practical knowledge that can be applied in their future careers.



Overall, the industrial visit to Khaadi's manufacturing unit proved to be a valuable and eye-opening experience for the students of MAJU. It provided them with meaningful insights into the challenges and solutions within the garments industry, fostering a deeper understanding of supply chain dynamics, merchandising strategies, and inventory management. Equipped with this knowledge, students are better prepared to tackle the complexities of the fashion and apparel sector, making significant contributions to the field of supply chain management.

# Ismail Industries Ltd. – Candy Land

Visit Ismail Industries – Candy Land for Supply Chain Elective Course: Inventory Control & Material Management. This exceptional opportunity allows students to gain firsthand insights into the production line of candies while relating course content to practical examples. The visit proves to be both fascinating and highly informative, offering students a deeper understanding of FMCG (Fast-Moving Consumer Goods) forecasting and demand-shifting supply chain trends.



Ismail Industries – Candy Land is a renowned confectionery company known for its wide range of delightful candies, chocolates, and other sweet treats. With a strong focus on quality and innovation, they have established themselves as a leader in the FMCG industry.



During the visit, students had the privilege of observing the entire production process, starting from the raw materials stage to the final packaging and distribution. They witnessed the meticulous inventory control measures and material management techniques implemented by Ismail Industries. These practices are crucial for ensuring smooth operations, minimizing waste, and meeting customer demands efficiently.



The visit also shed light on the ever-evolving nature of the FMCG industry, specifically regarding demand-shifting supply chain trends. Ismail Industries emphasized their ability to swiftly adapt to changing customer preferences and market dynamics. They showcased their agile supply chain strategies, which enable them to respond to sudden shifts in demand, launch new products efficiently, and ensure timely distribution.



By witnessing these practical examples and engaging in discussions with industry professionals, students were able to bridge the gap between theoretical knowledge and real-world application. They gained a deeper appreciation for the complexities involved in inventory control, material management, and supply chain optimization within the FMCG sector.



Overall, the visit to Ismail Industries – Candy Land proved to be an invaluable experience for students enrolled in the Supply Chain elective course. It offered them a unique opportunity to witness firsthand the inner workings of a leading confectionery company and apply their course learnings to practical scenarios. This immersive experience not only enhanced their understanding of inventory control and material management but also provided valuable insights into FMCG forecasting and demand-shifting supply chain trends.

# Chase Up

Mohammad Ali Jinnah University (MAJU) recently organized a highly informative and engaging study tour for students enrolled in the Merchandising & Retailing and Industrial Psychology courses. The tour took place at Chase Up, the largest store in Karachi, offering students a comprehensive understanding of the retail industry. This visit provided invaluable insights into the day-to-day operations of a large-scale retail establishment, emphasizing the management of store floors amidst high customer footfall, as well as the intricacies of supply chain activities related to both food and non-food items.



Chase Up stands as a prominent player in the retail industry, renowned for its expansive range of products and customer-centric approach. As the largest store in Karachi, it serves as an ideal platform for students to delve into the complexities of managing a retail outlet in a bustling urban environment.

During the study tour, students were able to witness firsthand the challenges and strategies involved in running a large store with significant customer traffic. They observed the meticulous planning and layout of different store sections, emphasizing efficient utilization of space and effective product placement to maximize customer engagement and sales. By exploring the store's diverse departments, students gained valuable insights into visual merchandising techniques, inventory management, and customer service strategies employed by Chase Up.



In addition to the in-store experience, the study tour shed light on the vital role of supply chain management within the retail industry. Students learned about the intricacies of managing the supply chain for both food and non-food items.

They gained insights into the procurement, warehousing, and distribution processes necessary to ensure the availability of a wide range of products on the store shelves. Understanding the nuances of supply chain management provided students with a deeper appreciation for the coordination required between suppliers, logistics partners, and store management to maintain optimal inventory levels and meet customer demands.



Furthermore, the visit to Chase Up offered students an opportunity to explore the evolving landscape of the retail industry. They witnessed the integration of technology, such as automated checkout systems and inventory management software, which streamline operations and enhance the overall customer experience. This exposure to retail innovations helped students grasp the importance of embracing technological advancements to stay competitive in the dynamic retail landscape.



The study tour to Chase Up proved to be an enriching experience for students of MAJU, bridging the gap between theoretical knowledge and practical application in the retail industry. It provided them with valuable insights into store management, customer behavior, supply chain dynamics, and the overall functioning of a large-scale retail establishment. Armed with this knowledge, students are better equipped to pursue careers in merchandising, retail management, and related fields, contributing to the growth and success of the retail industry in Pakistan.

# Meezan Bank

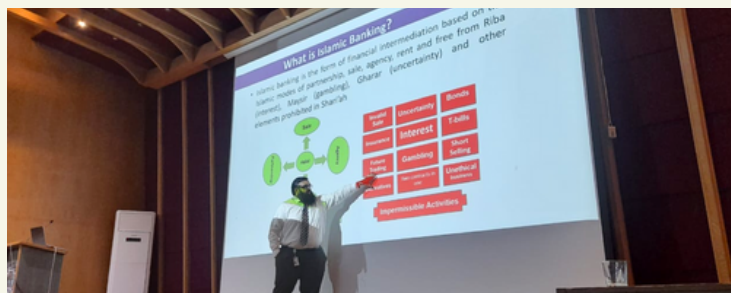
Mohammad Ali Jinnah University organized an industrial visit for students pursuing BS Finance and Accounting. The visit took place at Meezan Bank's Head Office, specifically at the Department of Shariah Compliance. The team at Meezan Bank provided a comprehensive overview of Islamic banking, Shariah compliance, and other halal practices related to trading in accordance with Islamic principles. This industrial visit allowed the students to gain practical experience and insights into the various departments of Meezan Bank.



The visit aimed to enhance the practical knowledge and understanding of the students in the field of finance and accounting. The chosen destination was Meezan Bank's Head Office, known for its expertise in Islamic banking and adherence to Shariah principles.



During the visit, the students were introduced to the Department of Shariah Compliance at Meezan Bank. The department is responsible for ensuring that all banking activities and transactions are conducted in accordance with Islamic principles and guidelines. The students had the opportunity to interact with professionals who specialize in Shariah compliance and gain insights into the intricacies of Islamic banking practices.



The team at Meezan Bank provided a comprehensive overview of Islamic banking, covering topics such as the prohibition of interest (riba), the concept of profit and loss sharing, and the principles governing Islamic financial transactions. They explained how Meezan Bank structures its products and services to comply with Shariah principles, providing a range of halal options for customers seeking Islamic financial solutions.

The students were given practical examples of how Shariah compliance is implemented in various banking activities. They learned about the screening process for investments to ensure they comply with Islamic ethical standards and the importance of transparency in reporting financial information.



The industrial visit not only provided theoretical knowledge but also offered the students a chance to observe the day-to-day operations of different departments within Meezan Bank. They gained insights into areas such as customer service, risk management, and product development.



Head of career counseling and HR Arsalan Ahmed Khan conducted counseling session for students and provided career counseling which is the very best part of visit.

# Shangrila Foods

The industrial visit to Shangrila Foods (Private) Limited proved to be an exceptional and enlightening experience for department of life sciences and department of business administration (supply chain students). It provided us with a wealth of practical knowledge that went beyond what we had learned from textbooks. Our visit encompassed all aspects of their production facilities, allowing us to gain deep practical insights into the manufacturing process of their diverse product ranges, including seasonings, condiments, and juices.



During the visit, we had the opportunity to interact with the professionals working at Shangrila Foods. This interaction facilitated a better understanding of their working practices and the implementation of industry-standard methods. We witnessed firsthand how the theoretical concepts we had learned in our biosciences and supply chain studies were put into action within a real-world setting. The visit served as a perfect medium to blend our theoretical understanding with a practical approach.



Moreover, our experience at Shangrila Foods provided valuable knowledge about the industry as a whole. We learned about the company's commitment to maintaining high standards of hygiene and quality assurance in their product manufacturing. This emphasis on quality is reflected in their export operations, as Shangrila Foods currently distributes its products worldwide. This global presence showcases the company's integrity and strong relationships with customers and suppliers on an international scale.



By organizing this industrial visit, Shangrila Foods (Private) Limited extended a warm and hospitable welcome to us. Their willingness to share their expertise and provide us with a comprehensive understanding of their operations demonstrated their commitment to nurturing the next generation of professionals in the biosciences and supply chain fields.



Overall, the industrial visit to Shangrila Foods was an incredibly efficient and effective method of learning. It not only expanded our practical knowledge but also exposed us to industry insights that cannot be obtained solely from textbooks. We are sincerely grateful to Shangrila Foods (Private) Limited for their exceptional hospitality and the invaluable learning opportunity they provided us.



# Objective of Society



The primary objectives of an "MAJU Industrial Tours & Exposure programs" society may include:

**Education and Learning:** Industrial tours provide participants with an opportunity to learn about different industries, manufacturing processes, technologies, and business operations. They offer a practical understanding of how products are made, businesses are run, and the role of various stakeholders.

**Experiential Learning:** By visiting industrial facilities, participants can experience firsthand the working environment, machinery, and equipment used in different industries. This hands-on experience enhances understanding and helps bridge the gap between theoretical knowledge and practical applications.

**Networking and Industry Exposure:** Industrial tours often involve interactions with professionals, experts, and industry leaders. These interactions provide networking opportunities and expose participants to potential career paths, job prospects, and emerging trends in various industries.

**Inspiration and Motivation:** Industrial tours can inspire and motivate participants by showcasing real-world success stories, innovative practices, and cutting-edge technologies. Seeing successful industrial setups can spark entrepreneurial ideas and stimulate creative thinking among participants.

**Awareness of Environmental and Social Impacts:** Some industrial tours focus on sustainability, highlighting efforts made by industries to minimize their environmental footprint and contribute positively to society. Participants gain insights into sustainable practices, resource management, and corporate social responsibility initiatives.

Industrial tour societies may collaborate with industries, educational institutions, and government agencies to arrange visits to factories, manufacturing plants, research and development centers, and other relevant facilities. They may also organize seminars, workshops, and panel discussions to complement the tour experience and provide additional learning opportunities.

It's important to note that the specific activities, scope, and structure of an industrial tour society can vary depending on the organization and its goals.

