



# **Maharaja Agrasen Institute of Technology**

## **Department of Management, MBA**

**Dossier**

**On**

**INDUSTRIAL VIST TO LIBERTY**

**Held On**

**13<sup>th</sup> February, 2025**



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**Event Incharge:**

Dr. Kiran Garg : Assistant Professor  
Dr. Sanjeev Kumar: Assistant Professor  
Dr. Anoop Gupta: Assistant Professor

Dr. Sangeeta Rawal  
HOD, Department of Management, MBA

## **FORM A**

### **Proposal:**

**Name of the Event:**      **Industrial Visit to Liberty**

**Location**                :    Liberty Shoes Limited, Karnal, Haryana

**Date**                       :    13<sup>th</sup> February, 2024

**Time**                       :    10:30 AM – 01:30 PM

**Organized By**         :    Department of Management, MBA, MAIT

### **Motivational Objective of the Visit:**

The industrial visit to Liberty provides valuable clarity to key management concepts, by allowing students to witness firsthand how operations management principles are applied in practice. It also aims to enhances their interpersonal skills and subject knowledge. Industrial visit bridges the gap between academic learning and real-world industrial requirements.

## **Form B**

### **Part 1**

#### **Aim of the event:**

Industrial visit helps student to know things practically through interaction, working methods and employment practices. Moreover, it gives exposure from academic point of view. Main aim of Industrial visit is to provide an exposure to students about practical working environment.

### **Part 2**

#### **Abstract:**

An industrial visit to Liberty Shoes, Karnal, Haryana, was organized on February 13, 2024, for first-year MBA students of Section B. The primary objective of the visit was to provide students with industry exposure, enhance their understanding of supply chain and operational processes, and bridge the gap between classroom learning and real-world industrial practices.

Liberty Shoes Limited, Karnal, is a renowned Indian footwear company established in 1954 by Dharam Pal Gupta, Purshotam Das Gupta, and Rajkumar Bansal. With over 70 years of operation, the company manufactures approximately 60,000 pairs of footwear daily across its four manufacturing units in India. Liberty Shoes boasts around 15 footwear brands, including Fortune, Coolers, and Force 10.

The visit commenced with a briefing by Liberty's managers, who provided an overview of the company, its history, and its evolution over the years. They also introduced students to their product range and the various footwear variants produced at the plant.

Before touring the manufacturing site, students were divided into three groups, each accompanied by a development manager to explain the processes in detail. The students observed the entire manufacturing cycle, from designing and assembling the shoe upper and lower to the final stages of assembly and packaging for commercial distribution.

Following the site visit, students were served refreshments, including tea and snacks. A question-and-answer session was then conducted with Mr. Y.K. Sharma, HR Manager, along with the development manager. The discussion provided insights into the company's raw material procurement, logistics, nationwide operations, and competitive standing. Students actively engaged by posing various queries, all of which were addressed comprehensively by the officials.

## **Part 3**

### **Conclusion**

The visit was very interactive and the students participated very enthusiastically by asking some interesting queries regarding the production, supply chain etc. The visit ended with a group photograph and refreshment from Liberty. Overall, the visit was a great success and the students got a good industry exposure.

**Snap Shot:**

