



# MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (Autonomous), VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognised u/s 2 (f) & 12(B) by UGC Act, 1956-Permanently Affiliated to Thiruvalluvar University

Accredited by NAAC with "A" Grade (3<sup>rd</sup> Cycle) – An ISO 21001:2018 EOMS Certified Institution

Supported by DST - FIST

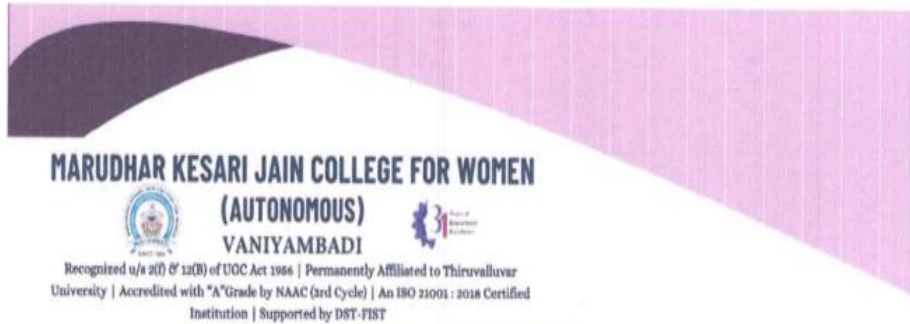
## PG & RESEARCH DEPARTMENT OF MANAGEMENT STUDIES ORGANISES GUEST LECTURE

On

From Start to Finish : Understanding the Production Process

27.07.2024

INVITATION



## SOB- TALK SERIES- 4

PG & RESEARCH DEPARTMENT OF MANAGEMENT STUDIES

Organises Guest Lecture on

*From Start to Finish: Understanding the Production  
Process*



Chief Guest

Er. E. Soundararajan

Assistant Marketing Manager

Shahi Exports Bangalore



27.07.2024- Venue: AV Hall @9.30 Am

V.Dilip Kumar Jain

President

Anand Singhvi

Secretary

Dr.M.Inbavalli

Principal

All are Cordially Invited

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

## AGENDA



### Marudhar Kesari Jain College for Women (Autonomous)

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### ***SOB TALK SERIES 04***

**On**

**" From Starting to finish: Understanding the Production Process "**

**27 July 2024 @ 9:30 A.M.**

**Venue: AV Hall**

#### AGENDA

Prayer

Welcome Address

: Ms. Divyadharshini.M

III BBA

Felicitation

: Dr. D. Vetrivelan,  
School of Business,  
Dean, MKJC

Guest Introduction

: Khaniya Sheza N

III BBA

Guest Speech

: Mr.Er.Soundarajan  
Assistant Marketing Manager  
Shahi Exports Pvt Ltd.  
Bangalore

Vote of Thanks

: Ms. Liaq Fathima,  
III BBA

National Anthem

**ALL ARE CORDIALLY INVITED**

**PRINCIPAL**

**Marudhar Kesari Jain College  
for Women (Autonomous)**

Venue: AV Hall, 025 754

Tirupattur District



## REPORT



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN  
(AUTONOMOUS), VANIYAMBADI**



### Activity Report

<b>Title</b>	<b>From start to finish: Understanding the Production Process</b>		
<b>Organized By</b>	<b>PG Department of Business Administration</b>		
<b>Type of Activity</b>	<b>Guest lecturer</b>		
<b>Level</b>	<b>Department</b>		
<b>Date</b>	<b>27.07.2024</b>	<b>Time</b>	<b>9.30 am</b>
<b>Venue</b>	<b>AV Hall</b>	<b>Mode</b>	<b>Offline</b>
<b>Resource Person Details</b>	Mr.Er.E.Soundarajan Assistant Marketing Manager Shahi Exports Pvt Ltd Bangalore		
<b>Objective of the guest lecturer</b>	<ul style="list-style-type: none"><li>• Minimize waste of materials, time, and labor while maximizing output.</li><li>• Ensure products meet specified standards and satisfy customer expectations.</li><li>• Control production costs to maintain profitability.</li><li>• Deliver products on time to meet market or customer needs.</li><li>• Adapt to changes in demand, product types, or production methods</li></ul>		
<b>Internal Participants Count</b>	<b>Students :55</b>	<b>External Participants Count</b>	<b>Students : Nil</b>

### Summary

The PG Department of Business Administration organized the fourth session of the SOB Talk Series on 27th July 2024 at 9:30 AM in the AV Hall. The guest lecture, conducted offline, featured Mr. Er. E. Soundarajan, Assistant Marketing Manager at Shahi Exports Pvt. Ltd., Bangalore. He delivered an insightful session on the topic "*Understanding the Production Process – From Start to Finish.*"

The session aimed to enhance students' understanding of key production objectives such as minimizing waste, maximizing efficiency, maintaining product quality, controlling costs, and adapting to dynamic market demands. Mr. Soundarajan shared practical insights from his experience in the textile export industry, making complex production concepts relatable and applicable.

### Outcome of the Programme

Students gained practical insights on how to minimize waste of materials, time, and labor through streamlined production strategies and lean management techniques. Participants learned the importance of meeting industry quality standards and how consistent product quality impacts customer satisfaction and brand reputation. The session emphasized the significance of controlling production costs and maintaining profitability through efficient resource allocation and operational planning. Students understood the value of timely production and delivery, and how efficient workflows contribute to meeting customer and market demands. The lecture highlighted the need for flexibility in production to accommodate changes in product types and consumer preferences, preparing students for dynamic business environments.

  
HOD

  
IQAC DIRECTOR

  
PRINCIPAL  
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Tirupattur District



## PHOTOS



