

The Business School, University of Jammu organized an Industrial Visit to a Blue-Chip Company

Jammu, February 23rd: To provide exposure to real-world industrial management practices and manufacturing processes, The Business School, University of Jammu organized an Industrial Visit for its MBA 2nd Semester students as a part of their curriculum to Chenab Textile Mills (CTM), Kathua which is a blue-chip company.

On arrival, Ms. Pooja Manoj Pareek and Mr. S. K. Jena from Chenab Textile Mills, Kathua interacted with the students and held an interactive session before visiting the manufacturing unit. They guided the student about basic processes and also addressed their queries regarding challenges in the textile industry, market competition and emerging opportunities in the sector.

During the visit, students were given a detailed overview of the textile manufacturing process, including raw material handling, spinning, weaving, dyeing, quality control, packaging and dispatch operations. The management team from CTM, Kathua explained the working of various manufacturing units and demonstrated how advanced machinery and modern technology are used to ensure efficiency, high-quality production and adherence to safety standards.

Earlier, Prof. Amisha Gupta, Director TBS formally flagged-off the students from the University of Jammu. In her address, she highlighted the importance of industrial visits in bridging the gap between theory and practice and facilitating the department in creating strong industry-academia interface.

The industrial visit proved to be highly informative and beneficial for students in building problem-solving approach and real-life exposure in managing businesses in today's competitive scenario. Further, such initiatives significantly contribute in preparing management students to be professionally competent and future-ready by integrating classroom learning with hands-on industrial experience.

The Business School, University of Jammu, extends sincere gratitude to the management and staff of Chenab Textile, especially Ms. Pooja Manoj Pareek and Mr. S. K. Jena, for their warm hospitality and for sharing their valuable industry knowledge.

The visit was co-ordinated by Dr. Farah S. Choudhary and Dr. Aubid Hussain Parrey, faculty members of The Business School who also accompanied the students on this industrial visit.

