



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



Department of MBA

Industrial Interaction

Industrial visit : Ramco Cements

Industrial visit was carried out at Ramco Cements Ltd. on 09th July, 2025 especially for 1st semester student.



The main objective behind the visit was to make student aware about how various activities related to marketing, financing and human resource are carried out in Ramco company and give them feel of managers as soon as they start there course. The 63 students left for visit at 7:00 a.m. in the college and took about one hour to cover the distance.

The company is located in Govindapuram in Ariyalur district. As soon as we reached company we were guided by Mr.Ramesh where a orientation of company was given by heads about history and how company was established.

After introduction all students enter in work place and were headed by one manager of company who helped them to understand HR, Finance and Operation



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department is carried out in company and how company reach their customer by the marketing department.

We took almost an two hours to see complete set of unit which was followed by questions of students. I appreciate staff member who guided students with each and every question with detailed answers. Students have got real feel of company's working after this visit. They got a chance to transfer their theoretical knowledge to practical implication.

This will even help students to understand subject matter clearly in future also. The student would like to extend our gratitude to company for permission and support they gave to make our visit a success with accomplishment of objective and our HOD Dr.V.Shanmugasundaran for arranging this visit for our student.

Photo Gallery:





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Industrial Visit : Dalmia cement Bharat Ltd

Industrial visit was carried out at Dalmia Cements Bharat Ltd, Trichy, on 10th June, 2025 especially for First semester student.



The main objective behind the visit was to make student aware about how various activities related to marketing, financing and human resource are carried out in Dalmia cement and give them feel of managers as soon as they start there course. The 38 students left for visit at 09:30 a.m. in the college and took about two hour to cover the distance.

The company is located in **Dalmia cement Bharat Ltd, Dalmiapuram, Trichy District**. As soon as we reached company we were guided by Mr.Nagarajan where a orientation of company was given by heads about history and how company was established.

After introduction all students enter in work place and were headed by one manager of company who helped them to understand HR, Finance and Corporate social responsibility is carried out in company and how company reach their customer by the marketing department.

We took almost two hours to see complete set of unit which was followed by questions of students. I appreciate staff member who guided students with each and



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Industrial Visit : **Chakra Milk House, Perambalur**

The Department of Management Studies organized an Industrial Visit for I-MBA to Chakra Milk House, Perambalur, on 23.09.2025 with 38 students and 2 faculty members participating.

