



INDUSTRY VISIT REPORT

Institution's Innovation Council (IIC)

Gautam Buddha University



Participants MBA- Final year Students from Operations Management Stream

Date: 21/12/2022

Session: 2022-23

Faculty Members:

1. Dr. Indu Uprety, Associate Professor, School of Management, Gautam Buddha University (GBU), Greater Noida (UP)
2. Dr. Vinay Litoria, Director, Corporate Relations Cell
Gautam Buddha University (GBU), Greater Noida (UP)

Mode Offline

Industry visited: **FUN ZOO TOYS (INDIA)**
49 ECOTECH-XII, Greater Noida (West),
District- Gautam Budh Nagar, UP- 201305.

Objective: To comprehend the complete process of manufacture and quality assurance of an Industrial Product (ZOO Toys), and map the importance of Operation management in the whole process.

About Fun Zoo Toys (India):

Founded in the year 1979, Fun Zoo Toys (India) is a family owned and professionally managed company. Moving to year 1992, the company got itself registered under the name of ‘Kridnak Udyog’. Enhancing its operations, another unit of Kridnak Udyog was incorporated in the year 2003 at Greater Noida. In year 2009, The company was renamed as ‘Fun Zoo Toys (India). Fun Zoo Toys is one of the leading manufacturers and exporter of soft toys and home furnishing items. It is situated in pollution free atmosphere of Greater Noida. The location of the manufacturing unit is a USP as Greater Noida is a well planned, has well developed infrastructure and is situated on the border of New Delhi, the capital city of India. Besides, it is very close to International Airport.

Toy Producton At Fun Zoo Toys (India):

All the toys made at the company are absolutely non-toxic, non-hazardous as per the international standards for the domestic market. Attractive and creative toys are made of

Cotton waste/Polyester fabric and stuffed with Polyester Staple Fibber (PSF). The toys are also rich in colour, also the texture and unique designs have made Fun Zoo Toys the preferred brand of stuffed toys for children of all ages. The make-to-order system strictly as per customer specifications and with BIS certification has made Fun Zoo Toys one of the most successful brands within the industry. Their stuffed toys are made after a close supervision. The quality measure begins at the very initial stage of designing. Fun zoo is extremely particular regarding our quality and ensures that they meet international standard.

The Journey:

The industrial visit was witnessed by 8 students of the class, who were accompanied by the faculty in Operations Management and Decision Sciences area and also the President, IIC- **Dr. Indu Uprety** and Director, CRC -**Dr. Vinay Litoria**. All the students were very excited and left the campus on 21st December 2022 at 10:20am by car. The journey was very comfortable and enjoyable. As the time passed by, we reached our destination, around 11:00 am.

After that we were welcome by the owner of the factory **Mr. Naresh Kumar Gupta** then we have been taken to meeting room for having coffee and healthy introduction about ourself with owner of the company. He told us about his journey how he set up his plant and how his family helping him to run the business after that. We have been taken towards the shop floor. In between he showed us the Accounts and R&D Departments, where the design and new products were being designed according to their suppliers and need of the market.

After that, we have been taken to the Quality Department where there have been different kinds of machinery to test the safety of product. In the shop-floor, the production line was well maintained. There were different production lines as per product requirements. The layout followed was product layout. Then, we went to the inventory room where he showed us as to how the inventory is maintained. It was brought to our notice that he had to pile up a huge stock of inventory due to the varied requirements of fabrics used to make toys. The stock was also due to the unavailability of some of the variety in Indian Market, and those quantities were being imported from other countries. At any point of time, there was sufficient stock to run the production line for maximum 6 months to overcome the shortage of raw material.

The shop-floor had three different types of cutting machines.

1. Die cutting, 2. Electric cutting, 3. Laser cutting.

After cutting, the pieces were sent to another shop floor, where the stitching of parts is done. The insertion of material/cotton in the stitched toys was fully mechanized. After weighting the toys, the quality check was performed on the other line to identify any damages in the product and marking a label on every product. Once the packaging is done, these toys were delivered to the distribution centres and market. After a long tour of the toy-making

process, all the members discussed the product diversification and how soft toys market can become more independent and can fulfil Make in India initiative.

Outcome And Improvement Suggested:

It was suggested by the students and faculty that conveyor belts can be used **to move the product down the production line, in case of mass production of toys**. Belt conveyors can also be used to move parts between different sections of the shop floor and storage area, helping move the items quicker due to the heavy load. The conveyor belts can be customised to carry different materials.

Everyone was motivated and a bright smile could be seen at everyone's face. The visit was over by 2 PM. The trip was fabulous and a great learning experience. Moreover, the visit had a value-added learning method, wherein, the students could apply their classroom learning to the real-life situation. It also provided them an exposure to the practical working environment and an awareness about the industrial practices.

The students expressed their gratitude towards **Mr. Naresh Kumar Gupta**, the CEO of FU ZOO TOYS (INDIA), **Dr. Indu Uprety**, **Dr. Vinay Litoria** and University administration for this visit.