



CHINMAY INTERNATIONAL SCHOOL

Commerce Department

AN INDUSTRIAL VISIT REPORT

ON

ORIENT BELL LIMITED

Dora, Bharuch, Gujarat



Students and faculty at Gate No. 1, Orient Bell Limited



Students with the production team inside the manufacturing unit

Institution	Chinmay International School, Anastu Road, Taluka-Karjan, Vadodara, Gujarat
Department	Commerce Department - Class XII Commerce
Venue	Orient Bell Limited, Dora, Bharuch, Gujarat
Date of Visit	27 April 2026
Framework	Aligned with NEP 2020 & National Curriculum Framework

Introduction

The Commerce Department of Chinmay International School organized an Industrial Visit for Class XII Commerce students to the manufacturing unit of Orient Bell Limited, Dora, Bharuch, on 27 April 2026. The visit exposed students to the practical functioning of a large manufacturing organization as part of experiential, competency-based learning envisioned under NEP 2020. Accompanied by faculty members, students interacted with senior executives across various departments and observed the complete manufacturing process of ceramic and vitrified tiles.

The management of Orient Bell Limited extended a warm welcome, beginning with a presentation on the company's history, vision, product portfolio, and manufacturing capabilities. Students learned that the company produces wall tiles, floor tiles, vitrified tiles, designer tiles, and digital tiles supplied across domestic and international markets, and gained an appreciation of industrial development's role in India's economic growth.



A senior executive briefing students inside the production hall



Students walking through the tile manufacturing line

The visit reflected the philosophy of NEP 2020 and the National Curriculum Framework by encouraging inquiry-based learning, observation, critical thinking, and industry-academia collaboration. Rather than merely studying business concepts from textbooks, students witnessed their real-world implementation, transforming theoretical knowledge into meaningful, analytical learning experiences.

Educating For Life

Departmental Walk-Through

Fifteen Functional Departments of Orient Bell Limited

01 PRODUCTION AND MANUFACTURING

Students observed the complete production process — from selection of raw materials such as clay, feldspar and quartz, to slurry preparation in ball mills, spray drying, hydraulic pressing, digital printing, and firing in tunnel kilns exceeding 1200°C. The Production Head explained that efficient production management involves scientific planning, resource optimization, and continuous quality monitoring, and highlighted how automated conveyors and programmable controllers combine engineering with digital technology to ensure consistency at every stage.



A senior executive briefing students inside the production hall



Walking beside the tunnel kiln firing section

Educating For Life



Inspecting a freshly pressed tile sample near the glaze line



Watching the tile polishing and edge-grinding line in action

02

QUALITY CONTROL & ASSURANCE

In the testing laboratory, the Quality Manager demonstrated instruments used to measure tile dimensions, thickness, flatness, water absorption, breaking strength, abrasion resistance, and colour consistency. Students learned the philosophy of "Quality at Every Stage," where every department shares responsibility for product excellence, and understood how Total Quality Management reduces complaints and strengthens brand image and customer trust.



Inside the quality testing laboratory - strength testing setup



Tour of the chemical lab and abrasion testing section

The R&D Head explained that customer preferences and technological trends are constantly changing, requiring continuous innovation. Students observed newly developed tile samples with advanced textures, anti-skid surfaces, and eco-friendly materials, and learned how the R&D team collaborates with Production, Marketing, and Design to develop products that meet evolving market expectations while conserving resources.



Touring the slip house and raw-material preparation area

The Design Head explained that today's customers seek products combining functionality with aesthetics. Using advanced software and digital visualization tools, designers create realistic patterns imitating natural stone, marble, and wood while maintaining colour and texture consistency, broadening students' understanding of branding and value creation in competitive markets.



Exploring the Design Studio's tile pattern displays



Reviewing textured and patterned tile samples

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MAINTENANCE

The Maintenance Engineer demonstrated preventive, predictive, and breakdown maintenance of hydraulic systems, conveyors, motors, and automation equipment. Students learned how computerized maintenance scheduling minimizes unexpected breakdowns, extends equipment life, and directly protects productivity and worker safety.



A senior executive explaining the equipment maintenance process

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PROCUREMENT & PURCHASE

The Procurement Manager explained that finished-product quality depends greatly on raw materials sourced from suppliers. Students learned about vendor evaluation, negotiation, contract management, and e-procurement systems, understanding that purchasing decisions weigh quality, reliability, and cost together.



A departmental head briefing students during the plant walk-through

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SUPPLY CHAIN & LOGISTICS

The Logistics Head introduced the network that moves materials from suppliers to the factory and finished goods to dealers nationwide. Students observed computerized tracking software and learned how route optimization and warehouse coordination reduce costs and improve customer satisfaction.



Outdoor briefing near the dispatch yard

The Warehouse Manager demonstrated barcode-based inventory systems used to store and track raw materials, finished goods, and packaging. Students learned about stock verification, material handling, and how inventory control avoids both shortages and overstocking.



Understanding stock arrangement in the finished-goods warehouse



Reviewing dispatch-ready pallets in the warehouse

The Sales and Marketing Head discussed how the company built its market presence through dealer networks, branding, digital marketing, and market research. Students related pricing strategy, promotional campaigns, and relationship-building with architects directly to their Marketing Management curriculum.



Students in discussion at the boardroom

The Finance Manager introduced budgeting, cost accounting, working capital management, and taxation, demonstrating how ERP software integrates financial transactions with production, inventory, and sales. The session strengthened students' understanding of financial decision-making learned in Class XII Accountancy.



Briefing session with a departmental executive

The HR Manager explained that employees are an organization's most valuable asset, covering recruitment, induction, training, performance appraisal, and industrial relations. Students appreciated the role of communication, leadership, and workplace ethics in professional life.



Interactive session in the conference room

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HEALTH, SAFETY & ENVIRONMENT

The HSE Officer explained that industrial growth must be accompanied by strong commitment to employee safety and environmental protection. Students observed protective equipment, fire safety systems, dust extraction, and waste management, reinforcing the Sustainable Development Goals promoted through the school curriculum.



Outdoor briefing near the utility and water treatment area

The IT Executive demonstrated how ERP software, production monitoring systems, and cybersecurity measures support every department's planning and decision-making, highlighting the growing importance of digital literacy and technological adaptability in the corporate world.



Monitoring the glaze-line process on the control screen

Students observed automated packaging systems, barcode labelling, and palletization that protect finished products during transportation. The executive explained how proper packing minimizes damage and improves logistics efficiency and customer satisfaction.



Observing tiles moving along the conveyor toward packing

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CUSTOMER SUPPORT & AFTER-SALES

The Customer Relations Manager explained that business relationships continue well after a sale, through complaint resolution, warranty support, and feedback collection. Students learned that satisfied customers become long-term brand ambassadors, reinforcing customer-centric and ethical business practices.



Interactive discussion in the conference room

Educational Significance and Learning Outcomes

The industrial visit transformed classroom learning into meaningful practical understanding. Students observed the integration of production, finance, marketing, human resources, logistics, and quality management within a single organization, strengthening conceptual clarity in Business Studies, Accountancy, Economics, and Entrepreneurship while developing analytical thinking, communication, teamwork, and professional awareness.

The visit strongly reflected NEP 2020's emphasis on experiential learning, competency development, and industry-academia collaboration, and supported the National Curriculum Framework's focus on inquiry-based, reflective, and collaborative learning. Students returned with a broader understanding of industrial management, sustainable development, ethical business practices, and emerging career opportunities in manufacturing and commerce.

Conclusion

The Industrial Visit to Orient Bell Limited, Dora, Bharuch, successfully bridged theoretical learning and practical industrial experience. Interactions with senior executives across fifteen functional departments enabled students to appreciate the coordinated efforts required to run a modern manufacturing enterprise — from planning and technology to financial management, logistics, and customer service.

The Commerce Department expresses its sincere gratitude to the management and staff of Orient Bell Limited for their warm hospitality and valuable guidance, which made the visit an unforgettable and highly meaningful learning experience — a significant milestone in preparing Class XII Commerce students to become competent, responsible, and future-ready professionals.



Group photo with the Orient Bell Tiles brand identity



Students on the plant walkway during the departmental tour



A token of appreciation being exchanged with the host team

— Commerce Department, Chinmay International School —

