

Aryabhata College

Industrial Trip Report – Organized by SANKALP Society, Department of Management Studies

“Excellence is a continuous process and not an accident.”

-Dr. A.P.J Abdul Kalam

Sankalp- the Management Society of Aryabhata College organised the Annual Industrial Visit 2020 to Nahar Industries Enterprises Limited (NIEL) and Mahindra Swaraj in Chandigarh from 5th February 2020 to 7th February 2020 . The presentation in this regard was made in the Principal room in order to apprise the college regarding itinerary of the trip and seek suggestions of the Principal and other faculty members, associated with the coordination of the trip.



With a motive to gain a hands-on experience of operations and production of the manufacturing firms, the 213 km journey commenced at around 2330 hrs with full zeal and enthusiasm. The overnight journey was followed by check-in at the hotel. The undergraduates proceeded for the

industry visit after the breakfast. The students visited NIEL followed by Mahindra Swaraj.



Nahar Industries Enterprises Limited is a subsidiary of Nahar Group of Companies also known as OWM. The group is a leading industrial house of northern India, continuously growing and diversifying its activities for economic prosperity of its shareholders and stakeholders, while engaging itself to the well-being of community and environment. Emanating in 1949 as a small woollen worsted spinner and Hosiery manufacturer, Nahar Group has grown itself as leading textile giant of Northern India manufacturing.



Apart from textiles, the group is diversifying into new areas and as on date the group is engaged into Sugar Manufacturing, BOPP film, Investments, Lending, Financial Advisory, Solar Power Generation, Wind Mills and Non-Conventional Co- Generation Power Plant etc. The industry is located in Dappar District, Mohali (Punjab). The students gained insights on the various operations ranging from spinning, weaving & processing. The students were also enlightened with cost-reduction measures adopted by the firm and how the firm adjusts its policies and strategies pertaining to the high competition in the Asian Textile Market. The management also gave an overview on the CSR activities performed by the firm. The firm has a wide clientele ranging from major domestic brands to top international brands like GAP, TARGET, TOMMY HILFIGER, COLOR PLUS, BLACKBERRY'S, MONTE CARLO and many more. The textile division accounts for 92.20% (including inter-segment) of the total turnover of the company for the year ended 31st March, 2019. The Company has produced 67,224 MTs of yarn in 2019. The Company has produced 804.70 lacs meters of fabrics (both grey and processed). Swaraj Tractors was established in Punjab in 1970 and rolled out its first tractor 724 in 1974 for commercial purposes. Initially named Sartaj, Swaraj was later acquired by Mahindra Group in 2007. Despite being the oldest tractor 724 is still one in most demand.



The current division manufactures 24 hp to 70 hp tractors while above 70 hp are manufactured in the Mohali Division. Internationally Swaraj ranks amongst Top 10 manufacturers while domestically it stands at second position in terms of market share. The firm works on Demand-based Model thereby adjusting itself efficiently on the number to be produced. The firm aims to acquire the first position as a part of its Vision 2020 initiative by improving the quality of its products. It has successfully achieved its Vision 2019 of being in Top 2 manufacturers. In the last five years it has successfully increased its production capacity by around 55%. The division's employees at shop floor level have also presented various projects at national and international level recently at Japan. The firm has adopted various measures to reduce overall carbon and water footprint. The firm also trains its employees with international standards of curriculum thereby working towards enhance operational efficiency. The firm focuses on boosting employees' morale in order to increase productivity with development workshops to make the employees multi-skilled.

Every model is specialised as per customer requirement (XT Extra Torque, XM Extra Mileage FE Fuel Efficient). The firm has also been awarded with accolades from Quality Circle for maintaining quality and safety standards. The factory is divided into two parts – LMS (Light Machine Shop) for light gears and HMS (Heavy Machine Shop) related to heavy machine parts such as gear box and engine assembly. The factory incorporates a Heat Treatment Shop which is a confined space accessible to



only highly trained employees. The hardening and cooling takes place through heating and soaking process. The assembly of the tractor takes place entirely using automated machines involving minimal human intervention. The tractors are painted using their own paints to ensure the quality using the Cathode Electrode dripping process. Overall Mahindra is slightly ahead of Swaraj in terms of Quality however Swaraj has an edge in pricing. The final test comprises of a Roller Test to keep a check on the air pressure followed by Road Testing On an average a tractor is assembled in a time frame of 3.5 to 4 minutes. We are thankful to our faculties for organising such an informative event for us in crucial to develop our practical skills regarding logistics, production and other managerial activities. We learnt the proper management criteria and functionality of the heavy auto mobile industry and had an opportunity to research and experience the working of the company. We hope to get more chances in future to have such wonderful and informative experience of visiting different industries.



Gratitude

We are very thankful to our very kind, responsible and professional faculty for helping us arrange this informational trip to the Swaraj and Nahar industries namely. We are grateful to the Principal, Dr. Manoj Sinha and Dr. J.K.Singh (Coordinator – BMS course) for helping us to organise this educational visit in an efficient manner and helping us at every step along the way to make this industrial visit an important learning experience. Our deepest gratitude are due for faculty members Mrs. Cherry Uppal, Ms. Kavita Gautam, Mr. Sanket Shekhar and Mr. Pradeep Singh who accompanied us and devoted their time from their busy teaching schedules and help us as a collective group to complete the entire industrial trip as well as have a safe and enjoyable experience while taking care of us in a cool, calm and collected attitude.

Lastly, we would also like to thank all the employees and faculty members at both Nahar and Swaraj



industries for welcoming us into their professional workspace and for explaining and mentoring us at each and every step of the industrial visit. They provided us vital information that keeps their industries running in a fast paced and optimized manner. Additionally, we also learned of the different hardships and accomplishments of these industries as well.