

MIT | Arts, Commerce & Science College

Alandi (D), Pune – 412105

Academic Year 2018-19

BBA & BBA – IB Department

Report on Industrial Visit at Jaya Hind Industries Ltd., Akurdi, Pune

Date: 20 /02 /2019

An industry visit was organized by BBA and BBA IB Department for SY BBA and BBA (IB) students to Force Motors Limited, Akurdi, Pune on, 23rd February 2019.

The objectives of industry visit are as follows:

1. To provide exposure about business aspects to students.
2. To study the business icons.
3. To experience the work environment & the actual manufacturing process.
4. To involve the students in observing the strategies of market intelligence.
5. To learn business & expansion plans.
6. To observe the social responsibility policies of companies.

About the Industry Visited:

Initial Name: Force Motors Limited

1947: Founder - Late Shri. Navalman Kundalman Firodia

Industry Type: Aluminum Casting Facility

2005 : Bajaj Tempo Ltd (Renamed)

Tag Line: The New Force, For A New India.





1948

Shri. N.K. Firodia showing auto-rikshaw to Honourable Pandit Jawaharlal Nehru, first Prime Minister of India



1958

Production of Tempo 3-wheeler, 'Hanseat' started at Goregaon, Mumbai.



1969

• The production of MATADOR diesel Light Commercial Vehicle begins.



1982

The company, in collaboration with the then Daimler Benz, produces the Mercedes Benz OM 616



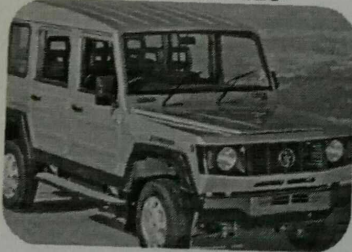
1988

• The company, in collaboration with the then Daimler Benz, produces the Mercedes Benz OM 616



1997

The company enters the field of agricultural tractors with Balwan.



2000

Full range of production of Trax range of vehicles achieved.



2008

• Force Motors launched Traveller Shaktiman, Traveller Luxury and Traveller Smooth.



2013

Force Motors launched its first offering in the Personal Vehicles segment, the FORCE ONE.





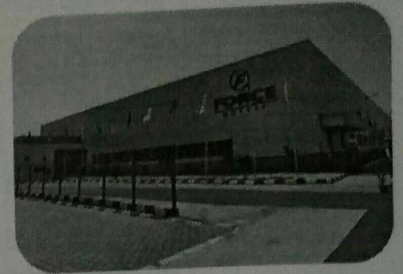
2013

Force Motors introduces Gurkha, the Extreme Off-Roader Vehicle.



2014

Traveller School Bus- Force Motors launched Traveller School Bus with Child Bus Tracker (CBT) feature.



2014

Inaugurated its Chennai plant, which will produce and test engines for BMW Cars and SUVs made in India.



2015

Trax Deluxe - Force Motors launches the Trax Deluxe with AC across dealerships nationwide.



2016

Inaugurated its new plant at Chakan, will produce engines and axles for all Mercedes Benz cars



2017

Force Motors introduced All-new Force Gurkha range.



2017

Force Motors launched KARGO KING PICKUP, their latest offering on the proven Trax platform



2018

Force Motors signs an agreement with Rolls-Royce Power Systems AG to set up a joint venture.

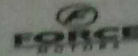


The Induction Talk Consisted of:

- History of the Force Motors and it's various subsidiaries like Jaya Hind Industries, Jaya HindMontupet Pvt. Ltd., Rivulis (Drip Irrigation), Pinnacle (Seat making Firm).
- Force was in six decades of Indo-German collaboration first from Vidal-Sohn in 1958 to Force-mtu power systems for making power generator for under rail applications in 2018.
- LCV Monocoque buses is the main business and export to SAARC countries. Major parts of vehicle are built inhouse
- Makes Mercedes Benz's engine & axle & SUV at Mahindra World City, Chennai.
- Makes around 1 Lakh Mercedes Engine, BMW makes 80,000 engines of all SUV's they make.
- No. of Employees:5000 (Machine to Human ratio - 3:5), due to size of Akurdi plant.
- Permanent Employees: Permanent employees & workmen. Based on performance and who serve the company for more than 5 years, will get a performance appraisal and promotion.
- Trade Unions: No Trade Unions are formed. Conflict Resolution with management is followed. Most of the workers are on a contract basis and hence temporary.
- Training: Employees are trained for the job (1 month). Basic prerequisites required to join are knowledge of machines, ITI certification, diploma in engineering, previous experience, etc.
- Feedback System: Feedback and suggestion boxes for improvement are provided for employees and workmen in the workshop. Workers can directly approach the shop floor manager/engineer/supervisor for any help, queries or problem resolution.



Akurdi plant Organization of HRM (At):
Departmental Line Organization. (given below)



MANAGEMENT TEAM



- **Wage Payments:** Wages are paid weekly and monthly basis to workmen & employees. Temporary workers get paid as per contract.
- **Benefits:** Medical Cover to each workman (compulsory) in Force Motors. They prioritize safety above all in all respects. Accommodation facility is also provided in factory premises for employees, trainees & guests.
- **Compliance Management:** Force Motors has strict compliance management and HR department follows all labour laws strictly.

We were guided in the industry visit by:

- **Ms. Shital Jagtap – HR - Introduction and Presentation**
- **Mr. Raghuveer Vedula**
- **Mr. Swapnil Aware**
- **Madhu Nair**



The Induction Talk Consisted of:

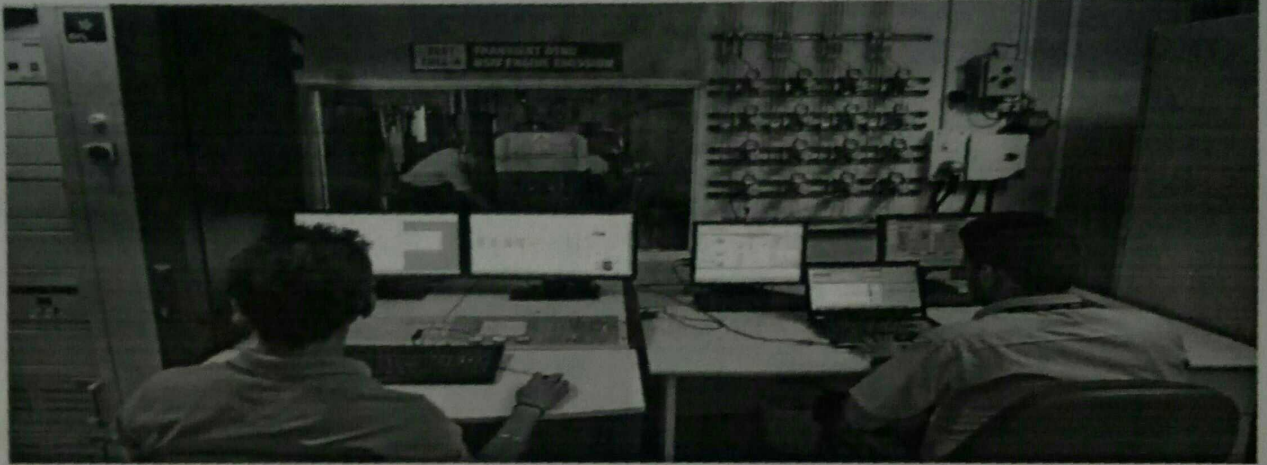
- History of the Force Motors & Jaya Hind and its various subsidiaries like Jaya Hind Montupet Pvt. Ltd., Rivulis (Drip Irrigation), Pinnacle (Seat making Firm).
- Force (Jaya Hind previously) was in six decades of Indo-German collaboration first from Vidal-Sohn in 1958 to Force-mtu power systems for making power generator for under rail applications in 2018.
- Due to high tech machines and manpower makes around 30,000 tonnes of castings, 2.5L cylinder blocks, bed plates & cam carriers, 15L transmission housings, 2L oil pans and 5L cylinder head covers per year.
- Range of auto components like clutch plates, hinges, etc are also manufactured by the plant.

Employee Performance :

- No accidents have been reported since past 10 years in Jaya Hind Industries. Near miss accidents were around 50 last year.
- Every care is been taken from employer side that the employee/workman remains safe in the factory premises.
- The plant and machines are both ergonomically designed to utilize full productivity of employee thus benefitting the employer.
- No. of Employees: 5000 (Machine to Human ratio - 3:5), due to size of Akurdi plant. (Computer simulations - 1:2)
- Permanent employees & workmen. Based on performance and who serve the company for more than 5 years, will get a performance appraisal and promotion
- No Trade Unions are formed. Conflict Resolution with management is followed. Most of the workers are on a contract basis and hence temporary.
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- Wages are paid weekly and monthly basis to workmen & employees. Temporary workers get paid as per contract.
- Medical Cover to each workman (compulsory) in Jaya Hind Industries. They prioritize safety above all in all respects. Accommodation facility is also provided in factory premises for employees, trainees & guests.
- Compliance Management: Jaya Hind has strict compliance management and HR department follows all labour laws strictly.



- Channels of Marketing: direct approach to oem's, online advertising, engineering expo's showcasing, and 70 years of magnificent history.
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Outcomes / Observations of the visit

1. Marketing Strategy that Force Motors use caters to the needs of Agricultural, commercial and private sector use.
2. The range of Force Travelers are huge around the world. It is largely in demanding public transportation sector, in form of school & office buses, ambulances, delivery vans, etc.
3. Force Motors is a large-scale industry which does marketing by advertisements, personal selling (cold calling) through dealership networks, sales promotion & public relations of it's tractors & other range of vehicles.
4. They are cheapest and biggest van selling company in India. Due to it's popularity in that segment, it sells numerous travellers in a year.
5. For Adventure seekers and off-road enthusiasts, Force Gurkha range provides best value for money and rigid vehicle in the price range. They market this by showcasing in AutoExpo all around the world.

The numbers of students who have attended the industry visit are **Girls – 17, Boys – 39 = 56 total students.**





Amol Mane

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Prof. Dr. B. B. Waphare
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