

# MIT | Arts, Commerce & Science College

Alandi (D), Pune - 412105

Department of BBA & BBA – IB

Academic Year: 2018-19

Date: 12/03/2019

## NOTICE

It is hereby informed to all SY – BBA and BBA (IB) students that an Industry Visit is organized at **Mahindra & Mahindra Company, Chakan, Pune** on Wednesday, 20<sup>th</sup> Mar, 2019.

All students are asked to gather in the college at **8.30 am** in **formal dress** with college ID Card.

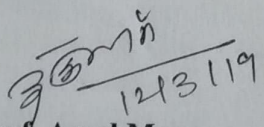
The list of Student's confirmation for industry visit must reach the faculty in charge **on or before 18<sup>th</sup> Mar, 2019** for necessary arrangement of bus facility. The confirmation after the due date shall not be accepted & such students will not be allowed for the visit.

Further, the students must follow all the instructions given by the faculty members.

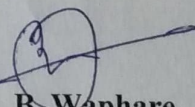
For more information meet **Prof. Aakanksha Landge, Asst. Prof. Dept. of BBA and BBA IB,** In-charge, Industry Visit.

**\*Note:**

1. For industry visit students must wear **shoes** for safety purpose.

  
Prof. Amol Mane  
HOD BBA and BBA (IB) Dept



  
Prof. Dr. B. B. Waphare  
Principal

# MIT | Arts, Commerce & Science College

Alandi (D), Pune – 412105

Academic Year 2018-19

**BBA & BBA – IB Department**

**Report on Industrial Visit at Mahindra & Mahindra Limited, Chakan, Pune**

**Date: 25 /03 /2019**

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An industry visit was organized by BBA and BBA IB Department for SY BBA and BBA (IB) students to **Mahindra & Mahindra Limited, MIDC – Chakan (SEZ), Pune on, 20<sup>th</sup> Mar, 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:** Mahindra & Mahindra Limited

**Industry Type:**

- Goods Light Commercial Vehicles (LCVs)
- Utility Vehicles (UVs)
- Medium and Heavy Commercial Vehicles (MHCVs),
- Three-Wheelers,
- Two-wheelers and
- Passenger cars



**2<sup>ND</sup> Oct 1945:** Mahindra & Mohammed (K. C. Mahindra Brothers joined with Ghulam Mohammed)

A franchise for assembling jeeps from Willys, USA

**1947:** Mahindra & Mahindra (Renamed)

**Tag Line:** Rise

- The company encapsulated its ambition, spirit and inspiration from golden words of **Pandit Jawaharlal Nehru:**

“The woods are lovely, dark and deep,

But I have promises to keep,

And miles to go before I sleep, and miles to go before I sleep.”

The golden words are translated into “many more milestones to be set up before it rest”.

**Types Mahindra Car:**

- Mahindra Bolero
- Mahindra Maxx
- Mahindra Scorpio

**1955:** The Company was incorporated and converted into public limited company.

**1956:** The company was incorporated and converted into public limited company in 1955 at Mumbai.

**1967:** On 1st April wholly owned subsidiary Mahindra Engineering Co. Ltd., was merged with Company International Tractor Company of India Ltd.

The name was changed from "Mahindra Van Wijk & Visser Ltd. to Mahindra & Mahindra Ltd.

**1978 -88:** Approval was granted from government was received for the manufacture of Peugeot 504 Pickup vehicles in collaboration with Automobiles Peugeot of France.

**1989 – 99:** Improved versions of CJ 500 range and FJ range were introduced. The company proposed to introduce the Armada Grand with XD3 diesel engine.



**2000 – 10 :** Mahindra & Mahindra acquires renowned Italian Design House GRD Italy. Mahindra launched many products, joint ventures and mergers has taken place in this time frame.

**2009 - 10:** Unleashes the MAXX pickup utility vehicle. Signed an agreement with Canara Bank, where bank provide loans who are willing to buy Mahindra tractors.

**2011 – 19 :** It was ranked 21st on a list of top companies in India by Fortune India 500 in 2011.

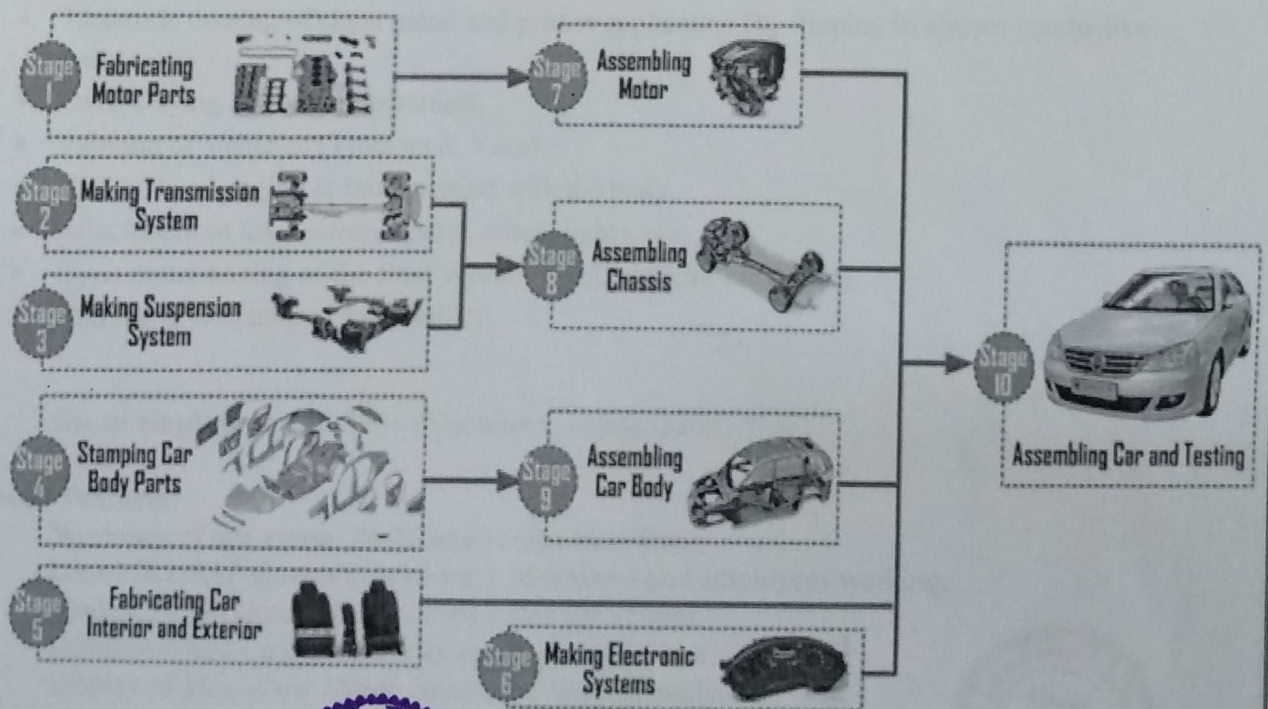
Its major competitors in the Indian market include Maruti Suzuki and Tata Motors.

Six Mahindra plants won the Confederation of Indian Industry (CII) National Energy Conservation Awards and National Water Management Awards.

### Product & Service Profile:

- **Agricultural Vehicles**
- **Commercial Vehicles**
- **Consumer Vehicals**

**Workflow: Mahindra & Mahindra Limited, is aggregated in the below flowchart.**



**We were guided in the industry visit by:**

- **Assistant Manager of Quality** - **Aslam Baig**
- **Assistant Manager of Product** - **Vinayak Chikodi**
- **Team Leader** - **Sandeep Nirbhavne**
- **Press Shop Manager** - **Tukaram Gavale**

**Quality Management:** Techniques such as ISO 9000,  
Quality Circle (QC),  
Just-In-Time (JIT)  
Total Quality Management (TQM)  
Kaizen &  
5s

**Types of Processes:**

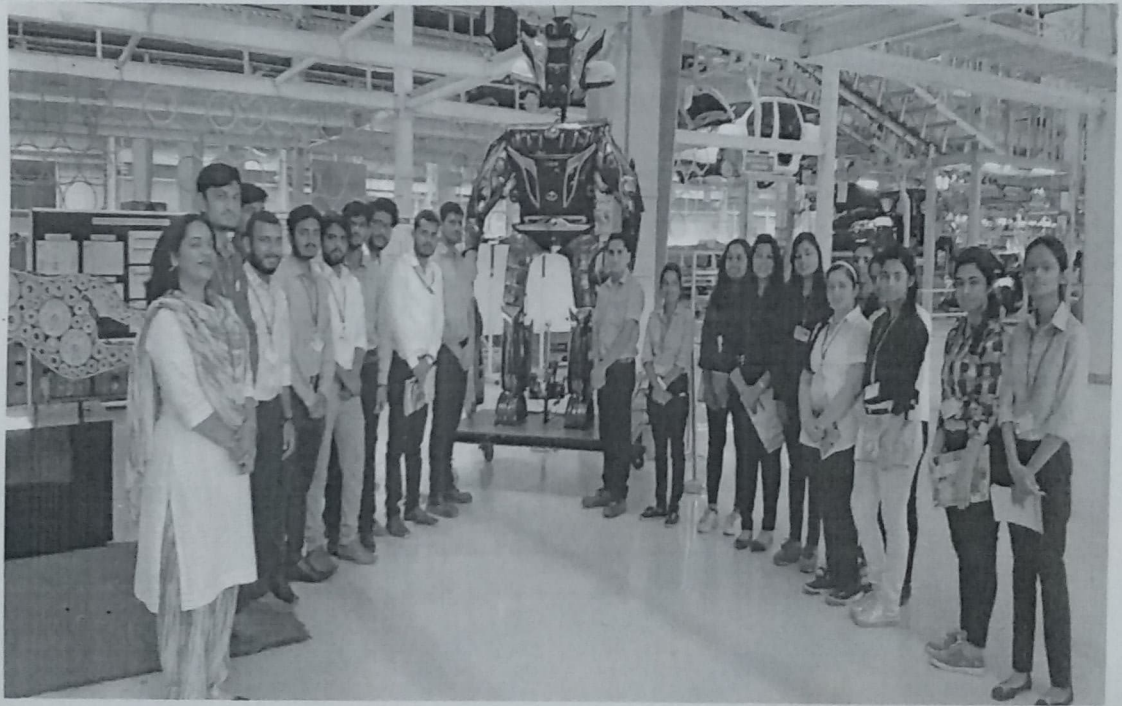
- Material received, stored at storage area. (Material used are LC Steel, Alloy-Die Cast material, Aluminum)
- Drilling
- Plasma Cutting
- Machining
- Rolling (of certain parts)
- Pressing (Hydraulic, Mechanical, Die Pressing), Welding & Grinding.
- Assembly (of all sheet metal)
- Electrode coating of sheet metal and primer application (by dipping in electro conductive paint well)
- Oven Drying at high temperatures
- Painting of Vehicles (Tractors & Vans)
- Assembly of engine & transmission with the body.
- Attachment of all electronic parts, wires, lights, etc.
- Dyno meter testing of the final vehicle. (ALL vehicles are tested)
- Packing & Dispatch of the Product

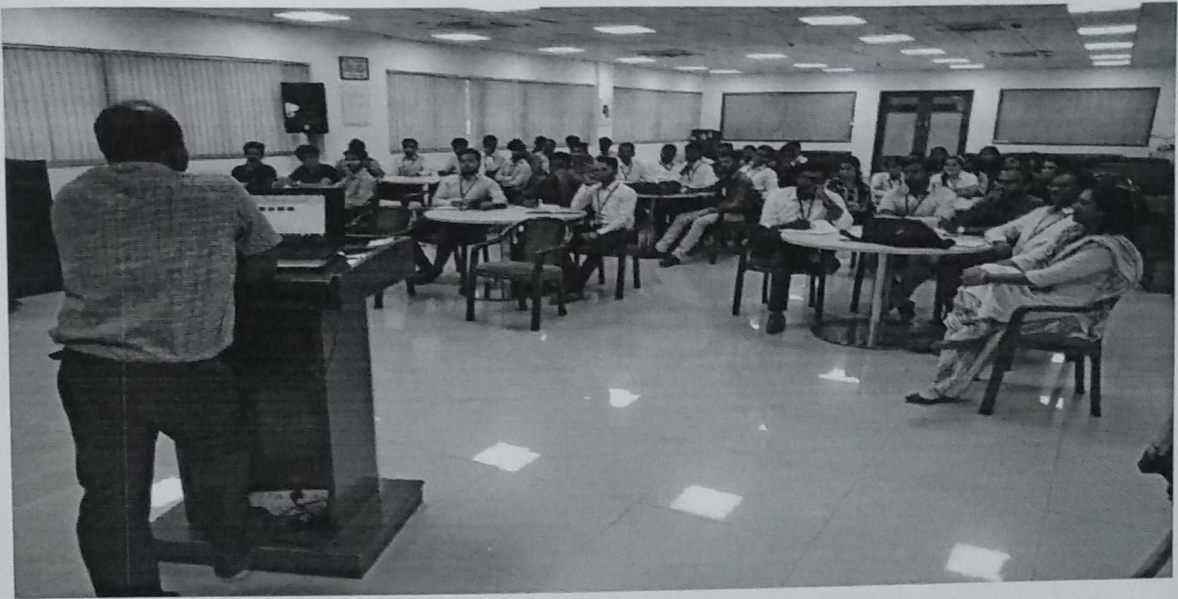
**No. of employees:** 240,000+ (Machine to Human ratio - 1:58)

**Special Features:**

- Workmen of age group: 24-35 years at the shop floor.
- Uses MES-SAP system to keep track of workers and employees working.
- Ranked 10<sup>th</sup> in *Great Place to work* index for 5 times.
- Bandhan-Child Care Services for employees' children.
- Display of *Man of the Month* on notice boards monthly.
- 10 years of Zero accident cases.
- Aprons, helmets, ear plugs, gloves etc. for the workmen in the factory.







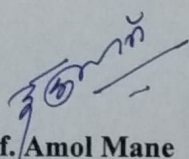
Total 50 students (Girls – 12, Boys – 38) were present for this visit.

**Outcome of Industry visit:**

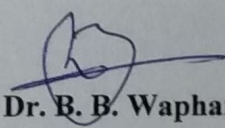
1. Connectivity of High output & Machine Technology.
2. Atomization is affecting employable manpower.
3. Management system is the key to success.
4. Employee safety & zero accident at work is possible.
5. Age restrictions for employment at Mahindra & Mahindra.

**Faculty presence:** 1. Prof. Aakanksha Landge (Industry Visit - Incharge)

2. Prof. Shailendra Patil

  
Prof. Amol Mane  
Head  
BBA & BBA (IB) Dept.



  
Prof. Dr. B. B. Waphare  
Principal