



SRI SATHYA SAI INSTITUTE OF HIGHER LEARNING

(Deemed to be University)

ANANTAPUR CAMPUS, ANANTAPUR,
ANDHRA PRADESH-515001

Industrial Visit Report '23: Department of Management and Commerce, Anantapur Campus

Type of event: Field Trip

Title: Industrial Visit to Chennai as part of Curriculum activity and event for the academic year 2022-23.

Period: 5 days [10.08.2023 to 14.08.2023]

Type of industry: Manufacturing, retailing, service, and assembly line units.

Name of the coordinator: Dr. K. Prasanna Sai (Alumni), Mr. S. R. Chandrasekharan (State President, Chennai Metro)

Number of participants: 25 MBA students and 2 Faculty

The objective of the Field Trip: To provide students with experiential and hands-on learning opportunities to understand the concept from an industrial perspective.

Industrial visit schedule:

10.08.2023
(Thursday)
**Sundaram
Finance,
Perambur
Samithi**

11.08.2023
(Friday)
**Hunter
Douglas**

12.08.2023
(Saturday)
**Marina
Beach, Ram's
fitting,
Guindy
Temple**

13.08.2023
(Sunday)
**Dakshina
Chitra, Sri
Satya Sai
Sundaram**

14.08.2023
(Monday)
**Kone
Elevators**



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10 August 2023: Sundaram Home Finance

The day commenced with the recitation of Omkaram and Suprabhatam at 5:00 AM. Following a hearty and delectable breakfast, along with a group photograph, we proceeded to Sundaram Home Finance in Chennai.

The visit began with a cordial welcome from Mrs. Sriranga and Ms. Mini, who offered an introduction to the company's background. The day continued with a presentation by the Managing Director of Sundaram Home Finance, Mr. Lakshminarayanan Duraiswamy, giving us an introduction to the proceedings.

Mr. Duraiswamy initiated the session by displaying a slide depicting a nervous interaction and sharing his experiences with students. Subsequently, He continued by expressing that "Academics is boring, Industry is modern," but upon concluding that slide, he emphasized that "all of these notions are Myths." He further elaborated by conveying that "Skills can be learned, whereas values and attitude cannot be acquired, one needs to learn these values". He then concluded by saying that "adaptability is the most important thing in most organizations, if you can adapt to change, you can do wonders." He has spoken about Sundaram way which is similar to SSSIHL values like; integrity, Fair play, service, prudence, honesty, humility, discipline, relationship, openness. The talk concluded with a small interactive question and answer session. Following that, we conducted a Vote of Thanks session to express our gratitude to Mr. Duraiswamy, after which we had a tea break.

After the tea break, we were presented with a discussion led by the Chief Operating Officer, Mrs. Hema Ganapathy. Her presentation began with her expressing her joy at the room being filled only with women. She covered every step involved in obtaining and completing a home loan. She discussed the concept of a moratorium, wherein customers have the option to temporarily pause their loan payments. She ended her talk and later joined us for lunch.

After a heart-filling talk by Mrs. Hema, we had Mrs. V. Janaki, Chief Technology Officer - Information Systems. Mrs. Janaki shed light on the utilization of AI and ML within the company, highlighting both their current applications and the potential future opportunities in the service sector.

Then, we had Ms. Poornima, the credit handler for Sundaram Home Finance. She discussed the company's approach to evaluating customers' eligibility for loans, emphasizing the importance of examining their CIBIL scores and credit histories. Furthermore, she posed a question to the students, asking if they would lend money to anyone without verifying their background. Later, she



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elaborated on the necessity of scrutinizing customers' backgrounds before granting loans, as a precaution against potentially fraudulent activities. Following that, we enjoyed a delectable lunch organized by the company.

After lunch, Once the group photograph was taken, we proceeded to the nearest branch of Sundaram Home Finance. There, Mr. Suresh, the Zonal Head, discussed the company's core values and their integration into the work of every employee. He also highlighted the company's commitment to employee well-being.

Subsequently, Ms. Kanchana provided us with an overview of the process through which a file moves from one counter to the next. Following that, Ms. Sriranga guided us to the branch level, where she demonstrated the loan application form processing. She showcased how it progresses to the docket stage, undergoing meticulous manual examination by an employee. We were then escorted back to the main office, where we engaged in a video presentation showcasing the principles of the Sundaram Way.

The visit to Sundaram Home Finance concluded with expressions of gratitude extended to all the employees, accompanied by small tokens of appreciation and affection. They played a pivotal role in ensuring the success and lasting memories of our trip.

10 August 2023: Perambur Samithi

Upon entering the premises of Perambur Samithi, we were greeted warmly by the Perambur Samithi Seva Dal. In alignment with the Prem Tharu mission, the Seva Dal assisted our professors in planting a few saplings.

We were then led to Swami's room and later guided to a hall, where Sri Harihar Krishna and Sri Devanandan, the District president, acquainted us with the initiatives of the Perambur Samiti and presented a video of Swami when he came to Perambur. We were served snacks and later presented with Swami's photo and a customized flask having our names, a heartfelt gesture from the Samiti aunties and uncles as a token of their affection.

After which, we proceeded to the Samiti Mandir where we participated in bhajan singing and had the opportunity to take a photograph with Swami at the conclusion. As we departed from the Perambur Samithi premises, we were fortunate to receive vibhuti and a delectable prasadam. On our way back, a profound sense of blessing enveloped us all, as we reflected on our time in Perambur and the love of Swami we had experienced.



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11 August 2023: Hunter Douglas

Hunter Douglas is the world's leading manufacturer of window coverings as well as a major manufacturer of architectural products. It is the market leader in the window coverings industry. They have their plants all over India. As a part of our IV, we visited the Hunter Douglas located in Sri City, Andhra Pradesh. This plant manufactures the architectural material required for its projects.

We reached the company at 10 AM. and were welcomed warmly by Mr. Nagarajan, senior manager, along with refreshments. Then the day's proceedings started with a conversation about "what do we know about the company?" Mr. Sundara Murthy, Managing Director of the company, also joined the conversation and addressed all our questions regarding innovation, customization, market leadership, R&D, processes in bidding, Quotation, etc. He also gave amazing advice to some of the students' questions regarding leadership, management, skills to be learned, etc. His wise words gave us a wonderful overview of the window covering and architectural industry.

Later at around noon, we started to see their manufacturing unit where the complete architecture baffles are made. Starting from the raw material warehouse to proliferation, powdering to heating, shaping to final product "baffles". We were mesmerized by the whole process. Mr. Gopinath had explained everything with great clarity. We also get to see how they mock display the final product to know the aesthetic look further.

After a wholesome lunch at the company, the afternoon session started with a talk by Mr. Nicholas, Head of the supply chain regarding the supply chain management in Hunter Douglas, and their parameters in choosing to ensure quality, TQM practices like 7qc tools, 5s framework, EN standards, etc.

The industrial tour at Hunter Douglas ended with a token of gratitude to all the employees who were instrumental in making this visit a learning success.

12 August 2023: Proceedings of the Day

After the morning's Suprabhatam session, the dawn of the day began with the beautiful, mesmerizing sunrise on the shores of Marina Beach. The waves rolled in, each of them as strong and bold as the last. They came without fear of the beach, embracing their destiny upon the dawn sands. The rhythmic rise and fall of waves in the sea charged us with energy and peace.

With memories to cherish, peace of mind, and reluctance to leave the beach, we drove to the Display centre of Ram's Fittings, a distributor of fixtures and fittings.



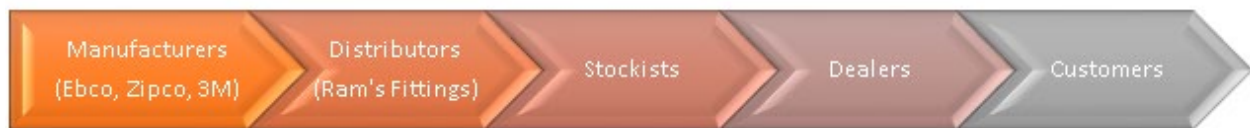
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12 August 2023: Rams Fittings & Accessories Pvt. Ltd.

Ram's Fittings is a major distributor of Ebco products. Apart from Ebco products, they also sell Zipco (a sister brand of Ebco) and 3M products.



Source: Self-generated

Their Vision is 'Simplifying lives through hardware solutions. The Mission of the company is to 'Offer the right hardware solution'. They sell products ranging from kitchen baskets to door hinges, all the furniture needed for compact space at offices, workplaces, homes, etc. Their clients are stockists and dealers including Aluminum fabricators, interior designers, architects, builders, furniture manufacturers, and end customers.

We had a very heart-warming welcome, which was followed by an elaborate presentation about the company, by the Managing Director Mr. Ramesh, and the partners of the company. They covered a wide range of aspects such as Supply Chain, Value chain, Technological Advances, Marketing, HR Training, Work culture, Staff Welfare Schemes, Finance, Customer Relations, Logistics, Sustainability, Leadership, and the list goes on.

The organisation offers paid holidays to the employees going for Prasanthi Seva, and also book their tickets, and makes necessary arrangements for their comfortable stay. The employees are considered as family. They take active participation in several service activities in addition to the 2% CSR activities that are mandated. They set an example for how we can pay back our gratitude to the alma mater, from wherever we are, and in whatever capacity we can.

After a sumptuous and wholesome meal, we were taken on a visit through the display center after which we received numerous gifts from them. The day's industrial visit seemed more like a Satsang and kept us connected to Swami throughout.



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12 August 2023: Guindy Temple

In the evening, we were indeed blessed to visit the Shirdi Baba Temple inaugurated by Swami. We were amazed to know the history of the temple, and how this was the first temple of Shirdi Baba, which was built and opened by Swami, even before the temple at Shirdi came into existence. We were blessed with the opportunity to chant Veda, sing Bhajans, and interact with the guardian of the temple. The day was indeed a Sai-filled day.

13 August 2023: Dakshina Chitra

Dakshina Chitra is a heritage village, with an array of displays and relocated originals of dwellings depicting the life pattern of people in the states of southern India. The exhibits portray the architecture, art, folk performing arts, and craft of South Indian traditions. The amenities include a research unit, crafts bazaar, playground, stone workshop, and souvenir kiosks.

Here are some of the things we saw at DakshinaChitra:

- Traditional houses from different South Indian states, such as the Tamil Nadu village house, the Kerala nalukettu, and the Karnataka tiled house.
- Different traditional crafts of South India, such as weaving, pottery, and wood carving.
- Watched performances of traditional South Indian dances and music.

13 August 2023: Sri Satya Sai Sundaram

We experienced a delightful evening as we all were eagerly waiting for our visit to Sundaram. Each of us had the opportunity to visit Swami's residence located on the first floor, where we experienced a serene darshan of Swami's drawing room, where a manifested lingam was placed, and also His bedroom and later His Interview room. There, we sat down and melodiously sang "Jab koi baat bigad jaaye," "Kanula Mundara," and "Hum ko tumse pyaar kitna". Our hearts were deeply moved by his love as we embraced these melodies.

During the singing session, a few students presented cards, while some graciously offered dried fruits. The room was infused with the all-encompassing presence of Swami, and tears streamed down our faces. By 6:30 PM, we were directed to the Bhajan mandir, where we chanted Veda along with Bal Vikas students and sang bhajans in front of His divine throne. During that moment, a profound sense of bliss enveloped us. The moments spent there in Sundaram are unforgettable and etched in our memories.



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14 August 2023: Kone Elevators

The final day of the journey was spent at Kone Elevators, a heavy manufacturing industry producing elevators for companies and businesses, not just Pan India, but also for other countries including the USA. This Finland-based company has its only Indian manufacturing unit, in Chennai. The Mission of the company is to 'Improve the flow of Urban life'. The core values of the company include safety as the key component.

The session started with an introduction about the company by the HR Manager Mr. Aarumugam and the Head of Safety, Quality, and Health Mr. Shankara Subramaniam briefing us about the various safety measures that they take in the manufacturing unit. This was followed by a visit through the three different parts of the manufacturing unit - Car & door unit, Electrification unit, and Machinery unit, where we saw the implementation of various TQM techniques such as DMAIC, Fishbone method, Kaizen, SIPOC, and Lean Manufacturing. It was amazing to know that more than 70% of their employees were Lean Six Sigma Green Belt Certified. The day's visit concluded with a question and answer session, where the Director of Kone Elevators Mr. Sivaraman addressed us students.

Overall, the entire Industrial visit was filled with intense learning, industrial exposure, immense blessings of Swami in the form of the love showered on us by the sevadals, energizing bhajan sessions, and a humble experience to cherish throughout our lives.



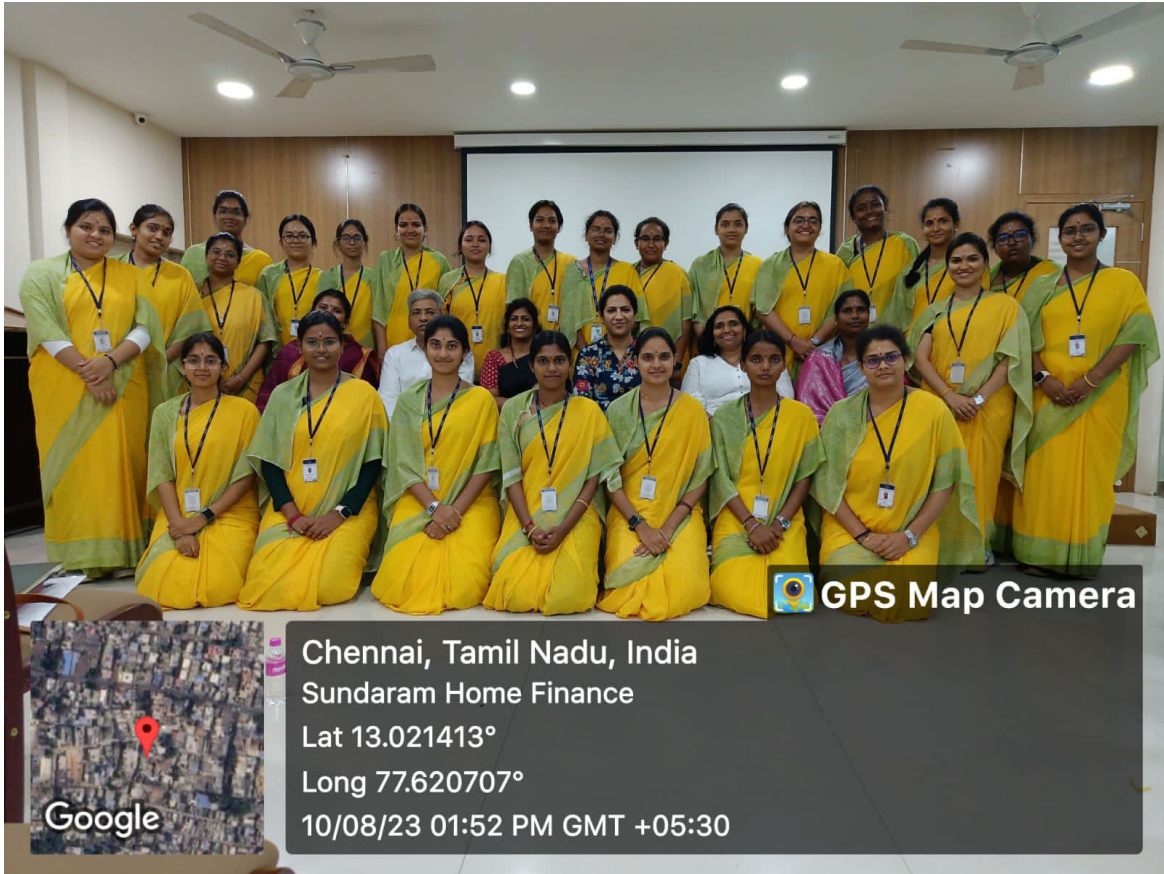
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Day 1

Sundaram Finance



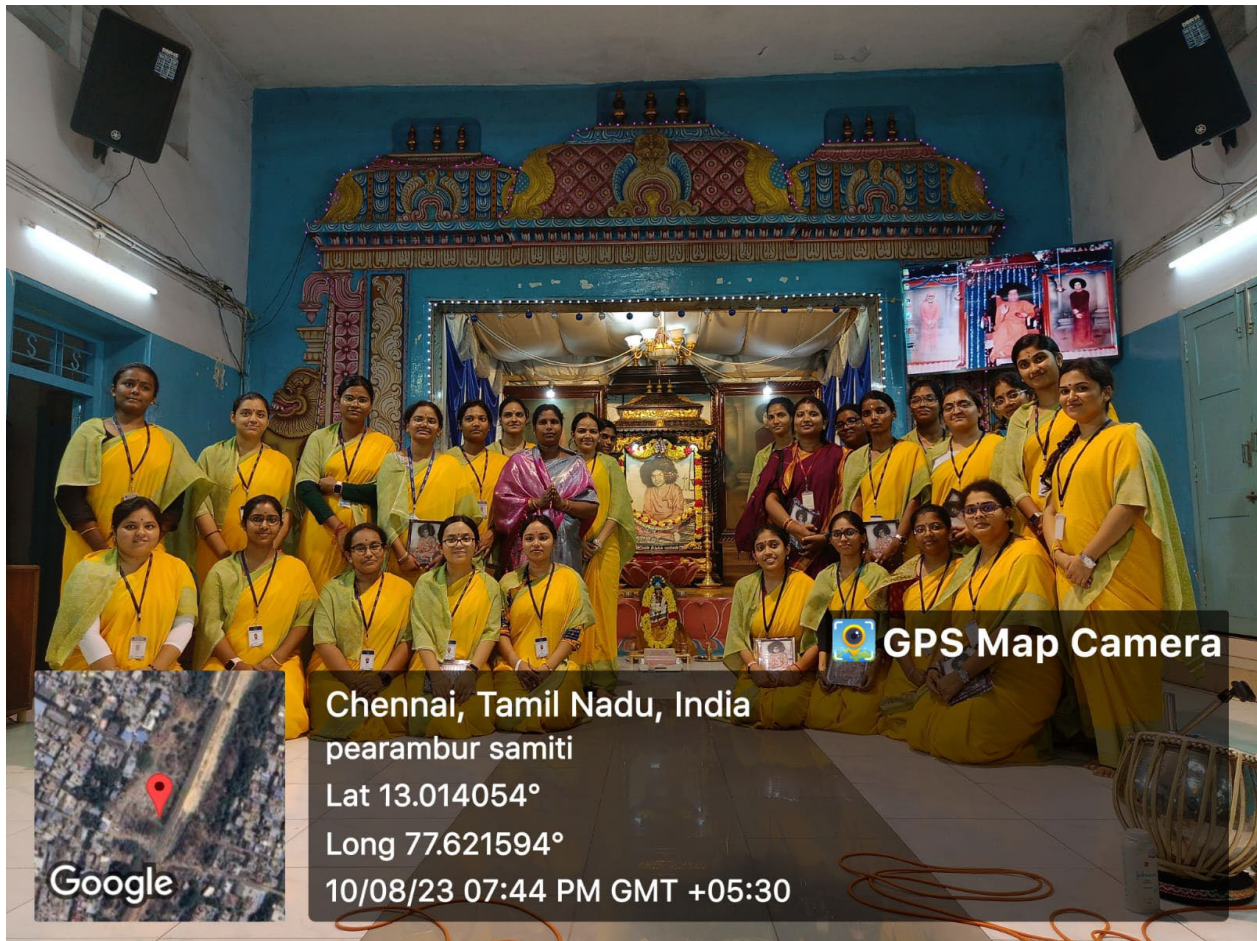


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Perambur Sai Nivas





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Day 2

Hunter Douglas





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Day 3

Ram's Fittings





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Guindy Temple





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Day 4

Sundaram





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Day 5

Kone Elevators

