

**MEASI INSTITUTE OF MANAGEMENT
ROYAPETTAH, CHENNAI
REPORT ON INDUSTRIAL VISIT TO ASHOK LEYLAND LIMITED
ENNORE UNIT ON 4TH AND 5TH JANUARY 2017**

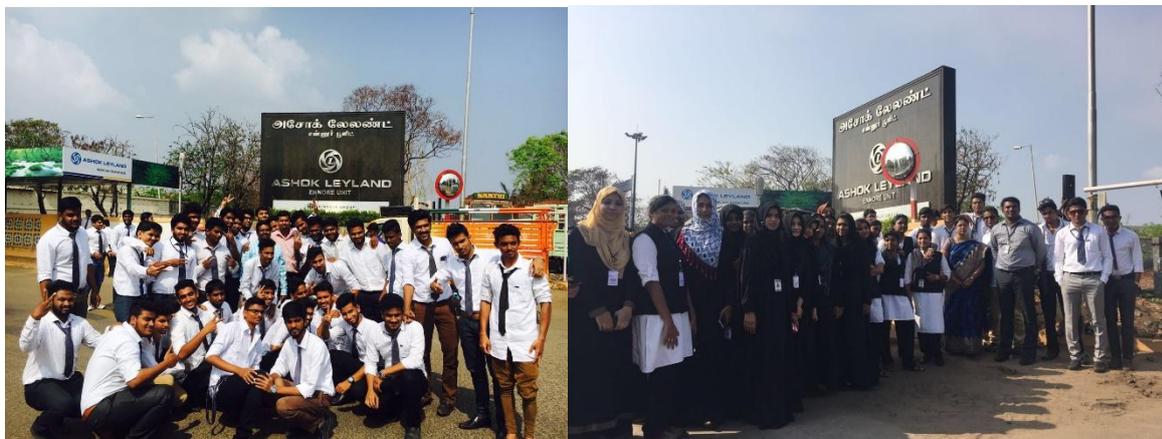
The MEASI Institute of Management Organised One day Industrial Visit to Ashok Leyland limited Ennore unit on 4th and 5th January 2017 to the 1st year MBA Students. The visit consists of 89 students along with four faculty Members Mr.S.Vinoth, Mr.A.Appu, Mrs. Hemamalini, and Mr. Riyaz, Assistant professor of Measi Institute of Management. The industrial visit to Ashok Leyland gave an opportunity to connect theories learned in the class with the practical scenario. The students were able to visualise the current trends in the automobile industry. The purpose of this Industrial visit to sensitize students to the practical challenges that organizations face in the business world.



First year MBA students of MIM along with faculty members to Ashok Leyland Trip Ennore unit

Ashok Leyland is an Indian automobile manufacturing company headquartered in Chennai, India. Founded in 1948, it is the 2nd largest commercial vehicle manufacturer in India, 4th largest manufacturer of buses in the world and 16th largest manufacturer of trucks globally. Operating six plants, Ashok Leyland also makes spare parts and engines for industrial and marine applications. It sells about 60,000 vehicles and about 7,000 engines annually. It is the second largest commercial vehicle company in India in the medium and heavy commercial vehicle (M&HCV) segment with a market share of 28% (2007–08). With passenger transportation options ranging from 19 seaters to 80 seaters, Ashok Leyland is a market leader in the bus segment. The company claims to carry more than 60 million passengers a day, more people than the entire Indian rail

network. In the trucks segment Ashok Leyland primarily concentrates on the 16 ton to 25 ton range of trucks. However Ashok Leyland has presence in the entire truck range starting from 7.5 tons to 49 tons. We visited Ashok Leyland, Ennore, Chennai, which is part of Hinduja group. The Ennore plant is the mother plant for Ashok Leyland and accounts for 40% of their production and manufactures vehicles and important aggregates like engines, gearboxes and axles. Heavy CNC machines were being used for the manufacture of crank and camshafts. We were able to learn the practical applications of various machines and processes which were related to the curriculum.



MIM students at the Entrance of M/s.Ashok Leyland limited Ennore unit

Our first visit was to the shop floor IV, where we witnessed the assembling of front and rear axles of the trucks. Following that, we visited the production unit, where cam shafts and cylinder blocks were made. We spent some more time in the production unit listening to the technician who explained the entire manufacturing process involved. Later, we were taken to the Engine Assembly Unit, where we learnt about the various stages of Engine Assemblage. Industrial visit was filled with enlightening of knowledge as environment was so friendly all the worker's volunteered to explain about each section of processing unit. Employees were given freedom to come up with ideas with creative blend and awards were showcased in each section as appreciation and motivation to work better. The general interest-level among the students during the visits to be quite high, which was reflected in some sensible and relevant questions being asked during the Q&A sessions after each visit. In sum, the entire team thoroughly enjoyed the visit. Entire batch of students were well behaved and were very co-operative throughout the trip. The students had fun, joy and a great learning experience during the visit.