

MEASI INSTITUTE OF MANAGEMENT
ROYAPETTAH, CHENNAI
REPORT ON INDUSTRIAL VISIT TO HABEEB TANNING
PERAMBUR ON 7TH SEPTEMBER 2017

The MEASI Institute of Management Organized One day Industrial Visit to HABEEB TANNING COMPANY on 7TH September 2017 to the 1st year MBA Students. The visit consists of 120 students along with Dr, B.Latha Lavanya And Mr.Riaz Ahmed, Assistant professor of Measi Institute of Management. The industrial visit to Habeeb tanning gave an opportunity to connect theories learned in the class with the practical scenario. The students were able to visualize the procedure with which a manufacturing unit works. The purpose of this Industrial visit to sensitize students with the actual making that goes behind the making of safety as well as luxuries shoes. Habeeb Tanning Company (HTC) was established in 1980 to manufacture high quality finished leather, catering to the needs and changing trends of the global leather industry. Our strong commitment to deliver the finest quality finished leather has helped us establish a firm presence in international markets. Renowned for our consistent quality and top finish, finished leather from HTC is most sought after in Europe and the Far East.

Habeeb Tanning Company is a fully family owned concern, established by Janab Mr. A. M. AMEEN, Mr. A.M. ASHRAF and Mr. A.M. SIDDIQUE who already own and run an established and reputed brand of Indian cigarettes called Bidis which is sold under the brand name "S.Bidis" in India and the Middle East. The morals and ethics of the founders of HTC are reflected in the operations of HTC, which is committed to high business ethics, quality, and consistent deliveries, thus making us a highly trustworthy and reputed organization in the industry. The company has about 85% of the working class as women and are provided with welfare benefits as well. The working is very systematic and leads to manufacturing 250-300 shoes per day.

The ground floor has the actual working or lower level of the unit taking place. The bulletproof material is the 1st step in the process and the clicker will proceed to cut the shape of the upper, by hand, from the high-quality material. This is a skilled and specialist job because any flaws must be worked around. After this process, there is the closing or machining department which deals with sewing all the components together in which fire proof threads are used. Next is the

lasting and shaping department uses cowhide leather and shapes the outside layout of shoes and the making department deals with molding the finished uppers into a shape of the foot and as well as adding the plastic shapes that stimulate the foot shape. In that department, they add all the soles to it as well. Then there is the finishing department which mainly deals with trimming heels, polishing and buffing soles, making sure that the edge is waxed, waterproof, stained and polished, adding finishing touches and then finally making it finished. We spent some more time in the production unit listening to the technician who explained the entire manufacturing process involved.



First year MBA students of MIM along with faculty members to M/s.Habeeb Tanning Company

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. The entire batch of students was well behaved and was very co-operative throughout the trip. The students had fun, joy and a great learning experience during the visit.