



Industrial Visit to Chennai by Final year MBA Students, Brindavan Campus

11-15 August 2024

The 2nd year MBA students from the Brindavan Campus began their visit to Chennai on Sunday 11th August by paying obeisance and seeking blessings at the Guindy Shirdi Sai temple. The temple is famous for being the world's first Shirdi Sai temple which was inaugurated by Sri Sathya Sai Baba in 1949. Next, the students soaked themselves in the hallowed portals of Sundaram at Chennai. Everyone present was fortunate to listen to a 'Samarpan' session from the eloquent speaker Sri Sanjay Sahni of the Department of Management and Commerce.

Day 1:

Industrial visit by the MBA students of the Brindavan Campus to Chennai, 2024: Day 1.

On the first day, the students visited [Carborundum Universal Limited](#)'s abrasives manufacturing facility at the Thiruvottryur Plant.

After a de-briefing session post the factory visit, the collective reflections of the students are:

1. Ms. [Mohana Priya](#), the HR executive carried out an icebreaker exercise by engaging students with an all-time favourite Chinese Whispers. This exercise drove home the importance of clear communication.
2. Mr. [Saravanan S](#), the Safety Officer gave a heads-up about the Safety measures before the factory tour. A risk control framework followed by the company was also shared.
3. Mr. [Ramesh Sundaram](#), the Plant Head briefed the students about the company overview which included Vision, Mission, Purpose, and Shared Values. He also shared the evolution process of the company vision to the present one "Making a material difference".

The students then got the opportunity to have a close look at the factory operations, especially in the Verified and Rubber modules. A complete exposure to the production cycle, TQM practices, and 5S pillars gave a holistic perspective to the process excellence at CUMI. The post-lunch session witnessed a Finance presentation by Mr. [Ranganathan Narayanan](#), the VP of Finance of the abrasives SBU. The students were privileged to listen to his elaborate presentation on finance as it happens at CUMI wherein he covered complex financial topics by intertwining real cases for easier understanding.

Understanding Contribution analysis, Profit Level analysis, and Customer margin analysis gave an insider view of how companies dissect financials. The changing role of finance made students aware of the opportunities that lie ahead.



Day 2

On day 2, students visited [ZF Rane Automotive India Private Limited](#) located in Guduvanchery.

With a warm welcome from Ms. [Dhivya Balachandran](#) of the HR department, the day commenced. A brief overview including the vision, mission, core values, and product offerings was addressed by Mr. [Rajasekaran Shanmugam](#), Customer Relations Manager.

It was incredible to see illustrations and demos from the actual machines which made the plant tour more engaging. Students visited Power Steering and Rack & Pinion plants. Watching parts getting assembled, and observing Poka yokes, SOPs facilitated an appreciation of the processing capabilities and the resulting efficiencies.

Mr. Mahesh Kumar from Supply Chain Management and Mr Sriram from the Maintenance departments shed light on terms like MTBF, MTTR, and Asset Productive Maintenance (APM).

The students then had the good fortune of listening to Mr. Senthil Kumar, Marketing Head of Strategic Business Plan (SBP). His application of various strategic tools such as Porter's 5 forces, Value Chain, SWOT, and TOWS matrix into framing a business plan was an eye-opener.

In the words of Aldo Gucci "Quality is remembered long after price is forgotten".

The company's customer-centricity, SOPs, and quality standards (ISO 9001, Six Sigma) make it an irrefutable market leader. Therefore, it's not surprising that the company bagged the Deming prize for its quality standards.

Day 3:

The students visited [Chennai Petroleum Corp. Ltd \(Indian Oil\)](#) (CPCL), located in Manali which marked the conclusion of the visits to industries.

They were welcomed by Mr. Jayaraman from the HR division. It began with a video presentation entailing company history, culture, and its product range. He also made a detailed presentation stating the various processes and refineries the company has.

Mr [Venkatraman Sivasankaran](#) described all the technical elements involved in converting crude into several end products (Lube oil, Paraffin wax, and Petrochemicals). With respect to petrochemicals, a detailed analysis of the refining processes was explained. Refining activities such as Physical, Thermal, and Catalytic made students aware of the sophistication involved in this industry. Later on, the students visited the control centre where they got an insight into the operations in the Crude, PUCC, and Paraffin wax sections.



The afternoon session was split into two (before and after the plant visit), where they had the chance to listen to the erudite speaker, Mr. Nandagopal, GM, HR. Although a part of the Human Resource department, his knowledge of various topics ranging from Economics, and GST to technical aspects left the students spell-bound. On a macro level, students got to know what it means to work closely with the government.

Day 4:

"The beautiful thing about learning is that no one can take it away from you." – B.B. King.

"It was insightful, enriching, and an unforgettable experience. Lots of learnings." said the MBA students of the Brindavan Campus.

After the conclusion of the Industrial visit to three companies, everyone relished a soulful vegetarian dinner at Annalakshmi Resturant. We were thrilled to be joined by the executive team of Five-Star Business Finance Limited - [Rangarajan Krishnan](#), [Srikanth G](#), [Vishnuram Jagannathan](#) - all of whom are alumni of SSSIHL, belonging to the same batch of MBA (2002). We were also delighted to be in the company of Mr. S. R Chandrasekharan - State President of Sri Sathya Sai Seva Organisations T.N, Sri. Sarveshwaran - State Service Coordinator, and our illustrious alumni Mr. [Sai Prasanna](#) and Mr [Upendra Sai Matsa](#).

The final day began by reminiscing the glory of sunrise at the Thiruvanmiyur beach. Thereafter, several alumni of SSSIHL based out of Chennai interacted with the students. Speaking to alumni helped students immensely. They are better positioned to follow their career aspirations with the assurance that they have a strong backbone of an alumni network that is available to guide and mentor them in the process.

As this chapter of the Industrial visit comes to a close, the students and staff are very grateful to the office bearers and members of Sri Sathya Sai Seva Organisations Tamil Nadu and the administrators and faculty of [Sri Sathya Sai Institute of Higher Learning](#) whose relentless efforts and dedication made this trip a memorable one for all involved.

Above all, we are grateful to our beloved Founder Chancellor, Bhagawan Sri Sathya Sai Baba, whose love and grace continue to guide us and protect us in every endeavour of ours.