



## **INDUSTRIAL VISIT TO ESCORTS KUBOTA AGRIMACHINERY PLANT, FARIDABAD**

On 17<sup>th</sup> July 2024, the students of the PGDM-IB 2024-26 batch got an opportunity to see the plant of Escorts Kubota Limited at Faridabad. They gained invaluable insights into the manufacturing processes and operations of one of the leading companies in the agricultural and construction equipment sector. The Escorts Kubota plant, known for its advanced technology and efficient production lines, served as an ideal location for students to witness industry operations first-hand.

Upon arrival, the students were warmly welcomed by the Escorts Kubota team and **Mr. Nikhil Kumar, HR Manager** provided a comprehensive overview of the company's history, mission, and product range. The presentation also briefly explained the company's operations, policies and perks regarding its employees.

The introduction also included insights into the strategic partnership between Escorts and Kubota, highlighting the synergy between the two companies in enhancing product offerings and market reach. Escorts Limited was established by Yudi and Har Prasad Nanda in Lahore as a family business almost 80 years ago. The company later relocated to Faridabad, where they set up their new headquarters. Escorts has always had a significant international presence, but it has magnified since its merger with the Kubota group in 2021, rebranding the company as Escorts Kubota Limited. The company has business with over 40 countries and is a prime example of the successful integration of two distinct work cultures to form a prestigious name in the industry.

**Mr Priyanshu Dabral**, safety officer at Escorts Kubota Limited, gave the safety briefing for the upcoming tour of the assembly line. The students were divided into two groups and simultaneously led to plants 2 and 3 after receiving appropriate safety equipment. The students were then taken on a guided tour of the plant, where they observed the various stages of the manufacturing process. From the initial design and engineering phases to assembly and quality control, the tour offered a detailed look at the sophisticated machinery and technology used in production. The students were particularly impressed by the automation and precision that characterize the plant's operations.

Following a thorough explanation of the functioning of the various sections and stations in the plant, the students were led back to the briefing room for a doubt-clearing session. During the tour and interactive session students had the opportunity to engage with senior managers and engineers from Escorts Kubota. The discussion covered topics such as supply chain management, lean manufacturing practices, and the challenges and opportunities in the agricultural equipment industry. The students asked insightful questions, gaining a deeper understanding of how theoretical concepts are applied in real-world scenarios.

The key topics covered during the visit and the session are as follows:

- Production procedure and operations.
- Changes in the safety standards following the merge with Kubota, and the protocols in case of accidents.
- Techniques employed to gain a competitive edge and maintain product quality.
- Employee hierarchy, policies and benefits provided.
- Changes brought by the merge with Kubota group, and cross-cultural influences in the work culture as a result.

### Learning Outcomes

The visit to the Escorts Kubota plant provided the students with a practical perspective on the complexities of manufacturing and operations management. It highlighted the importance of innovation, efficiency, and quality control in maintaining a competitive edge in the industry. The experience also underscored the value of strategic partnerships and global collaborations in expanding business horizons.

Conducted under the guidance of **Ms Vandita Kaushik**, Manager at Escorts Kubota, **Ms Rupali Singh**, senior manager of the IB program, and **Ms Shreya Mishra**, coordinator of the IB program, the industrial visit reached its conclusion with tokens of appreciation being exchanged.

### PICTURES OF THE INDUSTRIAL VISIT- 17<sup>th</sup> JULY 2024





