

REPORT OF THE GRAMEEN EXPEDITION 2009

MET Schools of Management organised a Grameen Expedition between 22nd March, 2009 and 26th March, 2009, with the mission of making students aware of the industries that flourish in rural Maharashtra and also familiarising them with the rural market, its demands and customers. Moreover, the main thought behind the expedition was to supplement the knowledge received in the classroom and help students see its applicability in the real world. The visit was organised at seven locations for second semester students of eMBA, eMBA Insurance, PGDM and MMS.

Mr. D. M. Marathe accompanied the **MMS A** students to **Pune- Baramati**, where they visited **Derac Components Pvt. Ltd.**, a full service metal fabrication industry. Various procedures in the design department as also other processes including pre-powder coating, degreasing, rinsing, de-rusting, phosphating, chromating, passivation and hot air drying were observed. Further, a thorough exposure to the various processes involved in the making of wine was provided at **Associate Wines Pvt. Ltd.**, located in the MIDC area of Baramati. The journey of wine making right from the collection of grapes, from the farmers, to the making of wine and determining its alcohol content was explained. Students also received an insight into the dynamics of crushing and fermentation, to the final aging and blending processes and the retail elements of the wine making industry. A brief glimpse, of what is gradually flourishing as the agro-tourism industry was also provided to them. Thereafter, the **Malegaon Sugar Factory** proved pivotal in explaining the processes of cleansing and grinding, juicing, clarifying, evaporation, crystallisation, refining, separation and packaging of sugar. In addition to these industries, students observed pasteurisation and homogenisation of milk at the **Katraj Dairy Farm** located close to Pune. So too, the manufacturing unit of the **Maganlal Chikki Factory**, located at Lonavala, helped students comprehend the method of chikki making. Among other places, students also visited **Vidya Pratishthan**, a huge knowledge city built by Mr. Sharad Pawar and the **Janvastu Museum** in Baramati, which houses Sharad Pawar's private collection of various things such as pens, ivory statues, various paraphernalia associated with sports and pictures of Mr. Sharad Pawar, that seek to illustrate his career.

The expedition to **Ahmednagar** undertaken by **MMS B** was managed by Mr. Rajeev Gupte. Here, a visit was paid to **Ralegaon Siddhi**, where the students went to the **Anna Hazare School and Media Centre**, where they saw numerous posters about water management and harvesting techniques. On a visit to **Hivre Bazar**, the students witnessed the revolution brought about by Papat Pawar, gathered information from villagers about the manner in which they have contributed to revolutionising their lives and learnt how they had undertaken water management through bunding. Later, during the course of the trip, students visited the **Cummins Industry**, where the group saw a presentation on their company, interacted with managers and received inputs on the Cummins Generator Technologies' brands viz MARKON, STAMFORD and AvK, observing processes used there. Further on, at **Larsen and Toubro**, students gained insights into the manufacturing, packaging and outsourcing processes of switch gears and other electronic material. Additionally, in the manufacturing unit of **Hoganas AB**, the world's largest manufacturer of iron powders the students saw a presentation as also the processes of iron melting, pouring and reduction of scrap iron to powder.

The students of **eMBA A** visited **Aurangabad-Jalna**, accompanied by Mr. Jairaj Kochavara and Ms. Minouti Naik. They first paid a visit to **Dev Giri Dairy**, where they observed the processing of milk, preparation of ghee, making and packaging of flavoured milk and detection of adulteration in milk. On the next day, at **Bejo Sheetal Seeds**, located at Jalna, after viewing a short film about the company, students were guided through the different green houses, where students learnt about research farms and techniques. Following this, the visit to **Roopam Re-rolling Steel Mills** exposed students to the entire process of making rolling steel, primarily used in construction. Additionally, students also visited the Colour TV unit of **Videocon** and witnessed in detail the process of production of a television set, as also some live demonstrations of making of TV monitor units. The last industrial locale visited at Aurangabad was the **Nath Paper Mills**, where students learnt how bulk brown waste paper, that results from cardboards etc., could be effectively recycled to get excellent quality brown paper. As a part of local sightseeing, students also visited the **Ellora Caves** and the **Bibi Ka Makbara**.

Mr. Manoj Mahanta along with Mr. Mangesh Kasbekar guided students of **eMBA B** through the industries of **Solapur**. At **Precision Camshafts Ltd.**, students were apprised about the requirements of different car companies and camshafts requirements, as per the sizes and the capacities of cars. Processes like the making of the camshafts, their separation from the moulds, the smoothening process of the camshafts, their polishing, finishing and the final weighing of each piece before packaging were observed. Moreover, a visit to the **Parle Factory** was organised, with the objective of studying the food and beverage sector. After viewing a video, which explained the working of the factory and the process involved in making biscuits, their packaging, cooling process, etc. the group visited the actual unit and saw these processes at work. Solapur being renowned for its bed sheet industry, two industries viz. **BR Knitting Works** and **Jakarta Handloom** were covered, in which

students received insights about the processes of dyeing, bed-sheet making and towel making. The students then visited **S.S.K Ltd.** and learnt about sugar production, right from the loading of raw sugarcane to the preparation of sugar and generation of electricity through sugarcane waste. Additionally, visits to the **NSR Pomegranate Research Centre** and the **Bidi Township** provided inputs on the breeding of different varieties of pomegranates and the making of bidis from Tendu leaves. The students also visited the shrine of **Siddheshwar**, a revered Shiva temple located in the area.

Accompanied by Brig. M. K. Nag, Mr. D. V. Saptarshi, Ms. Kavita Joshi and Mr. Max D' Costa, students of **eMBA C** visited **Ratnagiri**, where they went to **The College of Fisheries** at Dapoli, which has the distinction of being the only college in the state, which conducts the undergraduate fisheries educational programme. Here, they saw their research culture, followed by the Aquaculture Department and the Histopathology lab/Disease Diagnostic lab of the college and also witnessed a presentation on the research conducted in the manufacture of imitation fish. Later, at **J. K. Files & Tools**, which is a division of Raymond Ltd. and the largest producer of files in the world, students observed the production process of three square files and familiarised themselves with the dynamics of the products manufactured, brands, supply chain management etc. They also asked questions regarding the systems that the industry plans to implement in the future. So too, an exposure was offered to the processing and packaging unit of frozen marine products at **Gadre Marine Exports**, where apart from the varied stages involved in procurement and packaging, students received a feedback on the channels of distribution and the work culture of the company. At **Bharati Shipyard**, the group got an insight into the ship building industry and witnessed the overall system of production and quality control policies of the company. The last industry that was visited at Ratnagiri was **UltraTech Cement**, where students were introduced to state-of-the-art and advanced computer and instrumentation systems used in cement making and packing. The students also visited the **Ganapatipule Ganesh Temple** and **Beach** as well as the **Prachin Kokan Museum**, which housed the **Hastakala Vikri Kendra**.

Under the guidance of Mr. V. Thakur, Mr. A. Nerkar and Ms. Alka Banage students of **eMBA Ins.** visited the industrial units at **Nasik**. They first visited **Kirloskar Oil Engineering**, where currently work is underway on an engine commissioned by the Indian Navy, following which they also saw the detailed process that goes into the creation of engines, after the procurement of raw material from the market, using automated German machines as also the prototype testing of the engines. Later, at **Sula Wines** students were initially shown vineyards and then taken through the different stages of wine making and processing, i.e. harvesting, crushing and pressing, fermentation, clarification, aging and bottling. Students also got the opportunity to visit one of the largest **onion markets** in Asia at Pipal Gaon, located at a distance of 45 kms. from Nasik and witnessed the bidding process, which takes place in the mandi on a weekly basis. At the **Nasik Milk Factory**, processes including pasteurisation, homogenisation and packaging were observed by the students. A visit was organised to **Parle Biscuits Pvt. Ltd.**, where students were given an exposure to state-of-the-art machines used in the plant, to produce tonnes of chips and sticks viz. MUST CHIPS and MUST STICKS. Over and above observing processes across industrial units, students paid a visit to the **MET Bhujbal Knowledge City** where they saw the different institutes that are located on campus as also the overwhelming infrastructure they offered in addition to visiting holy shrines at Shirdi and Trimbakeshwar.

Mr. Nitin Kulkarni and Mr. Pranjal Muley along with **PGDM** students visited various industrial units in **Kolhapur**. They first visited **Warna Dairy Farm**, a very well known name in Maharashtra, where they acquired an understanding of the processes of pasteurisation and making of ghee, flavoured milk, milk powder, lassi and paneer. In stark contrast to such a huge automated unit, they also studied a small jaggery unit, which used simple methods, as a part of its manufacturing process to make up to 10 kgs. of jaggery. They further acquired an insight into foundry processes, including core making, mould making and assembling at the **Saraj Iron Industry**. Not only were they provided with a detailed account of the entire steel making process, but were also explained the various safety processes undertaken by the industry. At **R. M. Mohite Textiles Ltd.**, the students learnt how automation helped in making the complicated process of cloth making simple, fast and efficient. Another key industry that was covered under this expedition was **Manugraph India Ltd.**, which is India's largest manufacturer of web offset presses. As a part of the local heritage, students and faculty visited the temple of **Goddess Mahalaxmi**, located in the heart of the city of Kolhapur and the shrine of **Jyotiba**.

At all locations covered through the Grameen expedition, students visited the local rural market with questionnaires, interviewing shopkeepers and customers, thus gaining knowledge about products, brands, marketing strategies and expectations of vendors and buyers. In industrial units too, questions regarding the annual turnover, production constraints and initiatives towards employee enhancement were raised. With the belief that majority of India still lives in its villages and the strength of the country's economy is deeply rooted in its rural industries, the expedition proved to be a great learning experience, providing students exposure to ground realities at the grass root level.

Complied by Ms. Preeti Shirodkar and Ms. Minouti Naik