



**Somaiya Institute of Management Studies and Research
VidyaVihar, Mumbai, India**



**International Immersion Report
DHBW, Stuttgart, Germany, July 2017
A Report**

A group of 22 students accompanied by Dr J S Lamba visited DHBW, Stuttgart, Germany and Switzerland on a two week European immersion tour. The day wise activities are summarised below.

Day 1

Date –09/07/2017

Destination – AO Hostel

We received a warm welcome from the city of Germany and Prof. Dirk Hartel and his family at Stuttgart airport and reached AO hostel around 2pm. The day was kept for our leisure and SIMSRites were on their feet to explore the city of Stuttgart. The day ended early with a quick hang out and tour of the central station and the market street with fresh baked pizza for a sumptuous dinner.

Day 2

Date – 10/07/2017

Destination – Kärcher Plant Visit (Winnenden), City Council and Stuttgart City Tour, and Tour of TV Tower



SIMSRites at the reception area of Kracher

Kärcher a Euro 2.8 billion company – an industry pioneer in the field of end to end cleaning solutions, is an example of how a simple thought combined with dedication and perseverance gives birth to operational excellence. The visit to Kärcher was the first exposure to the German industries, which is known for automation of industrial and production processes. A brief presentation about the background, growth and future prospects of Kärcher was followed by an exciting visit into the heart of Kärcher – the manufacturing unit. An insight into factory layout, machines made for various purposes like household and professional cleaning range with numerous customizations (up to 13,000 for a 40kg capacity machine). The session was followed by a delicious and sumptuous lunch. The

excitement did not end here, we had a pen drive and jacket as souvenirs from the visit. The visit came to an end with us gaining a plethora of knowledge and the memories captured in a beautiful photograph.



DrLamba presenting SIMSR Memento to City Council



SIMSR Students at the City Council Assembly Hall for Reception Hosted by the Deputy Mayor of Stuttgart

The Plant visit was followed by a hearty welcome by the city council, where we were introduced to the fact that Stuttgart and Mumbai are sister cities since 1968. Year 2018 will mark 50 years of sisterhood for Stuttgart and Mumbai. The twinning of the cities is because of the similarity of the economic centres. It was a brief session followed by a quick questionnaire and an invitation to Mr. Hummer to visit India and Somaiya Institute on the eve of 50 years celebration.

The day followed with a beautiful tour of the city by Miss. Gaby where we heard the story behind the places, palaces and the beauty of the Stuttgart city. The tour was organised by the City Council of Stuttgart. The shopaholics in us exploited the little time at our disposal by shopping in the central street before we met Dunken and Carol, students of DHBW who accompanied us to TV Tower. TV tower, by name did not create much excitement in us. But, the sight of it from train to the moment we reached the top, we had reached an epitome of our excitements. The view from the highest point was mesmerising and the time spent was not sufficient to capture the beauty of the city.

The long day ended with pizzas, donuts and beers with Dunken and Carol.

Day 3

Date – 11/07/2017

Destination - DHBW University - Lecture on "German and European Culture" By NicoRudac, and Mercedes-Benz (Sindelfingen)

The start of day 3 was comparatively a little slow paced one, where we did not have to travel much and attended the first lecture at DHBW. Prof. Rudac was a very enthusiastic person who told us about many unique qualities of Germany, in specific about their culture and communication styles.

Few points which made a mark in our memory are that Germans are believed to be ethnically pure after Jews and Japanese. Switzerland is not just a place known for Swiss Alps and adrenaline enhancing sports but also for strong affinity with Germany. It is Switzerland where Germans can check about their ancestral tree through biological means. Prof. Rudac also cautioned us if we want to do business with Germany, we need to learn German language, as Germans are extremely patriotic about their country and language. He also mentioned that Europe ensures a perfect work and family life balance; weekends are completely personal with no professional commitments.

The session ended on a beautiful note by providing a small token of appreciation to Prof. Nico Rudac by Prof. J. S. Lamba and the Somaiya fraternity and requesting his trip to India Soon.

The next half of the day was filled with excitement to each and everyone of us, as we were about to visit the plant of a dream car everyone wishes to own in his/her lifetime – Mercedes Benz. A video to begin with a glimpse of the Benz world, a detailed plant tour about the making of E- class sedan of Mercedes Benz followed by questions and answers. The tour ended with each one of us getting a pen drive as souvenir from the Mercedes unit. The level of automation was seen to be believed. The plant produces 1700 cars per day in three shifts and in the body and paint shop there are only 7 persons working in each shift with the complete work being done by robots. However, the assembly plant was completely manual and we could see each activity of assembly line in detail.



Day 4

Date – 12/07/17

Location – DHBW University - Lecture on "Doing business in EU" By Dr. Kai Schmidt-Eisenlohr, and Mercedes Benz Arena

Dr. Kai Schmidt-**Eisenlohr** – CEO , International State Agency started the day by stating the details of the federal state of Baden Wurttemberg and how it functions. He took us through the business scenario in Germany, Europe. Dr. Schmidt gave us hints about the major industry players and also explained in simplest manner possible about various rules and regulations of setting up industry in this part of the world.

The theoretical aspects were put into use when we were given a task of choosing an Indian industry which could be setup in Baden Wurttemberg keeping in consideration all the details he appraised us with. We were divided among groups of 4-5 and allotted 30min each to decide on the industry, backed by the analysis and marketing strategy we would implement. We must admit that Dr. Schmidt was actually impressed by our plans being presented in such a short span of time and he could not deny any of our industry plans the permit to setup. The session ended with Dr J S Lamba presenting SIMSR Memento to Dr.Kai Schmidt-Eisenlohr and Dr.Lamba requesting him to visit SIMSR during his next trip to Mumbai. He is likely to attend the 50 years of twinning relationship to be celebrated in Mumbai sometime in Feb 2018, He promised to visit SIMSR during this time.

Day 5

Date – 13/07/17

Location –Porsche Museum, Welcome by DHBW President, DHL Plant Visit – Stuttgart airport

After the visit to Mercedes Benz plant, it was now time to visit another niche player in the sports Utility vehicles – Porsche. Our fee was waived off by the Porsche museum staff and we had a great tour across the museum with Porsche vehicles from vintage to the latest models. Car enthusiasts posed and clicked pictures with variety of vehicles and made their dream come true.

Prof. J. Weber, the President of DHBW gave the SIMSRites a warm and hearty welcome. Prof Weber had laid the foundation of this dynamic and flourishing relationship between Somaiya, Mumbai and DHBW, Stuttgart. Prof. J. S. Lamba and Prof. J. Weber have been the pillars who are responsible for the growth and strengthening of this relationship between the two renowned institutions.

Prof. Weber was very easy to approach and very interactive. All the SIMSRites, spoke to him about various aspects and clicked photos with him and other members of DHBW. On a positive note, Prof Weber has agreed to visit India during the SCM conference which will be held in Dec 2017 at Somaiya. The session ended by presenting a token of gratitude to Prof. Weber and Prof (Dr.) Dirk H. Hartel who had pivotal roles in the relationship of this relationship.

The final part of the day was a visit to the DHL plant. The name just heard for excellence, now made sense as to how they achieve the excellence in operations in every aspect. An elaborate explanation of automation in each step of sorting on conveyerbelts, be it by weight, dimensions or part of the country to be couriered was given. What caught our attention is, it is completely automated except the loading and scanning of documents of export consignments to seek advance customs clearance in the receiving country. These are the points where human intervention is seen, but they barely do any mistakes i.e 1 in million and that is just because of not having a detailed address on the courier.

Don't correct after mistakes are done, but make sure no mistakes occur for you to correct – is the quote judiciously being followed at every step by DHL which makes it a world no.1 player in courier services. Another unique point about DHL, which helps in keeping the employees motivated was the DHL passport provided to each one with the details of courses and certifications done and stamps for the appreciation received which keeps them going through levels.

Day 6

Date – 14/07/17

Location – Business Games at DHBW University By Mr. Johner

We were introduced to one of the world's best simulation game centre and business game "The Fresh Connection " to understand the complete cycle of running a business end to end. Simulation games are a great way of learning which generates the vigour of games and also teaches the concepts and gives idea as to how things should be done.

It gave us a good knowledge of the purchasing, production, distribution and financial aspects of a company. We had 4 rounds to play which was like 4 quarters and hence a complete years' scenario to implement our the strategy, wait for results, correct our mistakes and jump back into the field with new strategies. It was a fruitful day which helped us to live the SCM role for a day, access our strengths and weakness and also enjoy the game.

Day 7-15

Date: 15/07/17 – 23/07/17

Location:Switzerland

We travelled through Zurich, Lucerne, Interlaken and Geneva, and witnessed the various beautiful spots in Switzerland. The lush green beautiful carpet and clearblue waters at the base of mesmerising Swiss Alps was the beginning of our journey and it continued till we boarded our flight back to India.

The scientific and security hub of Geneva, gave us a memorable experience of visiting United Nations and CERN.



A tour to United Nations Complex gave the students an understanding about its history, functionalities, member nations, voting rights, human rights council, Security Council meetings and concerns and so on. We also got an opportunity to visit the University of Particles at CERN, it was a brush of physics from the school days with the latest advancements of the physics world. From Higgs Boson to hydrogen particle accelerator which converts energy to mass, the world of protons, neutrons, quarks and leptons was explained in a simple and enthusiastic manner.

The trip ended with a dinner with all those wonderful people who made the trip a memorable one.


