

CIRCULAR

**ARKA JAIN**
University
Jharkhand

SCHOOL OF COMMERCE AND MANAGEMENT

Department of Management

NOTICE

Ref No: AJU/SCoM/DoM/MBA/2026/068**Date:16/04/2026**

This is to inform all the students of **MBA Semester- II Batch 2025-27** and **MBA Semester- IV Batch 2024-26** that the MBA Program, School of Commerce and Management shall organise an industrial visit to "Heavy Engineering Corporation Ltd." Ranchi on **24th April 2026**.

- **Bus Boarding Time: 7:00 AM**
- **Venue: Near City Office, Dhatkidih**

Event Convener : Dr. Urvashi Thakur, HOD, Department of Management, MBA

Event Co-ordinator : Dr. Subrato Kumar Dey, Faculty, ARKA JAIN University

Dr. Shailesh Kumar Dubey, Faculty, ARKA JAIN University



Dr. Urvashi Thakur
HoD, MBA
Dept. of Management
School of Commerce & Management

Copy for the information:

- | | |
|----------------------------------|--|
| 1. PS to the Pro Vice-Chancellor | 5. In charge Web services for Website Updation |
| 2. PS to the Registrar | 6. Notice Board |
| 3. PS. to the Join-Registrar | 7. PS. to all concerned personnels |
| 4. PS to the Director-IQAC | 8 Guard File |

INDUSTRIAL VISIT TO HECL, RANCHI

Date of Event	24-04-2026
Name of the Event	Industry visit
Type of the Event	Experiential Learning/ Participative Learning/ Problem Solving Methodologies
Conducted by	MBA Program, Department of Management
Coordinated by	Dr. Subrato Kumar Dey and Dr. Shailesh Kumar Dubey
No. of Participants	36

OBJECTIVES:

Industrial visit to HECL, Ranchi is an essential part of the MBA curriculum that bridges the gap between theoretical knowledge and practical exposure. The visit to the manufacturing plant provides students with real-time insights into production processes, operations management, and organizational practices. machinery, and technologies used in industries.

1. Practical Exposure – To observe actual working processes.
2. Skill Development – To enhance technical, communication, and analytical skills.
3. Industry–Academia Interaction – To connect students with professionals and understand industry expectations.
4. Career Awareness – To gain insights into job roles, career opportunities, and required skills.
5. Understanding Industrial Operations – To learn about production methods, management systems, and workflow.

DETAILS:

The students of Batches of 2025-26 and 2024-26 of Dept. of Management - MBA visited Heavy Engineering Corporation Ltd. on 24.04.2026 based in Ranchi.

Name of the Plant: Heavy Engineering Corporation Ltd.(HECL)

Location: Ranchi, Jharkhand

Date of Visit: 24.04.2026

Organized by: Department of Management MBA, AJU

Participants: 36 MBA students of 2025-26 and 2024-26 Batch and 02 faculty members.

TAKEAWAYS (OUTCOME)

1. Practical Exposure to Manufacturing Processes, students gain first hand understanding of production processes, machinery, workflow, and plant layout, bridging the gap between theory and practice.
2. Understanding of Operations Management, exposure to real-life implementation of concepts like production planning, inventory control, quality management, and supply chain operations.
3. Knowledge of Quality Control Practices, Students observe quality assurance techniques such as inspection, testing, and standards followed to maintain product consistency.
4. Insight into Industrial Safety and Compliance, awareness of safety measures, environmental policies, and regulatory compliance followed in manufacturing units.
5. Application of Management Theories, better understanding of how classroom concepts (like Lean Management, Six Sigma, and Just-in-Time) are applied in real business situations.
6. Interaction with Industry Professionals, Opportunity to interact with managers and engineers, gaining insights into real-world challenges, decision-making, and problem-solving approaches.
7. Understanding Organizational Structure, knowledge of departmental roles (production, HR, finance, marketing) and how coordination is maintained among them.

POSTER OF THE EVENT

JGI | **ARKA JAIN University** | **NAAC GRADE A**
Jharkhand

DEPARTMENT OF MANAGEMENT
MBA PROGRAM
SCHOOL OF COMMERCE & MANAGEMENT

एच.ई.सी.

HEC

ORGANIZES

INDUSTRIAL VISIT

HEAVY ENGINEERING CORPORATION LTD.
Ranchi

DATE
24th April 2026

FRIDAY

CONVENOR
Dr. Urvashi Thakur
HOD, MBA PROGRAM

CO-ORDINATORS
Dr. Subrato Kr. Dey
Associate Professor
Dr. Shailesh Kr. Dubey
Assistant Professor
MBA PROGRAM



PHOTOS OF THE EVENT



Fig. 1: Students of the Department of Management – MBA during their visit to HECL



Fig. 2: Students of the Department of Management – MBA during their visit to HECL



Fig. 3: Students of the Department of Management – MBA during their visit to HECL



Fig. 4: Students of the Department of Management – MBA during their visit to HECL recording the instructions and observations

LIST OF PARTICIPANTS

 ARKA JAIN University Jharkhand 				
ARKA JAIN UNIVERSITY- DEPARTMENT OF MANAGEMENT- MBA ATTENDANCE SHEET EVENT NAME- Industrial Visit to HECIL, Ranchi DATE- 24.04.2026.				
SL NO.	NAME OF THE STUDENT	ENROLLMENT NUMBER	BATCH/SEMESTER	SIGNATURE
01	Sauri Jena	AJU/250748	II nd Sem	Sauri
02	Yashika Sahu	AJU/250140	" "	Yashika
03	Shivam Singh	AJU/252385	" "	Shivam
04	Shubham Kumar	AJU/252798	" "	Shubham
05	Himanshu Bhandwaj	AJU/251027	" "	Himanshu Bhandwaj
06	Anand Kumar	AJU/251749	" "	Anand Kumar
07	Anshu Prasad Singh	AJU/250114	" "	Anshu
08	Jai Prakash Singh	AJU/251802	" "	Jai
09	NADIM AKHTER	AJU/252021	" "	Nadim
10	Bharti Singh	AJU/252133	" "	Bharti
11	Bhojesh Asem	AJU/251957	" "	Bhojesh
12	Pooja kr Brahma	AJU/252786	" "	Pooja
13	Shruti Kumari	AJU/252104	" "	Shruti
14	Anon Kumar	AJU/251222	" "	Anon
15	Sachin Mahato	AJU/250102	" "	Sachin
16	Sahil Prasad	AJU/251664	" "	Sahil Prasad
17	Amandeep Singh	AJU/250802	" "	Amandeep
18	Akanksha Sharma	251399	" "	Akanksha

Name & Signature of the Event Coordinator

Dr. Shailesh Kumar Dubey
Dr. Subhojit Kumar Dubey

Dr. Urvashi Thakur

HoD, MBA

Department of Management
HoD, MBA
School of Commerce and Management
ARKA JAIN University, Jharkhand


**ARKA JAIN
University**
Jharkhand

 ARKA JAIN UNIVERSITY- DEPARTMENT OF MANAGEMENT- MBA
ATTENDANCE SHEET

 EVENT NAME- Industrial Visit to HECIL, Ranchi
DATE- 24.04.2026

SL NO.	NAME OF THE STUDENT	ENROLLMENT NUMBER	BATCH/SEMESTER	SIGNATURE
19.	Saloni Kumari Singh	AJU/252627	II Sem	Saloni
20.	Shakira Zoya	AJU/252807	II Sem	Shakira
21.	Moskika Gupta	AJU/252382	II Sem	Moskika
22.	Hanshu Anand	AJU/250039	II Sem	Hanshu
23.	Preeti Kumari	AJU/250535	II Sem	Preeti
24.	Naina Gauri	AJU/252402	II Sem	Naina
25.	Mamika Shukla	AJU/251990	II Sem	Mamika
26.	Mahima Sharma	AJU/250820	II Sem	Mahima
27.	Zareen Fathma	AJU/251735	"	Zareen
28.	Surya Rya Verma	AJU/2508710	"	Surya
29.	Yogesh	AJU/2525809	"	Yogesh
30.	Rohit Kumar	AJU/250144	"	Rohit
31.	Konain Ahmad	AJU/252509	" "	Konain
32.	Sweta Kumar	AJU/240167	4th Sem	Sweta
33.	Ankit Kumar Aggarwal	AJU/251687	2nd Sem	Ankit
34.	Nandan Kumar	AJU/250702	" "	Nandan
35.	Devjyoti Chakraborty	AJU/251597	2nd Sem	Devjyoti
36.	Vishal Kumar	AJU/251067	"	Vishal

Name & Signature of the Event Coordinator

Dr. Shailash Kumar Dubey

Dr. Subroto Kumar Das

Dr. Urvashi Thakur

HoD, MBA

 Department of Management
HoD, MBA
School of Commerce and Management
ARKA JAIN University, Jharkhand

SAMPLE (SNAPSHOT) OF REPORT SUBMITTED BY THE STUDENT

A
Report
on
**Industrial Visit to Heavy Engineering Corporation Limited
(HECL), Ranchi, Jharkhand**



**ARKA JAIN
University**
Jharkhand



Submitted
By
Name: Supriya Verma

Semester - II
MBA (2025-27)

Roll No: 36

ARKA JAIN University, Gamharia, Jharkhand

1

Acknowledgement

I would like to extend my heartfelt gratitude to Dr. Urvashi Thakur, Head of Department, for her invaluable support and encouragement in organizing the industrial visit to Heavy Engineering Corporation Limited (HECL). Additionally, I want to express my sincere appreciation to the coordinators, Dr. Subrato Kumar Dey and Dr. Shailesh Kumar Dubey for their efforts in facilitating this enriching experience.

Visiting HECL provided us with a profound insight into various aspects of the Engineering industry, including their operational and innovative marketing strategies. The opportunity to witness first-hand the operations and processes at HECL was incredibly informative and inspiring.

Once again, thank you to Dr. Urvashi Thakur and the coordinators for making this educational excursion possible. We are truly grateful for the knowledge and experiences gained through this visit.

Convenor:

Dr. Urvashi Thakur

Co-ordinators:

Dr. Subrato Kumar Dey,

Dr. Shailesh Kumar Dubey

2

INDEX

Sr. No.	Particulars	Page No.
1	Introduction	4
2	Company Profile	
	a. Brief History	5
	b. Vision and Mission	6
	c. Products	7
	d. Organization Structure & Product Range	7
3	Plant Profile	8
4	Marketing and Distribution Channel	9-10
5	SWOT Analysis	11-12
6	Product positioning	13-14
7	Physical /Digital Marketing Strategies	15-16
8	Corporate strategy & Recruitment Process	17-18
9	Conclusion	19-20

3

1.1 Acknowledgement

I would like to express my heartfelt gratitude to Dr. Urvashi Thakur, Head of the Department, for her invaluable support, guidance, and encouragement in organizing the industrial visit to Heavy Engineering Corporation Limited (HECL), Ranchi, Jharkhand.

I would also like to extend my sincere appreciation to the coordinators, Dr. Subrato Kumar Dey and Dr. Shailesh Kumar Dubey, for their dedicated efforts and seamless coordination in facilitating this enriching and educational experience.

The visit to HECL provided us with profound insights into various aspects of the engineering industry, including its operational processes, production systems, and innovative management and marketing strategies. The opportunity to witness these real-world practices firsthand was both informative and inspiring, significantly enhancing our practical understanding of the subject.

Once again, I sincerely thank Dr. Urvashi Thakur and the coordinators for making this industrial visit possible. We are truly grateful for the valuable knowledge and exposure gained through this experience.



Fig. 01 . Heavy Machine Building area at HECL Plant

4

1.2 COMPANY PROFILE

Heavy Engineering Corporation Limited (HECL), popularly known as HEC, is one of India's leading public sector enterprises in the field of heavy engineering and manufacturing. Established in 1958, the company is headquartered in Ranchi, Jharkhand, and operates under the administrative control of the Ministry of Heavy Industries.

HECL was setup with the objective of developing indigenous capabilities in the manufacture of heavy machinery and equipment required for core sector industries such as steel, mining, power, defense, space, and infrastructure. Over the decades, the company has played a crucial role in supporting India's industrial growth by supplying high-quality capital goods and engineering solutions.

The corporation comprises three major manufacturing units:

- Heavy Machine Building Plant (HMBP)
- Heavy Machine Tools Plant (HMTIP)
- Foundry Forge Plant (FFP)

These units are supported by a well-established design, engineering, and project management division, enabling HECL to undertake turnkey projects from concept to commissioning.

HECL specializes in the design and manufacture of a wide range of products, including steel plant equipment, mining machinery, cranes, casting and forging products, and precision machine tools. The company has also contributed significantly to prestigious national projects in sectors such as defense and space research, showcasing its technological capabilities and expertise.

With a strong legacy of engineering excellence, skilled workforce, and advanced manufacturing facilities, HECL continues to play a vital role in strengthening India's industrial base while adapting to modern technological advancements and market demands.

a. Brief History

Heavy Engineering Corporation Limited (HECL) was established in 1958 at Ranchi as one of India's premier public sector enterprises to support the country's industrialization. It was set up under the Ministry of Heavy Industries with the objective of developing indigenous manufacturing capabilities in heavy engineering.

In its early years, HECL played a significant role in building the foundation of

India's core industries, particularly steel, mining, and power sectors. It supplied critical equipment to major steel plants such as Bhilai, Bokaro, and Rourkela. Over time, the company expanded its operations and diversified into defense, aerospace, railways, and infrastructure projects. Despite facing challenges due to liberalization and increased competition, HECL continues to remain an important contributor to India's engineering and manufacturing sector.

b. Vision and Mission

Vision:

To be a leading global engineering organization delivering high-quality products and services with a focus on innovation, sustainability, and customer satisfaction.

Mission:

- To manufacture and supply reliable and cost-effective heavy engineering equipment.
- To continuously upgrade technology and adopt modern manufacturing practices.
- To achieve customer satisfaction through quality, timely delivery, and service excellence.
- To contribute to national development by supporting core sector industries.
- To ensure growth and welfare of employees and stakeholders.

b. Products

HECL manufactures a wide range of heavy engineering products catering to multiple industries.

Some of the major products include:

- Steel plant equipment (blast furnaces, rolling mills, coke oven equipment)
- Mining machinery and equipment
- Cranes (DOT cranes, gantry cranes, etc.)
- Forgings and castings
- Machine tools and industrial machinery
- Defense and space-related components
- Infrastructure equipment

These products are known for their durability, precision, and ability to operate under heavy-duty industrial conditions.

c. Organization Structure & Product Range

The organizational structure of HECL is hierarchical and function-based, ensuring efficient coordination between various departments. The company

operates through three major manufacturing units:

- Heavy Machine Building Plant (HMBP): Manufactures equipment for steel plants, mining, and heavy industries.
- Heavy Machine Tools Plant (HMTIP): Produces precision machine tools and industrial machinery.
- Foundry Forge Plant (FFP): Specializes in casting and forging of large and complex components.

Each unit is supported by departments such as design, engineering, production, quality control, marketing, finance, and human resources. The top management includes a Chairman & Managing Director (CMD), followed by directors and departmental heads who oversee operations.

The product range of HECL is extensive, covering capital goods required for core sectors like steel, mining, railways, defense, and infrastructure, making it a key player in India's heavy engineering industry.



Fig 02 Inside view of HECL, Ranchi

1.4 Plant Profile

The manufacturing facilities of Heavy Engineering Corporation Limited are located in Ranchi and spread over a vast industrial complex. The plant is equipped with advanced machinery, heavy-duty fabrication units, foundry and forging facilities, and precision machining capabilities.

The plant is divided into three major units:

- Heavy Machine Building Plant (HMBP): Focuses on manufacturing large equipment for steel plants and mining industries.
- Heavy Machine Tools Plant (HMTIP): Produces machine tools and precision equipment.
- Foundry Forge Plant (FFP): Specializes in casting and forging heavy components.

The plant operates through a systematic production process involving design, material procurement, fabrication, machining, assembly, and quality testing. Strict quality control measures are followed at every stage to ensure high standards and reliability of products.



Fig 03 Machineries at HECL, Ranchi

- Candidates are selected based on educational qualifications, technical knowledge, and relevant skills.
- **Training & Development:** Newly recruited employees undergo training programs to enhance their technical and managerial capabilities. Continuous learning and skill development are encouraged.
 - **Career Growth:** Employees are provided with opportunities for promotions, internal transfers, and professional development based on performance and experience.



Fig. 04. Group picture at the entrance of HECL, Ranchi

17

1.10 Conclusion

The industrial visit to Heavy Engineering Corporation Limited (HECL), Ranchi, proved to be a highly enriching and insightful experience. It provided a valuable opportunity to observe the real-time functioning of a large public sector enterprise and understand the complexities involved in heavy engineering operations.

The visit helped bridge the gap between theoretical knowledge gained in the MBA program and its practical application in an industrial setting. Exposure to plant operations, organizational structure, marketing practices, and strategic management offered a comprehensive understanding of how such organizations operate and sustain themselves in a competitive environment.

It also highlighted the challenges faced by public sector enterprises, such as technological upgradation, competition, and operational efficiency, while showcasing the importance of innovation, strategic planning, and skilled workforce in overcoming these challenges.

Overall, the visit enhanced our knowledge, broadened our perspective, and provided practical insights that will be beneficial in our future managerial careers. It was a significant learning experience that contributed to our academic and professional development.



Fig. 5. The operator of Plant briefing the students regarding the machine operation

18



Fig. 06. The Machine operator at HECL Plant briefing the students

19

1.5 Marketing and Distribution Channel

Heavy Engineering Corporation Limited (HECL) follows a structured and industry-oriented marketing and distribution system, primarily focused on Business-to-Business (B2B) operations. Since the company deals in heavy engineering equipment, its target customers include government organizations, public sector undertakings (PSUs), and large private sector industries.

Marketing Strategy

HECL adopts a direct and relationship-based marketing approach, which includes:

- **Tender-Based Marketing:**
A major portion of HECL's business is generated through participation in government and institutional tenders. The company submits bids for large-scale industrial and infrastructure projects.
- **Direct Client Interaction:** The company maintains strong relationships with key clients such as steel plants, mining companies, and defense organizations through meetings, presentations, and technical discussions.
- **Project-Based Marketing:**
Products are not mass-produced for open markets; instead, they are designed and manufactured according to specific project requirements, ensuring customization and precision.
- **Reputation-Based Selling:**
With decades of experience, HECL relies heavily on its brand reputation, past project success, and government backing to secure contracts.

Distribution Channel

The distribution channel of HECL is relatively short and direct, as shown below:
Manufacturer (HECL) → Industrial Client / Government Organization → Project Site
Key features of the distribution system include:

- **Direct Supply:**
Products are delivered directly from the manufacturing plant to the client or project location without intermediaries.
- **Customized Delivery:**
Since products are heavy and project-specific, logistics and transportation are planned according to client requirements.
- **Installation & Commissioning:**

9

- HECL provides on-site installation, testing, and commissioning services.
- **After-Sales Support:**
The company ensures maintenance services, spare parts supply, and technical assistance for long-term client satisfaction.



Fig 04: Asia's largest Lathing Machine at HECL, Ranchi

10

1.6 SWOT Analysis

Heavy Engineering Corporation Limited (HECL) operates in a highly competitive and capital-intensive heavy engineering industry. A SWOT analysis helps in understanding its internal strengths and weaknesses, along with external opportunities and threats.

Strengths

- **Strong Legacy & Brand Reputation:** Established in 1958, HECL has decades of experience and credibility in heavy engineering.
- **Government Support:**
Being a public sector enterprise under the Ministry of Heavy Industries, it enjoys policy support and trust.
- **Integrated Manufacturing Facilities:** Availability of in-house plants (HMBP, HMTP, FFP) enables end-to-end production capabilities.
- **Skilled Workforce:**
Experienced engineers and technicians with expertise in handling large-scale industrial projects.
- **Diverse Product Portfolio:** Supplies to multiple sectors such as steel, mining, defense, and infrastructure.

Weaknesses

- **Outdated Technology:**
Some manufacturing units still rely on older machinery and processes.
- **Financial Constraints:**
Limited capital investment and financial challenges affect expansion and modernization.
- **Operational Inefficiencies:**
Bureaucratic procedures and slower decision-making compared to private competitors.
- **Dependence on Government Orders:** Heavy reliance on PSU and government projects limits market diversification.

Opportunities

- **Infrastructure Growth in India:** Increasing investments in infrastructure, railways, and energy sectors create demand for heavy machinery.
- **Defense & Aerospace Sector Expansion:**

11

Opportunities to collaborate in national defense and space projects.

- **Technological Upgradation:**
Adoption of automation, AI, and advanced manufacturing can improve efficiency.
- **Export Potential:**
Expansion into international markets, especially developing countries.
- **Public-Private Partnerships (PPP):** Collaboration with private firms for joint ventures and projects.

Threats

- **Intense Competition:**
Competition from private Indian firms and global companies with advanced technology.
- **Rapid Technological Changes:** Continuous innovation required to stay competitive.
- **Policy & Economic Fluctuations:** Changes in government policies or economic slowdown can impact demand.
- **Cost Pressure:**
Rising raw material and operational costs reduce profit margins.

Overall Analysis

HECL has a strong foundation with its legacy, infrastructure, and government backing. However, to remain competitive in today's dynamic market, the company needs to focus on modernization, efficiency improvement, and diversification beyond government-dependent projects. Proper utilization of opportunities can help overcome its existing limitations and strengthen its position in the heavy engineering sector.

12

1.7 Product positioning

Product Positioning

Heavy Engineering Corporation Limited (HECL) positions itself as a trusted and reliable provider of heavy engineering solutions catering primarily to core industrial sectors. Unlike consumer brands, HECL operates in a niche industrial (B2B) market, where positioning is based on performance, reliability, and technical capability rather than mass appeal.

Target Market

HECL focuses on:

- Public Sector Undertakings (PSUs)
- Government organizations
- Large private industries
- Sectors such as steel, mining, defense, railways, and infrastructure

Positioning Strategy

HECL's products are positioned on the basis of:

- **High Durability & Strength:** Designed to withstand extreme industrial conditions and heavy-duty operations.
- **Customization:** Equipment is tailored according to specific project and client requirements rather than standardized mass production.
- **Engineering Expertise:** Emphasis on technical precision, large-scale fabrication, and complex project execution.
- **Reliability & Trust:** Backed by decades of experience and government association, making it a dependable choice for critical projects.

Market Position

HECL occupies a position in the premium industrial equipment segment, where:

- Quality and performance are prioritized over cost
- Long-term operational efficiency is more important than short-term pricing
- Buyers focus on reliability, service support, and technical capability

Competitive Positioning

- Competes with domestic private players and international heavy engineering firms
- Differentiates itself through integrated manufacturing capabilities and

13

- government-backed credibility
- Maintains advantage in large-scale and customized project execution

Perceptual Position

HECL can be understood as positioned in a space where:

- High Quality + High Customization + High Reliability
- Moderate flexibility in pricing due to project-based contracts

Overall Positioning Statement

HECL positions itself as a specialized, high-capability engineering organization delivering customized, durable, and reliable heavy industrial equipment for core sector industries, with a strong emphasis on long-term performance and trust.

14

1.8 Physical / Digital Marketing Strategies

Heavy Engineering Corporation Limited (HECL) adopts a focused and relationship-driven marketing approach, suited to its niche presence in the heavy engineering and B2B industrial sector. Unlike consumer-oriented companies, HECL emphasizes direct engagement, technical credibility, and long-term partnerships over mass advertising.

Physical Marketing Strategies

HECL relies heavily on traditional and direct marketing methods, including:

- **Industrial Exhibitions & Trade Fairs:** Participation in national and international exhibitions to showcase machinery, capabilities, and innovation.
- **Direct Client Meetings:** Face-to-face interactions with government officials, PSU representatives, and corporate clients to build trust and secure contracts.
- **Technical Presentations & Demonstrations:** Detailed project proposals, product demonstrations, and plant visits for clients to understand capabilities.
- **Relationship Marketing:** Maintaining long-term relationships with existing clients through regular communication and service support.
- **On-Site Engagement:** Engineers and marketing teams visit project sites for consultation, installation, and performance evaluation.

Digital Marketing Strategies

Although limited compared to consumer brands, HECL uses digital platforms strategically:

- **Official Website:** Provides detailed information about products, services, achievements, and capabilities.
- **E-Tendering Platforms:** Active participation in online government procurement portals for bidding and contract acquisition.
- **Email & Digital Communication:** Used for proposals, client interaction, and documentation.
- **Online Documentation & Catalogs:** Digital brochures and technical specifications shared with clients.
- **Limited Social Media Presence:**

15

Used mainly for corporate updates, announcements, and brand visibility rather than aggressive marketing.

1.9 Corporate Strategy & Recruitment Process

Heavy Engineering Corporation Limited (HECL) follows a structured corporate approach aimed at strengthening its position in the heavy engineering sector while ensuring sustainable growth and operational efficiency.

Corporate Strategy

HECL's corporate strategy is focused on modernization, diversification, and long-term sustainability. The key elements include:

- **Technological Upgradation:** The company is working towards modernizing its machinery and adopting advanced manufacturing technologies to improve productivity and quality.
- **Diversification of Operations:** Expanding into emerging sectors such as defense, aerospace, railways, and infrastructure to reduce dependence on traditional industries.
- **Strengthening Core Competencies:** Leveraging its expertise in heavy engineering, casting, and fabrication to maintain a competitive edge.
- **Cost Optimization & Efficiency:** Implementing measures to reduce operational costs and improve resource utilization.
- **Strategic Collaborations:** Forming partnerships and joint ventures with domestic and international firms for technology transfer and project execution.
- **Focus on Government Projects:** Aligning with national initiatives and policies under the Ministry of Heavy Industries to secure large-scale projects.

Recruitment Process

HECL follows a formal and transparent recruitment system in line with public sector norms. The process emphasizes both technical expertise and managerial competence.

- **Mode of Recruitment:**
 - Through national-level examinations
 - Direct recruitment via official notifications
 - Campus recruitment for fresh graduates (engineering and management)
- **Selection Procedure:**
 - Written examinations (for technical and aptitude assessment)
 - Personal interviews
 - Skill or technical tests (for specialized roles)

- **Eligibility Criteria:**

16