

Industry Visit - Samsung

In order to give students industry exposure outside the classroom, ABS organized a visit to Samsung Factory, Sector 81, Noida for the students of MBA (Entrepreneurship) Class of 2024 on Thursday, February 15, 2024 under the leadership of Dr. Ankita Raj, Professor (Entrepreneurship, Training & Management) & Asst. VP, RBEF.

This Samsung factory is India's largest phone manufacturing plant and world's number two in size and capacity wise. Students also got a chance to interact with Mr. Ieeso Kim, Executive Vice President of the plant and Mr. Mihir Mallick, Senior Director, HR.

Mr. Mihir Malik, provided an insightful presentation covering the plant's overview, Samsung's history, initiatives, awards, certifications, and employee engagement activities. The plant boasts a FSSAI certified cafeteria capable of serving 1000 people simultaneously. Currently, it employs 7000 workers, with 5000 engaged in direct roles.



The visit provided invaluable insights into Samsung's advanced manufacturing processes, stringent quality control measures, and commitment to innovation.



The students were guided through the main plant where Mr. Saurav Anand from the SMD Department introduced the intricate processes. The plant manufactures an impressive 7 million handsets daily. Employees donned anti-static aprons and footwear to ensure product integrity. The manufacturing process involves four main stages:

1. Printing: PCB loading and printing.
2. Mounting: Chip mounting and initial testing for protection.
3. Soldering: Heating process at 245-250°C for soldering.
4. Testing and Routing: Comprehensive testing including RAM, binary, visual, and chemical application processes. Sets are then routed and cut into pieces known as PBA (printed board assembly).



The assembly process involved fitting 600 components, pressing the phone's back with precise heat and pressure, and employing a 6-dimensional robot named KUKA for assistance. Testing encompassed various functionalities such as fingerprint, NFC, charging slot, vibration motor, virtual call, radiation, and camera/video testing using a 4-dimensional robot named GTC. Additional waterproof testing and country-specific customization were also conducted.



This exposure visit was a step towards bridging the Industry-Academia gap and a good insightful visit for the students.

