

THE PREVAILING ART OF PRECISION MANUFACTURING



Avanish Singh Visen
CEO

“A leader is the one, who knows the way, goes the way and show the way”
John C. Maxwell

Manufacturing is more than just putting all the parts together for creating a new design. It is also coming up with ideas, testing principles of clients and perfecting the good engineering, as well as the final assembling of the finished goods. Hereby, the most devoting company of the best influential leaders: Encraft India Pvt Ltd. made this dream fulfill. The most beguiling persona Mr. Avanish Singh Visen, CEO of in Encraft, creates something which is tremendous innovation in the market.

Their company deals with Upvc Door and Window Systems, which is designed to provide the maximum flexibility for fabricators and clients. Based on a wide range of sections, they offer the full flexibility in offering from single sliding to multiple sliding openers, clip-on or integrated sections for fly screen and a range of section sizes covering small and large openings.

In 1961 their chairman Mr. D.C. Jain started extruding HDPE strips for cane furniture and then ventured into PVC pipes. He played a key part in developing drip irrigation systems and developed a technology for water hand pumps to ensure water is accessible to everyone.

Their client-centric approach has helped them in building a reliable customer base. With a vision to create the design by exploring the boundaries of fenestration solutions, they have combined 40 years of expertise on how to roll well in the window industry with advanced technology.

The influential Peers

Encraft has almost six decades of experience in the Indian Polymer Extrusion Industry. They have a close understanding of the Indian market's needs, based on which they design the window systems. They have invested in

the latest types of machinery as well as testing equipment that includes the Test Rig for testing the quality and training of people, which Mr. Avanish thinks none of their competitors have.

Victorious Qualities of being Influential leader

A successful leader must have strong and fast decision-making capabilities with calculative risk-taking as well. And also he should have qualities like “Delegation & Empowerment, said the key official of Encraft India. He believes that the leader should be inspiring to their team and others. A leader's commitment & passion for everything he does is accountable and highlighted to others. One should always think for some innovative & creative ideas and also he should have a good communicator with honesty & integrity.

The story of Vanquish

A great story of success is the only proof that you have lived your dream and gives your very best. Yes, he also faced a lot of obstacles during the initial days even every day there is an obstacles. The matter of fact is that it depends on how one is handling the same. As on today because of those obstacles only, they are witnessing their growing journey. Mr. Visen considers his opsticals as a scope of opportunity & accordingly planning the things to convert them to a great opportunity.

There is divine beauty in learning

It is true that there is divine beauty in learning. To learn means to accept the postulate that life did not begin at birth. The CEO Mr. Visen always vision the challenges as a scope of opportunity & it's all depend on how they perceive things.

He makes himself taught to embrace and frankly adores the challenges that come to his path. Pushing to find the joy and opportunity in even the darkest of situations. The simple truth is that in any given situation, the only thing that they truly have is to control over the situation and themselves. The learning is sometimes as difficult as it may seem, but they always have the choice to recognize the obstacle as the learning platform for what it is. By finding something positive, and work like hell to push through it is the real learning goal for them.

Leadership as a Helping Hand

Success Mantra of the life is “Speed and Quality”, speed in every action whether its innovation, new product launch, delivery, customer service anything what they possess in business and quality is the backbone to services. Mr. Avanish, the most influential leader behind gregarious company ‘Encraft India’ had made a practice to his entire team for these two points and also have developed the entrepreneur thinking approach in his team, which is helping Encraft to grow even faster than the market.

The Story of client's faith

Their main clients are Architects, Developers, Builders, Home Owners, some Indian Government projects, etc.

Therefore, they have the reach from a small segment like mass housing to high-end villas/homes, etc.

They strongly believe in trust, loyalty, transparency, and heart to heart relationship with each and every client. Hereby, this is the base of their unbreakable faith in Encraft.

Customer satisfaction is their topmost priority and their feedback is considered on a true note for better tomorrow. All Encraft actions are based on their feedback needs and expectations. Their whole team is continuously working to offer the products for improving the lives of their costumers, and society by ensuring value for money they spend.

The business has only two functions - Research and innovation.

They have a strong belief in technology and research accordingly. They use the latest available technology in the world whether it is production, design or testing. They heavily invested in world-class latest technology machines, which money can buy like extrusion machine, windows testing machine, etc.

“Innovation distinguishes between a leader and a follower.”

Steve Jobs

They rely a lot on R&D and it's the main pillar of their growth. It's the function which helps them to be one step ahead than the market expectation and competition. The management of R&D activities is a key factor allowing the achievement of future growth. Hence, they are eventually leading toward an increase in the company's knowledge, better technology capacities and products and processes innovation.

A glance of Team: Employees

Engaged, enthusiastic, and loyal employees are pivotal drivers of growth and health in any organization. They have one of the best team in industry, which is self-motivated, energetic with a customer-centric approach.

They always put their people first, protect them and making them safe to fail where everyone's idea is being listened and considered. They do not believe in traditional boring working culture ad always have fun with the team to get them motivation within the company.

Substructure of Achievements Milestones and Future Plans

From the inception of “Encraft”, it has always raised the industry standards. Within one decade they became the “Synonyms of UPVC Fenestration” as well the most trusted choice of their customers.

Their long term vision is being divided into short term plants and moves forward to long term business goals later. They would like to be the first choice of their costumers by the quality approach of their service.