

SHOW DAILY



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CELEBRATING DESIGN EXCELLENCE: INSIGHTS AND INNOVATIONS AT IESS XII GOOD DESIGN SEMINAR

IESS XII hosted the Good Design Seminar in collaboration with the National Institute of Design. The event brought together renowned design experts and educators who shared their insights and engaged in discussions.

Mr. Anoop Marwaha, Regional Chairman (WR), EEPC India, emphasized the crucial role that good design plays in the success of any product. He articulated that "good design is not just about aesthetics, but a harmonious blend of aesthetics, function, and user experience." According to Mr. Marwaha, a well-designed product should seamlessly integrate form and functionality to ensure it meets both the visual appeal and practical needs of users. He further explained that "if a product looks good, works well, and resonates with users, it is possible only with good design."

Mr. Shashank Mehta, Dean of the National Institute of Design (NID), Gandhinagar, highlighted the significant milestones in the evolution of design education in India and the growing responsibility of designers in the global context. He pointed out that design and design education in India received a major boost with the launch of the National Design Policy and the establishment of the India Design Council in 2007. These initiatives were instrumental in promoting the importance of design in various sectors and aligning education with industry needs, thereby strengthening the design ecosystem in India.

Mr. Satish Gokhale, Head of Product Design, Design Directions, shared his perspective on the transformative

power of design and its critical role in improving the quality of life for people. According to Mr. Gokale, "Design is all about making things better for people," emphasizing that design activity must prioritize human behavior and aim to enhance the overall quality of life.

Dr. Kaustav Sengupta, Director - Insights, VisioNxt, NIFT, shared valuable insights on India's long-standing legacy in design, highlighting its rich history as a fountainhead of innovation and creativity. He pointed out that even 4000 years ago, India was a hub of design and engineering. From the development of sophisticated well-digging techniques, the crafting of bricks, and the early forms of city planning to the invention of interactive toys, pottery wheels, and squatting toilets, India demonstrated its deep understanding of design and functionality. He added that during the same period, Europe lacked advanced urban planning, and concepts like brick-making were unknown to many parts of the continent.

However, Dr. Sengupta noted a significant setback for India's design legacy with the colonial period. "India was under colonization for over 400 years, which led to a gradual loss of pride in its rich history and strengths," he said.

The event featured the presentation of the 13th edition of the India Design Mark Awards, instituted by India Design Council. It recognized industries across diverse sectors, ranging from home appliances to industrial products.

Winners of India Design Mark Awards posing with the speakers.



AATMANIRBHARTA IN ACTION: EXPANDING OPPORTUNITIES FOR MSMEs IN DEFENCE



Boosting the competitiveness of the engineering sector within MSMEs is critical for achieving self-reliance in India's defence industry. Recognizing this, the dynamic leadership at the Centre and the Ministry of Defence has opened up significant opportunities for MSMEs in defence research, development, and manufacturing. These efforts were highlighted during the session on "Role of MSMEs in Defence Manufacturing" at IESS XII, where industry experts discussed the initiatives aimed at fostering self-reliance and innovation.

They pointed out that India's defence sector has witnessed remarkable progress in exports, which surged from Rs.686 crore in 2013-14 to Rs.16,000 crore in 2022-23. Indian-made defence products are now exported to over 85 countries.

Addressing the session, Mr. Manish Pratap Singh, Director at DRDO Young Scientist's Lab - Cognitive Technologies, Chennai, outlined the government's unwavering commitment to indigenisation and localisation of defence procurements. This strategy aims to reduce reliance on imports and strengthen the domestic manufacturing ecosystem. He explained that the Ministry of Defence provides grants covering up to 50% of the product development budget, capped at Rs.25 crore, enabling projects worth Rs.50 crore or more. Additionally, two Defence Industrial Corridors have been established in Tamil Nadu and Uttar Pradesh to catalyse indigenous production of defence and aerospace components. Moreover, 30 advanced and critical technologies essential for national security, with significant export potential, are slated for development under the ADITI scheme, which is designed to bridge the gap between the needs of modern armed forces and the capabilities of the innovation ecosystem.

The government has also notified 4,600 items for local production, demonstrating its intent to foster domestic manufacturing. A noteworthy step has been opening defence R&D to the industry, with 25% of the R&D budget allocated to this purpose. For the fiscal year 2023-24, a remarkable 75% of the defence capital procurement budget has been set aside for domestic industries.

Mr. Singh highlighted the transformative impact of the Technology Development Fund (TDF) scheme. It offers grants of up to Rs.50 crore to Indian industries, including MSMEs, startups, and academic institutions, for the development of defence and dual-use technologies. This initiative aims to cultivate a culture of design and development in defence technologies, focusing on building capabilities for future requirements. As of November 2024, TDF has sanctioned 80 projects worth Rs.330 crore, leading to the successful realization of 27 critical technologies. By fostering collaboration between industry and academia, TDF is creating a robust ecosystem for defence R&D and contributing to the vision of Aatmanirbharta in defence technology.

Mr. Shiva Kumar, Deputy General Manager at BEML, highlighted the public sector's significant role in defence manufacturing. BEML produces a diverse range of products, including missile launchers, radar systems, armoured vehicles, and ground support equipment. The company has an extensive vendor base of 1,800 suppliers, of which 60% are MSMEs. With an annual procurement value of Rs.2,000 crore, BEML sources Rs.700 crore worth of materials from MSMEs, showcasing its commitment to fostering local partnerships.

Earlier in the session, Mr. Mukul Khandelwal, Working Committee Member of EEPICINDIA, opened the discussion by emphasizing the crucial role MSMEs play in driving innovation and self-reliance in defence manufacturing. EEPICINDIA represents over 8,000 members, with 70% of them being MSMEs, reflecting the sector's pivotal role in India's industrial growth.

The session underscored the indispensable role of MSMEs in India's journey toward Aatmanirbharta in defence. By leveraging government initiatives, fostering industry-academia collaboration, and enabling technological innovation, India is steadily building a self-reliant and globally competitive defence manufacturing ecosystem. These efforts not only bolster national security but also position India as a leader in the global defence market.

JLR'S GLOBAL SOURCING MEET ON DRIVING INNOVATION AND SUSTAINABILITY

The "Global Sourcing Meet with JLR" organized by EEPC India served as a dynamic platform to connect over 300 international buyers with opportunities in the engineering and automotive sectors. In his welcome address, Mr. Raman Raghu, Regional Chairman (Southern Region), EEPC India, emphasized the significance of the event in promoting sustainable sourcing practices. He highlighted JLR's legacy in crafting exceptional vehicles and underscored how this platform opens doors not only for the engineering MEMS industry but also for the broader automotive sector.

Mr. Mandar Khopkar, Senior Manager at JLR, provided an overview of the company's legacy and operations. He shared that JLR has been operational for over a decade, boasting four iconic brands: Range Rover, Defender, Discovery, and Jaguar. Among these, Defender stands out as an iconic symbol of the brand. He discussed JLR's core agendas, which include attracting and retaining customers, creating innovative products and services, and focusing on efficient planning, procurement, and manufacturing. Highlighting JLR's global presence, he noted its operations across countries including India, the UK, the USA, Slovakia, China, Australia, Hungary, and Brazil. Mr. Khopkar also expressed pride in JLR's association with the British royal family, who use their



vehicles for official events, coronations, funerals, and personal purposes.

Mr. Prajyot Pise, Manager at JLR, elaborated on the company's global sourcing strategies. He outlined the qualifications for collaboration, emphasizing quality, cost efficiency, timely delivery, innovation, and sustainability. Mr. Pise stressed that JLR prioritizes sustainability and views collaborators as business partners rather than suppliers.

DRIVING THE FUTURE: E-MOBILITY OPPORTUNITIES, CHALLENGES, AND INNOVATIONS

The "Session on E-Mobility" hosted by EEPC India focused on the growing shift towards electric vehicles (EV) and the emerging opportunities and challenges in the industry. The seminar opened with remarks by Mr. Anupam Shah, former Chairman and Chairman of EEPC India's Committee on Technology Upgradation. Mr. Shah emphasized the undeniable shift towards E-Mobility, urging stakeholders to recognize the unsustainable nature of fossil fuels, which harm the environment and human health. He highlighted the urgency of transitioning to cleaner and more efficient energy solutions.

Mr. K. Bharathan, Joint Treasurer of SSEM and Founder of Ozotec Automobile Pvt Ltd, delivered a compelling talk on "MSME Engagement in the E-Mobility Sector." He shared his journey of founding Ozotec in 2002 and how traveling abroad helped him gain valuable knowledge about electric vehicles. Mr. Bharathan stressed that MSMEs should not just focus on vehicle manufacturing, but also

on designing the components that power EVs. He emphasized that the future of EVs lies in battery technology and advised entrepreneurs to sell what consumers truly need, not just what is available.

Ms. Sivasankari TP, Executive Committee Member of SSEM and Founder of AR4 Tech Pvt Ltd, addressed the "Challenges and Opportunities for the EV Industry." She highlighted the critical issue of charging infrastructure and the need for regulatory alignment. She also noted the potential of sodium-ion batteries and the benefits of fast charging solutions. However, she pointed out the challenges of import dependency, regulatory hurdles, and energy density that must be addressed.

Mr. Pranav Singanapalli, Founder and CEO of Emote Electric Pvt Ltd, followed with an insightful presentation on "Latest Advancements and Evolving Landscape of the Industry." He discussed their innovative-gear EVs, which are the first of their kind in India, and emphasized their high load-carrying capacity.

Mr. Ananda Arul Prakasam, Technical Manager at Hexagon, spoke about "EV Success Stories" and the role of EV components in shaping the future. He introduced ODIN, a system that optimizes electric drivetrains, and discussed how virtual solutions are transforming the industry.

The session concluded with a vote of thanks by Mr. Shashi Kiran Lewis, Deputy Regional Chairman (Southern Region), EEPC India, who expressed gratitude to all the speakers and participants for their contributions to the session.



DRIVING COMPETITIVENESS IN MSME SUPPLY CHAIN, THE TATA STEEL WAY

The Tata Steel Session on Sustainable Steel: Driving Competitiveness in MSME Supply Chain organized by EEPC India brought together experts and industry leaders to discuss the pivotal role of sustainability in the steel sector and its impact on MSMEs. The session began with opening remarks by Mr. Pankaj Chadha, Chairman of EEPC India, who highlighted the importance of sustainability in modern supply chains and the role that MSMEs play in driving economic growth and innovation.

Mr. Siddharth Mishra, CSM-South, Branded Products and Retail, Tata Steel, presented on "ECA Product and Service Offerings." He outlined Tata Steel's strong service capabilities and focus on climate change, setting a target for net-zero emissions by 2045. Mr. Mishra emphasized Tata Steel's six core sustainability principles: product sustainability, supply chain efficiency, circular economy, dust emissions, water conservation, and biodiversity preservation. He also discussed Tata Steel's active involvement in global sustainable development initiatives, positioning the company as a leader in sustainable steel production.

Ms. Soumi Chattaraj, Senior Area Manager of Product Sustainability at Tata Steel, made an insightful presentation on "Low Emission Steel: Driving Sustainability." She shared her experience over the last two years working closely with customers to integrate sustainability into steel production. Ms. Chattaraj highlighted the Jamshedpur Steel Works as a national



benchmark and noted that it is a "Responsible Steel Certified Site." She also shared Tata Steel's efforts in experimenting with hydrogen-injected trailers, despite the high cost of the trials. Ms. Chattaraj concluded by stating Tata Steel's aspiration to become the global benchmark for value creation and corporate citizenship in the steel industry.

The session concluded with a vote of thanks from EEPC India, acknowledging the valuable contributions from the speakers and participants. It underscored the critical need for sustainable practices in the steel industry and their potential to enhance the competitiveness of MSMEs in the global market.

EMPOWERING MSMEs: INSIGHTS FROM AN INTERACTIVE SESSION WITH GeM

An engaging session titled "Interactive Session with GeM" was conducted, focusing on the opportunities and mechanisms of the Government e-Marketplace (GeM). The event opened with a warm welcome address by Mr. Aakash Shah, Vice Chairman of EEPC India. In his address, Mr. Shah introduced the origins and purpose of GeM, emphasizing its role as a transformative online platform for government buyers and a game-changer for MSME companies.

Mr. Prasanna K.S, Deputy Director - States and Union Territories at GeM, delivered an informative presentation on the business-to-government (B2G) model. He elaborated on how GeM exclusively facilitates government buyers while offering unparalleled opportunities to sellers.



The key topics covered included functioning and benefits of GeM with the emphasis on transparent procurement mechanism, accessibility for buyers to source products nationwide, empowerment of sellers with streamlined processes, and OEM evaluation.

Mr. Prasanna explained GeM's quadrant policy, emphasizing its structured and efficient approach. Insights were shared on Original Equipment Manufacturer (OEM) evaluations and the platform's contribution to quality assurance. He pointed out that over 12,000 products are available on the platform, and more than 7 million sellers actively use GeM to market their products.

Mr. Prasanna highlighted the remarkable journey of entrepreneur Ms. Arulmozhi Saravanan, who leveraged GeM to grow her business, even earning recognition from Prime Minister Narendra Modi. He explained that the procedures for sellers were: product registration, catalog updates, pricing strategies, and closure documentation. The sellers can gain insights into the tendering process, guidance on catalog management and competitive pricing.

The session provided a comprehensive understanding of GeM, its role in revolutionizing B2G transactions, and its benefits for MSMEs.

Mr. Adhip MitraExecutive Director & Secretary,
EEPC INDIA**IN CONVERSATION WITH MR. ADHIP MITRA,
EXECUTIVE DIRECTOR & SECRETARY,
EEPC INDIA**

Q) As the Executive Director and Secretary of EEPC India, what are your key priorities in driving the organization's mission to support engineering exports?

A) Our vision or say priority is to position Indian engineering exports as a global leader by supporting innovation, excellence and market diversification. We focus on empowering exporters through strategic initiatives like India Pavilions and global collaborations that highlight India's engineering excellence. By focusing on emerging sectors like renewable energy, defence and medical devices, we aim to tap into evolving global demands while creating new avenues for engineering exports.

At EEPC India, we prioritize supporting MSMEs with advanced tools, digital resources and policy support to compete on the world stage. Our mission is to create a resilient ecosystem where engineering exports contribute significantly to India's economic growth.

Q) How does EEPC India support exporters in enhancing their competitiveness, especially in adopting advanced manufacturing technologies and maintaining quality standards?

A) EEPC India supports exporters by offering specialized programs that focus on adopting advanced manufacturing technologies and maintaining quality standards. Through workshops, training sessions, and technical guidance, exporters are equipped to integrate cutting-edge technologies into their production processes. Additionally, the council assists in meeting international quality certifications, ensuring that Indian engineering goods are competitive in global markets. These initiatives help exporters enhance their operational efficiency and align with international best practices, boosting their competitiveness on the world stage.

Q) What initiatives are being undertaken to build stronger partnerships between Indian engineering exporters and global buyers?

A) Through targeted market research, skill enhancement programs, and capacity-building workshops, EEPC India equips domestic engineering firms with the tools to understand international demand trends. This enables exporters to tailor their offerings to meet global expectations effectively.

EEPC India's several promotional activities such as organizing exclusive INDEE, participating in major international trade fairs, hosting Buyer-Seller Meets overseas and Reverse Buyer-Seller Meets in India, multi-product trade delegations to foreign countries and seminars/conferences which are conducted throughout the year contribute significantly to the promotion of Indian engineering goods. This comprehensive approach has played a key role in transforming India's engineering export sector, propelling it from US\$ 10 million in 1955 to an impressive US\$ 109.32 billion in the period from April 2023 to March 2024.

Q) What role does EEPC India play in fostering innovation and skill development within the engineering sector to align with global market demands?

A) EEPC India encourages innovation and skill development within the engineering sector, aligning with global market demands through way of initiatives:

- Facilitating industry interactions, conferences, and workshops to inspire innovation and enhance the skills of engineering professionals especially MSMEs and keep them updated with the latest industry trends.
- Encourages the adoption of advanced technologies and Industry 4.0 solutions Along with Product innovation, designing, process improvement, new product development & quality through our Technology Centre.
- Providing comprehensive market research reports to help our member exporters identify emerging opportunities and potential markets.
- Bridging the gap by advocating for policies that promote innovation and ease of doing business for the engineering sector.

Q) How is EEPC India working with government bodies to address policy issues and ensure a favourable trade environment for engineering exporters?

A) Since its inception in 1955, EEPC India has been the face of Indian engineering exports and is regarded as the model EPC in India by the Ministry of Commerce and Industry, Government of India. It acts as the prime conduit between the Indian Engineering fraternity and the Government.

By providing detailed inputs and industry-specific insights, EEPC India emphasizes reforms in trade policies, tariff structures, and export incentives that directly impact engineering exporters.

We regularly organize policy consultations and feedback sessions with stakeholders to identify challenges faced by exporters. Our close collaboration with the government helps create an enabling environment that supports enhanced presence of Indian engineering products in global markets.

B2B - THE CYNOSURE OF IESS

Around 2000 B2B meetings will happen during the 12th edition of IESS, making it one of the largest sourcing shows of its kind for the engineering industry in the world. The event comes with a dedicated space for the buyer-seller meets, where interactions, presentations, and deals can take place across the table. These meetings help the participating companies build personal connections that are vital for nurturing long-term partnerships. By getting to know the individuals behind corporate identities, MSMEs can collaborate more effectively and work as cohesive teams.



L&T SUFIN – OUR B2B E-COMMERCE PARTNER IN CONVERSATION WITH THE SPOKESPERSON OF L&T SUFIN

How does L&T SuFin help SMEs in the engineering goods sector streamline their procurement and sales processes to enhance their competitiveness?

L&T-SuFin offers MSMEs a comprehensive digital platform designed to streamline procurement and boost revenue. Acting as a trusted partner from discovery to delivery, it provides a seamless end-to-end solution.

Key features include a digital storefront, curated RFQs (Request for Quotes), integrated payment gateways, and complete logistics support, helping SMEs minimize inefficiencies, expand market reach, and optimize their operations. With financing options like Buy Now Pay Later and invoice discounting, along with a Trust Seal for partner verification, L&T-SuFin ensures smoother transactions and fosters confidence among buyers and sellers.

What innovative features or services does L&T SuFin offer to address the unique challenges faced by SMEs in the engineering goods sector?

L&T-SuFin offers tailored solutions such as:

Trust Seal: Establishes credibility and ensures compliance, reducing risk.

Financing Products: Includes seller overdrafts, invoice discounting, and Buy Now Pay Later (BNPL) for buyers.

Digital Storefront: Helps SMEs promote products to a broader audience by showcasing their products on digital marketplace.

Customized Membership Plans: Provide solutions like channel finance, digital marketing campaigns, RFQ curation and loyalty programs to boost visibility & sales.

How does L&T SuFin leverage digital technologies and data analytics to optimize supply chain efficiency for engineering goods manufacturers?

The platform employs digital tools for supply chain optimization, including curated RFQs, counterparty verification (V&T) and financing facilities. By integrating logistics services and utilizing data analytics, L&T-SuFin ensures seamless transactions, demand forecasting, and reduced turnaround times for deliveries, enhancing efficiency and reliability. Apart from the website, there is a buyer app and seller app to track RFQs, ongoing orders, payments and organize documents in one place.

What role does L&T SuFin play in connecting Indian SMEs with global markets, and how does it facilitate their entry into international trade?

L&T-SuFin empowers SMEs by offering a digital presence through its marketplace, which connects them with a wide network of domestic buyers and Sellers. As of now, we are offering our services in the India region only.

How does L&T SuFin ensure transparency, trust and reliability in transactions for engineering goods on its platform, particularly for small and medium enterprises?

Transparency and trust are ensured through initiatives like the Trust Seal, which verifies counterparty credibility and compliance. Integrated financing and payment solutions reduce risks, while curated RFQs and counterparty verification enhance transaction reliability. The platform's reputation as part of the L&T Group further reinforces trust among stakeholders.

EXHIBITORS ACROSS INDIA AND THE WORLD MADE IESS XII A TRULY GLOBAL EVENT

All eyes across the world focused on Tamil Nadu as the South Indian State featured stalls from the engineering discipline. A wide range of industries were covered. Many start up companies participated with the intent of making themselves known in the international arena. There were exclusive stalls for MSMEs thanks to the involvement of many State Governments. Buyer-Seller Meets took centre-stage. Financial support was forthcoming. Promotion of new technologies was the order of the day.



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INNOVATIVE PRODUCT DISPLAYS CREATE AWARENESS AND GENERATE ENQUIRIES AT IESS XII

Product displays of the exhibitors were one of the key attractions to look out for in this edition of IESS. The range of the products were diverse and it included product demonstrations - from small products to large ones. The displays helped buyers from different countries gain a touch-and-feel experience. Many purchase decisions were triggered by these dynamic displays. For Indian stalls, the displayed products helped establish the 'Made in India' connect, reinforcing India as an ideal manufacturing hub; with 'smart and sustainable' practices being a part of the production cycle.



Mr. T R Krishna Kumar, Executive Director, POWERGRID Corporation of India, Southern Region 2, visited IESS XII at Chennai Trade Centre on 28th November 2024 and interacted with various MSMEs and encouraged them to register with the Corporation, which is one of the largest transmission companies in the world with footprints in 23 countries.

