



# SHOWDAILY

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ORGANISER  
**EPECINDIA**  
ENGINEERING THE FUTURE

Ministry of Commerce & Industry  
Government of India

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DAY 3  
MARCH 6, 2024

**srushti**  
THE CREATIVE FORCE

## SMALL SCALE INDUSTRIES TAKE BIG LEAP IN INDIA'S DEFENCE PRODUCTION

"India's MSME sector has started playing a vital role in indigenisation of weapons. Of the 34,000-odd items that have been identified for indigenisation, about 10,000 are already indigenised by the MSME sector. This is a big contribution to India's defence forces," Said Mr. Anurag Bajpai, Additional Secretary, Ministry of Defence, Government of India.

He added, "The Government is keen to get the MSME sector to have a greater participation in India's defence supplies value chain. Hence, it is undertaking various policy reforms with a focus on indigenisation,".

Addressing the Session on 'Opportunities for Engineering MSMEs in Defence Manufacturing and Technology Supply Chain', he pointed out that though the Indian defence sector was opened to the participation of the private industries as early as 2001, the scenario changed for the better only from 2014-15. "Today there is a level playing field for the private sector and MSMEs on par with the public sector. To further improve the participation of MSMEs, we have made significant changes in the Ease of Doing Business. For instance, there is no licence required for manufacturing parts and spares. Considering that the gestation period of defence equipment manufacturing is long, we have extended the validity period of licences from 7 years to 15 years. We also have opened an exclusive cell at the ministry to address the grievances of the private players."

In his address, Dr. Sanjeev Kumar Joshi, Deputy CEO, BrahMos Aerospace, said that due to the initiatives like the MAKE procedures, Defence Production and Export Promotion Policy, and Indigenisation Policy, India's defence exports have skyrocketed in recent years. "In 2004, India exported Rs. 127 crore worth defence products. However, in 2022, the figure has reached Rs. 16,000 crore. At present, defence production in India is a one lakh crore sector represented by government companies, private players, and foreign manufacturers."

Mr. P. C. Chidambaram, Senior Officer, Department of Defence Production, Ministry of Defence, said "The Indian industry has made great strides in developing a research, design and manufacturing ecosystem for the defence sector. It has realised its role and potential in developing world class weapons for the armed forces using modern

technology and helping them meet the strategic challenges. In recognition of the crucial role the MSMEs and startups play in Atmanirbhar Bharat in defence, the government has been enhancing the Ease of Doing Business through measures like simplification of the process of vendor registration and licensing procedures. The centre has rolled out several schemes to improve the cost competitiveness and the promotion of exports of the defence products. MSMEs should shed their inhibitions and make use of them,".

Mr. Raman Raghu, Regional Chairman, EPEC India - Southern Region, said MSMEs are more bullish about the potential of the exports market. "MSMEs are the backbone of India's engineering manufacturing sector. Of the 8,000 odd members of EPEC India, about 70% of them are MSMEs." He also added that there has never been a better time than now for the MSMEs to enter into defence manufacturing.

"Cities like Coimbatore, which already have a strong MSME base engaged in the manufacture of mechanical products like pumps and motors, have very low entry barriers in getting into defence," he said.

The session also witnessed the presentations of senior representatives from Department of Defence Production, Ministry of Defence, related government ministries and departments, and DRDO Labs & academia working in defence research.



Speakers and panelists of the session on 'Opportunities for Engineering MSMEs in Defence Manufacturing'.

## E-MOBILITY SESSION EXPLORES LATEST DEVELOPMENTS IN EV TECHNOLOGY

"The "Session on E-Mobility" is designed to delve deep into the electrifying world of electric mobility and will attempt to cover the latest developments in EV technology, from batteries and charging infrastructure to connected mobility. Cutting-edge innovations shaping the future of electric transportation, and an evolving regulatory landscape including government policies, incentives, and infrastructure development crucial in accelerating e-mobility adoption will be talked about,".

"The session will further discuss the current landscape, its impact on the industry and consumers, economic and environmental impact, its benefits including the shift in value chain skills, the challenges and opportunities ahead for MSMEs," said Dr. S. Chandrasekar, Convenor, Coimbatore Chapter, EEPC India & VP & Trustee, Society for Smart E-Mobility (SSEM) and Corporate Director, Roots Group of Companies in his welcome remarks.

Dr. Rajat Srivastava, EEPC India setting the context for the session said, "Those who are in the automotive sector should completely change the way they look at the mobility sector by upgrading their production skills, their technical manpower for by 2030 there would be electric vehicles all across,".

Dr. K. Mohansundaram, Executive Committee member, SSEM & HoD, Department of EEE, KPR Institute of Engineering and Technology in his presentation said, "We know India's commitment towards climate change. This commitment has resulted in a massive transition for electric vehicles. Despite the high costs today, over the years, material costs such as battery will reduce resulting in lower costs,".

Dr. C. S. Nandakumar, Senior Expert - Vehicle Electrification, Bosch Global Software Technologies, in his address on Electric Vehicle Technologies said, "A new type of charging is making news in the world of E-mobility - Inductive Charging.

Explaining the concept he said, "Inductive Charging is where we don't use a direct connect to charge the car. The vehicle will be parked in the respective lane and it will get

automatically charged. This is more common for an autonomous car as an autonomous car will not have a driver who will go and charge the car. The vehicle on its own has to park in the respective geolocation for it to get charged,".

Mrs. T P Sivasankari, Executive Committee Member, SSEM & Founder, AR4 Tech presented her company and explained the meaning behind AR4 saying, "A stands for Automotive and R 4 stands for Repair, Refurbish, Repurpose and Recycling. Petrol and Diesel vehicles be it 2W, 3W, and 4W are now fighting with EVs on the road. Today, millions of vehicles are being discarded or dumped for EVs. We at AR4 have developed product kits that at an extremely nominal cost can convert an engine-based vehicle to an EV in 2 hours flat. Even more attractive is the conversion is done by women who are suitably trained for this purpose. Overall, we are saving energy, metal, and the environment too,".

Mr. Prasanth Kumar Palani, Chief Technical Consultant, Haritha Mobility Solutions addressed the EV Safety Practices, their importance, people's lives and assets lost by not understanding the high voltage an EV generates, and why one must protect themselves and others too.

He said, "Anyone who is designing the vehicle, assembling, manufacturing, testing, in the service and maintenance, and the end user are all under a big threat. Each of these stakeholders must be protected by taking the necessary measures to implement safe practices in their work environment. As a matter of policy, the Government of Maharashtra has issued a specific notification and a special regulation on electric vehicle charging infrastructure whereas, the Tamil Nadu Government has not issued any specific guidelines related to safe charging infrastructure,".

Mr. Ananda Arul Prakasam, Technical Manager, Automotive Hexagon talked about what goes into EV Design and Architecture before it goes into prototype thus saving millions of dollars while Dr. J. Mohana Sundari, Deputy Convenor, Coimbatore Chapter, EEPC India delivered the vote of thanks.



Industry leaders, Academia and Professionals delivered a high voltage talk at the E-Mobility session held at the IESS XI Conference

## ONDC ON A MISSION TO BUILD FUTURISTIC ECOSYSTEM FOR E-COMMERCE



*Exciting times ahead with Innovation and transformation promising to be a game changer as assured by the speakers who enthralled the audience with their presentations on the future of e-commerce technology.*

"Today, most of us have smart phones and a lot of people use UPI for transactions on a daily basis. India accounts for 45% of QR code transactions. With digitalization, the modes of transferring banking details between financial institutions have become easy, seamless and quick. However, a big part of retail sector is not digitally enabled in India with a limited share of small towns and rural areas," said Mr. Aravind Jayaseelan, Manager, Tamil Nadu.

Taking part at the Interactive Session with ONDC, Mr. Jayaseelan added that looking at the number of stores that are actually into digital transactions account just for a meager 0.1% of the total stores. The rest 99.9% of stores are currently selling things offline. E-commerce, which began in India in 2008, has only touched the tip of the iceberg. It accounts for just around 7%, which is very low when compared with developed nations like US (14-16%) and developing countries like Indonesia (20-25%), and China (25-30%).

Mr. Jayaseelan observed that the reason why India was not able to penetrate the e-commerce market so far was because there are only limited players like Flipkart, Amazon, and Zomato who are able to successfully connect the buyers and sellers in a seamless way. "What further pushes back things is, sellers are not able to set their own terms and conditions unlike a personal website. The customer acquisition cost has skyrocketed. One needs to spend Rs 250 to 300 to make customers purchase a product worth one or two thousands."

ONDC revolves around two principles: unbundling and interoperability. It has 49 sellers with 1.4 crores+ SKUs. It has reached over 570 cities. ONDC gives equal opportunities to compete with large market players and to become discoverable. The platform gives users seamless shopping experience from a wide assortment of products across categories with a single check-out feature. It also

provides credit and financing solutions to all entities engaged in e-commerce.

Earlier, providing his welcome address, Mr. Aakash Shah, Vice Chairman, EEPC India, said that the Indian e-commerce landscape has witnessed tremendous growth in recent years. However, concerns regarding dominance of a few major players and limitations in market access for the smaller ones have also emerged. ONDC is a groundbreaking initiative aimed to address these very concerns by establishing an open, inclusive and interoperable digital commerce framework. This interactive session provides a unique opportunity for us to delve deeper and learn more about ONDC.

The session threw light on the objectives, principles and architecture of ONDC, benefits and opportunities for buyers, sellers, technology, service providers and engineering MSMEs. The session also provided an overview of the current stage of development and roadmap for implementation and the potential impact of ONDC on the Indian economy at large and the manufacturing sector in particular.

Open Network for Digital Commerce (ONDC), is a private non-profit Section 8 company established by the Department for Promotion of Industry and Internal Trade (DPIIT) of Government of India to develop open e-commerce. It was incorporated on 31 December 2021 with initial investment from Quality Council of India and Protean EGov Technologies Limited (formerly NSDL e-Governance Infrastructure Limited). It's not an application, an intermediary, or software but a set of specifications designed to foster open interchange and connections between shoppers, technology platforms, and retailers. ONDC was incorporated with the mission and vision of creating an inclusive ecosystem of e-commerce.

## 100+ NATIVE EXHIBITORS FROM 10 PARTICIPATING STATES OF INDIA ADD SHEEN TO IESS XI



**The Host State - Tamil Nadu** pavilion featured over 70 stalls from the engineering product manufacturing companies of all sizes, representing a wide spectrum of the industry. About five engineering and tech startups also participated in the event. There was an exclusive stall for Facilitating MSMEs - Tamil Nadu (FaMe TN), an initiative of the MSME Department of the state government that offers a wide range of services to the MSMEs, including conducting buyer-seller meets within India and abroad, and providing financial support. FaMe TN stall also facilitated the listing of MSMEs on the Open Network for Digital Commerce, the online network of MSMEs in India.



### Karnataka

Integrated development of the State's industrial sectors and Export Promotion Services (33 Exhibitors)



### Maharashtra

Achievements of the State's Single Window System of Industry, Trade and Investment Facilitation Cell and Industrial Ecosystem (15 Exhibitors)



### Andhra Pradesh

6 Districts as Export Hubs highlighting Marine Products, Iron & Steel, Motor Vehicle, car and initiatives towards Pharma & Chemical Companies (10 Exhibitors)



### West Bengal

Numerous initiatives towards Micro, Small and Medium Enterprises and its growth including development of clusters for industrial growth of the State (7 Exhibitors)



### Telangana

Development of Industrial Parks and clusters in all the districts including the upgradation of existing Industrial Parks (7 Exhibitors)



### Himachal Pradesh

Commitment towards building an investment friendly ecosystem and developing industrial infrastructure (5 Exhibitors)



### Odisha

The renewed focus on scaling up the established industries and the new (4 Exhibitors)



### Jharkhand

Promoting Jharkhand Industrial Park and the electric vehicle manufacturing units and various export policies available for the investors (4 Exhibitors)

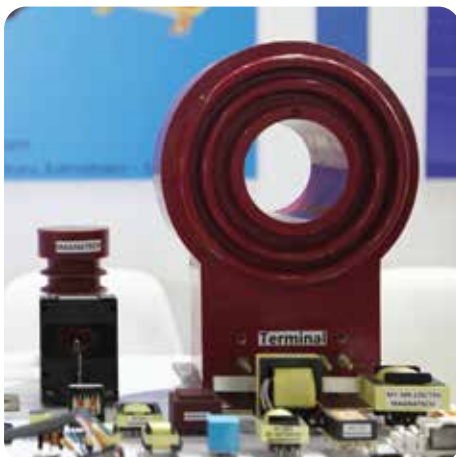


### Jammu & Kashmir

Focus shift on establishing large sized industrial complexes and increasing investors (2 Exhibitors)

## Dynamic Product Displays of MSME Companies light up IESS XI

The diverse & wide array of products displayed by PAN Indian companies and their engaging product demonstrations were the cynosure of eyes at IESS XI. From small instruments to large tractors the displays helped buyers from different countries gain a tactile experience that led to better purchase decisions. The displayed products are helping build 'Brand India' and reinforcing India as an ideal manufacturing hub; with its smart and sustainable practices incorporated in the complete production cycle.



## SUSTAINABILITY, CUSTOMER CONVENIENCE & CARBON TAX WILL DETERMINE THE FUTURE OF THE STEEL INDUSTRY

Mr. Saurabh Kundu, Chief Corporate Sustainability, Tata Steel Corporate Sustainability in his address on the topic "Role of Steel In Building a Green & Sustainable Supply Chain" as a part of the Awareness program on "Steel, Key to Building a Sustainable MSME Supply Chain" summarized his presentation with multiple points stating, "There is no one way to make the Indian Steel industry supply chain green. It needs a bouquet of solutions. Further, Governance and external verification are important, and blindly following Europe is not recommended as GHG and sustainability problems are location-specific and India must design its own solutions,".

"We must further address the interest of the small producers as MSMEs are the backbone of the Indian economy. Our Society must be a part of the sustainability journey and one must maintain a natural balance in nature by becoming net positive in water consumption and biodiversity," he added.

Mr. Praveen Shrivastava, Chief of Marketing and Sales, Branded Products & Retail – Tata Steel in his presentation on Steel for Enabling the MSME Supply Chain said, "Customers in the future will decide on two things. One is sustainability and the other is Customer Convenience. The Sustainability wave is going to hit us very hard as is already seen in Europe and other Western countries. India in the coming years will see very rapid development happening and one must evolve and accept rather than fight it. The second point is the future of a business depends on how we determine customer convenience. The more convenient it is for customers to buy steel or any product determines if customers will be with us or not,".

Mr. Asutosh Panigrahi, Chief TSIC & Agile Transformation, Tata Steel Industrial Consulting in his presentation on Tata Steel Service Offerings for the Indian MSMEs talked about how TSIC serves customers more conveniently while focusing largely on MSME business.

"The way forward for doing business and transactions in the coming decade will directly be linked to the Carbon Water Adjustment Mechanism (CBAM) for Indian Steel Producers and Consuming Industries," said Ms. Adity Ganguly, Head-Product Sustainability, Tata Steel Corporate Sustainability as a part of her presentation.

"Due to this being implemented in the EU, and India is expected to follow suit, there would be a cost increase due to the carbon tax. The more the carbon tax, the more the cost increases per tonne of steel. India exports 25% of its steel production to Europe so, the impact is going to be significant," she added.

"The Indian government to safeguard MSMEs are taking many steps to ensure they are protected and apart from talking to WTO to favor MSMEs is also setting up the Indian Carbon Market," Ms. Adity pointed out.

Mr. Pankaj Chadha, Sr. Vice Chairman, EEPC India delivered the welcome remarks and set the tone for the session while Mr. Binod Kr. Sarma, Deputy Regional Chairman (Eastern Region), EEPC India delivered the Vote of Thanks to the packed audience.



*An impressive line of speakers extolled on the strength of steel and how it is the backbone of the economy touching the lives of every Indian*



## INDIA AND GERMANY DEVELOPS A DEEP RELATIONSHIP IN ACADEMIA AND INDUSTRY, GERMAN FDI IN INDIA TOUCHES 50 BILLION EUROS

The Indian diaspora in Germany can now be found in large numbers with recent studies showing Indian students have outnumbered Chinese in German Universities. In May last year, under the leadership of Mrs. Michaela Kuchler, Consul General of the Federal Republic of Germany to the Republic of India, Chennai, led a 30-member delegation from companies and academia of Coimbatore to Saxony. Less than a year from then, a delegation from Saxony of the same size is attending India's largest engineering show, IESS XI at Coimbatore.

This reflects the relationship between Tamil Nadu and Saxony. Since 2000, investments from Germany to India have increased. Indian exports to Germany have grown by 38% in recent times. There are 2,200 German companies in India, of which 200 are present in Tamil Nadu. The State of Tamil Nadu is highly industrialized with IIT Madras, receiving most scholarships from the German academic exchange service.

Mr. Martin Dulig, Honorable Saxon Minister, Saxon State Ministry of Economic Affairs, Labor and Transport, Federal Republic of Germany in his address said, "We are thoroughly impressed by the initiative and engagement of

the entrepreneurs. Saxony is one of the most industrial regions in the Eastern part of Germany with the mining industry playing an important role".

Mr. Oliver Kohn, MD, VDMA, Germany, "The theme, Smart Sustainable Engineering resonates well with us as we are Engineers, we are sustainable and of course Smart. Germany is proud of it being a traditionally industrial country with Saxony boasting several major industries. For example, we have the largest cluster of microelectronics in Europe and every third microchip produced in Europe comes from the region of Dresden. All four big car makers in Germany are based in Saxony and as you know, automotive is always connected to mechanical engineering".

The delegation invited more Indian students to apply for their Master's program in Germany with quicker visas, long-term multi-entry visas to the business community being promised.

The Vote of thanks was delivered by Dr. S. Chandrasekar, Chapter Head, GIRT Coimbatore & Corporate Director-Roots Group of Companies.



*An interactive session with German delegates on Academia and Industry with the participants.*

## MAKE IN INDIA SHOULD GO HAND IN HAND WITH DESIGN IN INDIA

"India has a huge potential to emerge as a hub of design and design-led innovation in the world, even as it aspires to become a US\$5 trillion economy by 2025. Atmanirbhar Bharat or Make in India mission can inspire the Design in India movement. They both should go hand in hand," said Mr. Rajesh Kumar Singh, Secretary, DPIIT, Government of India.

In a video recorded message, screened at the Good Design Seminar & 12th edition of India Design Mark Awards, Mr. Singh said, "The manufacturing sector cutting across various domains should realise that industrial design, the art and science of creating functional, durable, aesthetic and socially-responsible products, can be a strategic asset. Design can provide brands a remarkable competitive advantage. When a large section of Indian manufacturers incorporate design in their DNA, it will make India a top exporting nation, and it will also improve the quality of life of its own citizens."

The event marked two panel discussions, one on the 'Strategies for Scaling Up Design Interventions for Industry Impact', and another on 'Exploring Emerging Sectors and Design Innovation', moderated by Prof Jitendra Singh Rajput, National Institute of Design, and Mr. Vipul Vinzuda, a transportation designer and educator, respectively.

Addressing the participants, Ms. Nishma Pandit, co-founder, Ticket Design, a multidisciplinary design consulting firm, said, "While engineering is all about designing the interactions between things and things, industrial design sets itself apart with its focus on the interactions between people and things. Designers serve as a bridge between industry and people." She added that user-centric design constitutes 3Ls of Look, Listen, and Live that emphasises on immersive designing. "There are four stages in the adoption of design: one, minimal or no use of design; two, design for styling; three, integrating design into the development process by engaging the designers in product development early on, and four, making design as a key strategic element."

Mr. Mahendra Chauhan, Head of Design - Product & UX-Watches, Wearables and Accessories, Titan Company, said that though there are over 6 lakh crore registered companies in India. Hardly one percent of them have adopted design in any meaningful way. Mr. Abhijit Bansod,

Founder and Creative Director, ABD, said that it is important to popularise design so much so that it becomes a part of everyday life. "For everyone to value design, it must be taken beyond metros and airports."

In his address, Mr. Mathews George, Founder Director, Icarus Design and Icarus Nova, talked about the impact of good design in the medical equipment and healthcare services sector. He presented several examples of good design in healthcare including Renalyx, India's first HemoDialysis machine, liquid lens based phoropters, tablet based ultrasound for midwives, and mobile app for middle ear infection that are revolutionising the industry. "Increasingly, designers focus on creating products for end users, who are the public and the patients, as the trend of self-care has been accelerating ever since the outbreak of the pandemic. An example is Cervicheck, a self-sampling kit that empowers women to self-collect their cervical samples privately, comfortably, and accurately. Another would be LifeSignals Wearable Biosensor, a single-use, multi-parameter patch, that is able to continuously acquire and transmit core biomedical data both wirelessly and remotely."

Ms. Alamelu Pasupathy, Business Head, Ramay Ventures, talked about the role of design in residential buildings. "Design has to take into account the fact that the space is becoming increasingly premium. In the last one year, nearly 4 lakh apartments were sold in India. However, only 10% of them have a built up area of 2,500 sq.ft or above. A majority of the apartments sold are in the 600-900 sq.ft range. Technology is another factor. IoT is connecting all household items."

### IESS XI Recognises Industrial Creativity with India Design Mark Awards

Top loading washing machines, gas stoves, sofa cum bed, library shelving systems, executive table, and split air conditioner are some of the otherwise humble consumer products that won the prestigious India Design Mark 2023 Award, instituted by India Design Council, in cooperation with Good Design Award, Japan, to recognise good industrial designs. The products roped in the recognition for their manufacturers by exemplifying style, functionality, quality, sustainability, and above all, real world solutions.

The award winning companies of the 12th edition of the event included: **Blue Star, BSH, Wipro Enterprises, Forbes Marshall, Geeken Seating, Godrej & Boyce, Godrej Interio, Havells India, HOF Furniture, House of Kieraya, Whirlpool, Swani Furniture, 21st Century Techno Products, Urban Grey Furniture, and VIP Industries.**

*Mr. Arun Kumar Garodia, Chairman, EEPC India gave away the awards in the presence of Prof Praveen Nahar, Director National Institute of Design, and Member Secretary, India Design Council.*

