

The key to future growth would be scaling up operations and Coimbatore manufacturers have the unenviable task of achieving this. When CII alongwith Business Line announced awards for entrepreneurs recently, I thought that the Coimbatore manufacturers will sweep the awards. But to my disappointment, not even one entrepreneur from Coimbatore made it to the list. The primary reason I was given to understand was that we are very conservative in sourcing funds and scaling up our capacities. This omission from the list has served a wake up call to all of us and I hope we do not surrender any further grounds in the market to our northern competitors.

The presentation on the activities for the year must have given you a glimpse of what has gone by. Suffice to say, I was fortunate to have a team that for exceeded expectations. Be it organizing of motor or pump conference, Techno 4 Exhibition or SIEMA Day, our team excelled and we all had a great time working together.

While the presentation has highlighted the achievements of the past two years, it is now time for me to enlighten the floor on our short comings. We had planned to take our members abroad to look at technological innovations in other countries. This did not materialize due to many reasons. I personally feel that continuous technological upgradation is the only

way to sustain our market share or even grow it.

Secondly, The SIEMA index, a very bright idea but never saw the day light. The index will be a very good indicator for price fixation and material planning.

We also tried to get Geographical Indication for Pumpsets but I'm not sure if we will succeed as we need some natural resource that is unique to our city.

While I am not too worried about the GIS issue, I would be more than happy if the first two initiatives ie. the study trip and the SIEMA index see the light of day sooner rather than later.

Our Association continued to play a key role in formulating quality standards in BIS and BEE departments. I am proud to inform that most of the changes brought in BEE's norms were suggested by SIEMA. At this juncture I would like to thank our Past President Sri G. Rajendran and Past President of IPMA Sri. Krishnakumar for readily accepting to accompany me to Delhi every time.

We were also fortunate to organize National Seminars on ET 15 and ME 20 as well as Bureau of Energy Efficiency during the year.

SIEMA had voiced its opinion on all major issues concerning the Industry and provided assistance to members whenever necessary.



SIEMA Insight



THE SOUTHERN INDIA ENGINEERING
MANUFACTURERS' ASSOCIATION

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Newsletter

Activities from 15th June 2010 to 15th July 2010

12th Managing Committee

Meeting:

The 12th Managing Committee meeting was held on 18th June 2010 at our Association. The minutes of the meeting has already been sent to our members.

Inauguration of new

Association:

Sri Jayakumar Ramdass attended the inauguration of the newly formed Real Estate Association on 16th June 2010 at Hotel The Residency,

Discussion on Emerging

Opportunities

Office-bearers and few MC members met on 18th June 2010 at our Association and discussed about conducting of the seminar on, "Emerging Opportunities" on 15th July 2010.

Technical Committee

The Technical Committee meeting was held on 21st and 28th June 2010

and discussed about the draft standard on IS 12615 received from BIS, New Delhi.

Cluster Co-ordination Committee:

Sri T.C. Thiagarajan, Vice-President attended the Cluster Co-ordination Committee Meeting of APITCO on 29th June 2010 at our Association.

Meeting at PSGR Krishnammal College:

Sri Jayakumar Ramdass, President attended the Advisory Committee meeting at PSGR Krishnammal College on 29th June 2010.

Lecture meeting:

We arranged a lecture on, "Value Driven Organizations : At this Day and Age" by Prof. Shyam Viswanathan, Management Consultant on 30th June 2010 at our Association.

Technical Committee

The Technical Committee meeting was held on 5th July 2010 and discussed about the draft standard on IS 12615 received from BIS, New Delhi.



The Southern India Engineering Manufacturers' Association

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Discussion on Emerging Opportunities

Office-bearers and few MC members met on 5th July 2010 at our Association and discussed about conducting of the seminar on, "Emerging Opportunities" on 15th July 2010.

Meeting with Auditor:

Sri C.S.K. Prabhu, Chartered Accountant, M/s. C.S.K. Prabhu & Co., Coimbatore met our office bearers on 5th July 2010 at our Association and discussed about the activities of SIEMA.

Meeting with the representatives of SEMBILAN Region:

Representatives from Negeri Sembilan Region, Malasia met our Office-bearers and discussed about conducting of a B2B meeting with our members during August 2010.

Press Meet:

We organized a press meet on 7th July 2010 at our Association to brief about the one day seminar on, "Discover...Emerging Opportunities" to be held on 15th July 2010.

Seminar at Hotel Residency:

We organized a one day seminar on, "Discover...Emerging Opportunities" on 15th July 2010 at Hotel The Residency. Nearly 175 participants attended the seminar. The seminar covered 8 verticals.

Mr. Kenneth Gonsalves, Senior Associate – NRC-FOSS at AU-KBC presented his paper on Leveraging the Power of Open Source to face Challenges in Engineering & Manufacturing.

Mr. S. Ravichandran, President – TVS Logistics, presented his paper on – Logistics – Emerging Opportunities.

Mr. Suhas Gobinath, CEO & President, Global Inc. presented his paper on Emerging Opportunities in Information and Communication Technology.

Mr. R. Dhirendra, CEO - Eduquity, presented a paper on, "Is India Ready for the Education Revolution? – Opportunities & Challenges.

Mr. Venkat Mangudi, President & CEO, Venkat Mangudi Consulting presented a paper on Cloud Computing for the Future

Dr. V.C. Bhavsar, Technical Director, Photon Energy Systems presented a paper on Business Opportunities in Solar Thermal for Industries.

Mr. Ramadass Nambi, GM – Robomachine Division, Fanuc India presented a paper on Emerging Opportunities in Robotics.

Dr. E.S. Krishnamoorthy, Director & Senior Consultant – The Neuropsychiatry India Group presented a paper on Emerging Opportunities in Health Care.

The participants expressed their satisfaction and also lauded SIEMA for conducting such a fantastic programme. The speakers expressed their happiness for the hospitality shown to them by our SIEMA team.

57th Annual General Meeting

The 57th Annual General Meeting of our Association was held on 15th July 2010 at our Association. 75 members attended the AGM. The minutes of the meeting will be sent separately

First Managing Committee:

The First Managing Committee meeting was held on 15th July 2010 at our Association. The minutes of the meeting will be sent separately.

Excerpts of the speech by Sri Jayakumar Ramdass, the outgoing President during the 57th Annual General Meeting held on 15th July 2010.

I stand before you this evening overwhelmed with a sense of satisfaction. It has been my pride and privilege to lead your organization for the past two years which were challenging in more ways than one. We had a major economic downturn coupled with wildly fluctuating input costs.

During this time, my team and I were guided by few line attributed to the late American President Franklin Roosevelt:

One thing is sure. We have to do something. We have to do the best we know how at the moment... if it doesn't turn out right, we can modify it as we go along

At the end of it, we achieved a major part the agenda that we set for ourselves and brought in many new initiatives.

Be it SIEMA Day, Techno 4 or Refresher course for young Entrepreneurs, we enjoyed organizing every event and we sincerely hope you equally enjoyed participating in it.

The last two years has seen a paradigm shift in the way the engineering industry worked, especially the pumpset industry. The raw material prices kept fluctuating, the power shortage became intense and skilled man power turned precious. While the whole world started limping back to normalcy after a prolonged recession, the Indian companies not only survived but also prospered, thanks to the huge domestic market. Economic realities forced companies to cut costs and optimize production based on power availability. Marketing of products became tougher and tougher and many brands disappeared from the shelf. Thanks to the government initiatives in bringing down the rate of central excise duty and introduction of VAT, the best brands with high quality were available at reasonable prices. It does not need a Paul – the Octopus to tell you that these challenges will only be more pronounced in the years to come. For sure, only those companies with great products at affordable prices will survive.