

***Namastay and Good Morning to the "great minds of India"***

I feel honored to be here in the company of galaxy of distinguished delegates. The objective of today's presentation as an SME representative is to focus on :-

**A- How to create products under import and ensure their successful adaptation.**

**B-How to carry the technology from research lab to the production house to the use of country.**

For this I will share 4 of my several experiences briefly -

**CASE-1**

The company CbS, I come from, was started 10 years back. We started manufacturing a product called "Centrifuge". A person in my knowledge was importing and selling it in the market at very high price. It took me 3 years to know that Railways were using imported Centrifuges through a local trader at very large scale in their locomotives. I approached Railways. Thereafter CbS developed the centrifuge in 6 months with the help of FIIT- IIT Delhi, got it adopted by Railways. In three years time consequently, there are 5 manufacturers of the product, import has vanished on its own and the price has dropped from 1.50 lakh to 40 thousand. The importer/ trader also tried to compete and cheat with a self developed centrifuge in the name of "foreign brand" but caught and black listed.

**CASE-2**

I accidentally met a CVRDE scientist while travelling. During the casual conversation he came to know that I manufacture Centrifugal oil cleaners. He appeared astonished as if I manufacture rockets. As per his knowledge there was no known source in India. He said why don't you contact engine factory under MOD at Chennai. They are in need this product desperately. I contacted engine factory. Within 3 days the officers including the GM of EFA himself visited cbs factory. He gave us the task to develop two types of centrifuges for army battle tanks. In one year time both were developed and adopted by engine factory. The import vanished again. Foreign supplier contacted me that if I stop supply to EFA he will buy 4 times the quantity I supply to EFA. We did not accept the condition of foreign supplier.

### CASE-3

Very recently Indian Navy gave us another filter for development and adaptation. We developed it in 2 months time. To evaluate the filter performance and our abilities Commodore Dr. Rana, Chief of directorate of Indigenization, Integrated defense head quarters and his team visited our factory. Dr. Rana encouraged us a lot and his talks were very motivating. Commodore questioned us why don't you develop other type of filters too. Indian Navy uses many types of imported filters. I promptly agreed. Tell me the way, I requested. He suggested I should visit Various Naval establishments all over the country, interact with the officers and collate what are the imported filters under use. To give it an immediate start Commodore Dr. Rana took initiatives, arranged permissions for my visit, organized my presentation at Cochin. My visit was successful and I was shown 6 types of filters that were needed to be developed. This information required an investment of 3 days, expense of 25000/= Rs on travelling Boarding, Lodging and support from motivators like Dr. Rana.

Now Gentle men I come to the point.

My Company is SME.

**a- How many SME's are willing to take the pains to know what you require?**

**b-How many officers like Dr. Rana are there who will encourage and take all the initiatives?**

**c- Cannot there be a better way than spending time money and resources just to know what is your requirement ?**

In all the cases of import discussed above there was only one cause and that was lack of information/ awareness. You do not know what I am capable of and I do not know what are your needs.

There is a saying in Hindi which you please permit me to say here

**BAGAL ME CHHORA (THE SON IS BY THE SIDE OF YOU)**

**SAHAR ME DHINDORA (YOU ARE SEARCHING HIM ALL OVER THE CITY)**

To counter the above I suggest

***1- Every Deptt. / Company / Institution should create a separate segment in their web sites showing the products under import ( brief description of the products , features , applications , quantities required etc should be disclosed).***

*2- Every factory should have the import display room at an easily accessible location and display the information about the products requiring development*

*3- Every production house / office should have one "IMPORT INFORMATION OFFICER" who should be in a position to inform all the details requiring creative import alternatives .*

*4- There should be regular National and Regional level exhibitions only focusing on products / service under import*

India is internationally recognized with the status of SUPER POWER in the field of Information Technology/ automobiles / auto component . We will earn the status of SUPER POWER in your desired field also. Give us information.

*Pl. appreciate we can not take the support of RTI to know what you require.*

**NOW I COME TO POINT- B**

Here also permit me to share an experience of mine

Three years back I came to know that DRDO has developed a Bio- Toilet that degrades the human waste in very eco friendly manner. No sewage connection no septic tank is needed. Bio toilet was already in use on very limited scale by Indian Army. I approached DRDO and DRDO after evaluation agreed to make me as their technology production partner. In three years demand for close to 50000 toilets has been generated, Railways are going to install in every coach . Market for 5000 crore worth of Bio Toilet is under development. And there are 45 technology partners of DRDO to manufacture this. Bio Toilet is a blessing to the environment. Whole Lakshdeep is on Bio Toilet.

I again come back to my same request.

**INFORMATION INFORMATION INFORMATION**

I have been in touch with IIT-Delhi and I have been told that IIT- Delhi alone has more than 100 patents for technologies but all technologies are in the files. What is the use of such sweet which is not available for eating. I assume there should be hundreds of innovative technologies across the country developed by brilliant Indian minds but suppressed somewhere in the files and drawers.

Pl. consider the same 4 points as requested in Case A i. e. **web site, Import information officer, display rooms, exhibitions.**

**SWAMI VIVEKANAND HAS SAID**

***“EVERY POWER IS WITH IN YOU.***

***YOU CAN DO ANYTHING AND EVERY THING.***

***BELIEVE IN THAT”.***

and I as an MSME (Micro Small and medium enterprises) representative say

***“ENTERPRENURIAL SPIRIT OF INDIA WILL CREATE HISTORY***

***BELIEVE ON US “***

***Jai Hind***