

LUB - MSME Sangamam

Key Takeaways & Salient Points



**IIT – M Research Park Auditorium
Hall D7 (Block D)
OMR Road, Taramani, Chennai**

Welcome Address - Speech by Mr. Sivakumar



- ✓ Welcoming MSME
- ✓ All Dignitaries
- ✓ Speakers
- ✓ All support services

Welcome Address - Speech by Mr. Om Prakash Gupta Ji



- ✓ Biggest Pan India Organization since 1992
- ✓ 27 states, 583 districts
- ✓ 54000 members, 3000 women entrepreneurs
- ✓ For and By the Entrepreneurs
- ✓ Work with Local associations, NGO etc
- ✓ Focus on solution centric approach at National, state and district level
- ✓ 2 members participate in ILO also
- ✓ Tie up with CSIR
- ✓ 57 technologies and 25 in line up, 50% from TN
- ✓ MoU with GEM, every week meetings for problem solving
- ✓ MoU with QCI – 108 events for ZED and Lean
- ✓ 11th Dec – Launch of Skill Centre

Address – Mr. Ananth Nageswaran



- ✓ Happy to see the topics
- ✓ Tennis player are settled with 1 world title, Textile entrepreneurs are settled, employee does not want to upgrade
- ✓ Would be happy for with topics on quality conscious, productivity
- ✓ Trust and confidence is very important for the growth of MSME
- ✓ Benchmarks are required with SME of other countries
- ✓ Regulatory compliances are high when the organization grows – to be addressed
- ✓ Threshold to be set to allow the MSME / SME to grow
- ✓ It is important to Think Big
- ✓ Meeting quality and timeliness is very important



Address – Mr. Ananth Nageswaran



- ✓ Large companies are living in the capital of MSME's
- ✓ We still depend on many products in textile and also in Battery related areas
- ✓ Next 15 to 20 years will be unpredictable in geo-political and also geo – economically
- ✓ We need to constantly need to upgrade ourselves technically, better life and better citizen
- ✓ LUB to publish action points of this Sangamam
- ✓ Wishing all the very success



Address – Mr. Verchezian, TN Gen Secretary



- ✓ Welcome to all MSME participants
- ✓ Grown from 15 members to 2400 members in TN in 10 years
- ✓ Title – TN Progress
- ✓ LUB is working with many associations without any conflict
- ✓ 100 programs conducted in COVID period
- ✓ CSR activities – 40 technologies in hand
- ✓ GeM Portal – LuB signed MoU and conducting Zoom programs
- ✓ Defence Testing Centre in Trichy
- ✓ Associated with AIEMA and taken care of Flood impact in SIDCO estate
- ✓ Lean Concepts – District wise programs are conducted
- ✓ ZED Certification – More than 1000 companies are certified in Bronze certifications



Address – Mr. Hariharan, All India VP



- ✓ Thanks to all Working committee
- ✓ Theme – China +1 & Import Substitution
- ✓ Sangamam – Brand of LUB
- ✓ 2 Expos in a year and confluences
- ✓ Vibrant Logo
- ✓ We rank 5th or 6th – for the business that has gone out of China
- ✓ Quality, Reliability & Trust are very important
- ✓ Internal Thinking of MSME in required
- ✓ Cluster Approach in China is very Great
- ✓ How Micro industries to change is very important for todays session
- ✓ Objectives shall always to be high even if we will not be able to achieve the same



Leveraging China +1 Strategy



Deepak Sharma

Director, Global Sourcing Operations - India
AMETEK Instruments India Private Limited



Singaravelu R

Vice President - Strategic Sourcing,
OHMIUM



Sunil Jhun Jhun Wala

Co-Founder, Techno Sportswear Pvt Ltd,
Tirupur

Moderator –

Mr. MS Vijayaraghavan, Venkateswara Springs

Session 1 – Leveraging China +1 Strategy



Theme – China +1 Strategy

- ✓ India is Growing economy
- ✓ Overtake Japan in this year
- ✓ India has not significantly grown in exports in China + 1 Strategy

Theme – Introductory - Mr. Sunil Jhun Jhun Wala

- ✓ Sports wear brand
- ✓ Mostly imported brand in all Big stores
- ✓ 95% fabric is made in Tirupur
- ✓ Lot of money spent in Technology, Manufacturing
- ✓ We are MSME but don't think as MSME

Theme – Introductory – Mr. Deepak Sharma

- ✓ Representing many OEM looking for MSME'S
- ✓ 2 times to 3 times growth in next 2 years is expected
- ✓ Enormous Opportunity is there for growth

Session 1 – Leveraging China +1 Strategy



Theme – Introductory – Mr. Singaravelu

- ✓ Strategic Sourcing –
- ✓ Working in Hydrogen sourcing
- ✓ Research minded suppliers are being looked at
- ✓ Mostly main competitors are China suppliers
- ✓ Improved quality, reduced cost and improved engineering is what is being looked at
- ✓ we are successful in customer designed components. we fail in self-designed
- ✓ looking for solutions as a **“whole system”**
- ✓ Take help from Tier 1 to get audited and improve the overall process of organization
- ✓ End quality and engineering in mind is required for MSME

Advantage & Disadvantage – Mr. Sunil

- ✓ Think Big mindset is required
- ✓ Cluster approach required for globalization
- ✓ Fragmentation mindset should be avoided

Mr. Deepak

- ✓ Significant collaboration opportunity is there between T1, T2 & T3 suppliers
- ✓ Collaboration ecosystem is very strong on China

Session 1 – Leveraging China +1 Strategy



What is the expectation from MSME – Mr. Singaravelu

- ✓ Only amount of investment is less – That is the only difference from MSME and bigger companies
- ✓ All other parameters shall be in par with MNC including shop floor
- ✓ Many OEM form an opinion when they visit MSME companies
- ✓ Work out the cost not for today but look after 1 year with improvements
- ✓ Diversify the workforce

Areas of interest wrt electronic industry– Mr. Sunil

- ✓ Improving and Improvising the processes is required
- ✓ Constantly upgrade the skills and capabilities
- ✓ Optic manufacturing suppliers are in demand
- ✓ Investment castings are also in demand
- ✓ Niche product manufacturing suppliers are in demand
- ✓ do not be hesitant to take risk

Mr. Singaravelu:

- ✓ Think of investment not for 1 company. It should be for 2 or 3 customers
- ✓ Discipline is very important

Technology



**Moderator –
Mr. Sureshkumar**



Session 2 – Technology



Mr. N Ravichandran

- ✓ World is moving towards small.
- ✓ Small is beautiful
- ✓ Customer is foremost important
- ✓ QCDSM is very important
- ✓ Satisfying customer is very difficult
- ✓ Make the proud excellent. Right First Time

Changes in Technology:

- ✓ Cloud Technology
- ✓ Precision Engineering
- ✓ 3D Printing
- ✓ Artificial Engg
- ✓ Composite material
- ✓ Renewable Energy
- ✓ Industry 4.0

Mr. Chari

- ✓ Required Data is Vital / required
- ✓ Data collection and analysis of data is important
- ✓ Machines are built with technologies
- ✓ Feel good factor has to be there for all

Mr. N Ravichandran

- ✓ Adaptability is very much required
- ✓ Customer looks **Excellence**
- ✓ Customer looks for **zero discomfort**
- ✓ In small scale, **Only size is small, mind has to be big**
- ✓ **Heart can be reached thru stomach**
- ✓ Access the business based on requirement
- ✓ **Start with WHY**
- ✓ Deskill the operations
- ✓ Technology is driving culture
- ✓ Road Map and actions are very important
- ✓ **CHANGE IS VERY IMPORTANT IN MIND**

Import Substitution / Indigenization



Moderator
Mr. Srinivasan – LUB, Karnataka

Session 3 – Import Substitution / Indigenization



Mr. R Sundaram

- ✓ Economic reforms started in 1991
- ✓ Import from China 100 Billion Dollar
- ✓ Direct taxes incentives
- ✓ R&D financed by govt
- ✓ Skill enhancement by govt
- ✓ All International laws to be violated
- ✓ 4 Trillion business is looking from India

Mr. V Ramesh Kumar, CVRD:

- ✓ China products / service are not accepted
- ✓ Good preference is there for MSME
- ✓ MSME is preferred over L1 (non MSME) if the price variation is less than 15%
- ✓ R&D support is required from MSME
- ✓ Less quantity, more value and pride

Mr. Lt Gen P R Shankar

- ✓ India is going thru a revolution – global to shut out China and open other sources
- ✓ Only country to match China is India
- ✓ Huge Technology revolution is taking place
- ✓ Change is required in govt taxation, subsidy
- ✓ MSME should look out for Defense
- ✓ Tech Space sector is opening up
- ✓ Auto industries to look at defense

Mr. Prabhu Ponnurangam

- ✓ 10 – 13 manufacturers in windmill
- ✓ Import from China is more expensive due to policies

Think Big



Moderator –

Mrs. Uma Meiyappan

Session 4 – Think Big



Mr. Seetharaman

- ✓ All Big companies has come from small only
 - ✓ Use opportunity if you can grow big
 - ✓ Create uniqueness in your product
 - ✓ As Entrepreneur, always think of **ONE-UP – process, system, equipment etc**
 - ✓ Fight / Challenge your self till you have one factor above competitors
 - ✓ When we find opportunities, do not be afraid in investing.
- ✓ Entrepreneurs should gain knowledge from outside / expos / books / meeting people
 - ✓ Have direct contact with customer outside India
 - ✓ Non-Competing Companies can join together and start offices outside India to reach out
 - ✓ Make a break out and go bigger.
 - ✓ Do not do micro management
 - ✓ Employee a person who can take care of 80% and start growing your company

Small to Big



T. Chandrashekar
Chairman & Managing Director,
Emerald tyres.



S. Thyagarajan
Chairman,
Mudhra Fine Blanc (P) Ltd



P. Rajagopalan
MD, Primo Automation

**Moderator –
Mr. Ravichandran**

Session 5 – Small to Big



Mr. Chandrashekar, Emerald Tyres

- ✓ Listed in stock exchange
- ✓ Chose to go for IPO to become big
- ✓ Own product / Brand was chosen
- ✓ Understood that the growth was good
- ✓ Always look for next processes / steps
- ✓ Always look to go up the value chain
- ✓ Fix Responsibility and work as team

Mr. S Thiyagarajan

- ✓ Total support from family when I started business at age of 50
- ✓ Be clean, follow the rule and no bribe to anyone
- ✓ JV with Fine Tools, Swiss for Fine Blanking

Mr. P Rajagopalan

- ✓ Grown from 4 Cr to 42 Cr
- ✓ Fall down to 18 Cr during Covid
- ✓ Started learning Digital Marketing during Covid
- ✓ Learning & Implementation of Website, SEO
- ✓ Through Digital marketing we got enquiry for 400 Crores
- ✓ Be OPEN to technology
- ✓ Have the right mind-set
- ✓ Look at the support systems and nurture it

Keynote Address

Sridhar Vembu

Founder & CEO, Zoho Corporation

Key Note Address – Mr. Sridhar Vembu



Mr. Sridhar Vembu

- ✓ Support a school in Balya, UP
- ✓ Country's problem can only be solved by Entrepreneur
- ✓ Less number of babies in China than in India
- ✓ No reason to worry
- ✓ Chinese are migrating more and trying to citizenship in other countries
- ✓ Land, Power, Labour cost are all more expensive than India
- ✓ We need to modernize, learn new things
- ✓ Intel did not manage the transition and so they are falling
- ✓ **Find the nearest Chinese company and study them**

- ✓ Young Talent to be developed
- ✓ Learning in all ages is required
- ✓ Develop curiosity with Chinese companies
- ✓ **Your margin is my opportunity**
- ✓ There is a big trade deficit.
- ✓ Look at opportunity where you can reduce 1 dollar import or increase 1 dollar export
- ✓ Do not waste time in meetings

Scaling up advice:

- ✓ Take smaller challenges, validate
- ✓ Can you recruit smaller talent and retain them

How MSME capitalize AI

- ✓ Start using AI

CHINA:

- ✓ More automation
- ✓ Next 25 years are golden period for India

Key Note Address – Mr. Sridhar Vembu



How to develop Skill

- ✓ Management skill is very important
- ✓ System to handle persons to be different
- ✓ Thinkers are required to create jobs

Biggest challenge to set up office in India

- ✓ Belief system
- ✓ Latest technology and machineries are required
- ✓ No need of more formalities
- ✓ Eat together with all employees
- ✓ Project optimistic approach
- ✓ Be positive, Don't have negative mind set

- ✓ Consortium is required
- ✓ Go as association and attack outside India
- ✓ Failure is part of success
- ✓ Look at Top 100 imports and try to change

CSIR & Finance – New approach for MSME



SIDBI

- ✓ Only for MSME
- ✓ Collateral funding for MSME
- ✓ Mudra Funding
- ✓ Acute rating for MSME

Dr. N Nishad Fathima, CLRI

- ✓ Council of Scientific & Industrial Research
- ✓ Was started before Independence, 1942
- ✓ 37 labs in India
- ✓ 3521 active scientists, 4261 tech & support personnel

Mrs. Lavanya, Beneficiary of CSIR

- ✓ Look for Innovations of CSIR
- ✓ For women entrepreneur
- ✓ All products are tested
- ✓ Projects can be taken from CSIR

Thanks

