

**ACMA**

Automotive Component Manufacturers Association of India

August-September 2020

# AUTONEWS

Vol 13 No 86

# 60th

## ACMA ANNUAL SESSION

SHAPING THE NEW NORMAL

FIRST TIME ON DIGITAL PLATFORM

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## EDITORS'S NOTE

With the resolve to keep going in the tough times, it gives me immense pleasure to introduce Anniversary edition, in the Covid pandemic. Even under the challenging times ACMA hosted 60th Annual Convention themed "Auto Components Industry- Shaping the New Normal".

Amidst the impact of pandemic, the annual session centered on future course for the industry, defining pathways to explore new avenues of growth, while building strategies to thrive in the post-COVID world.

The highly successful event witnessed participation by over 2000 delegates and eminent dignitaries from the government & ministries, OEMs, industry bodies and think tanks.

The event was graced by Shri Nitin Gadkari, Hon'ble Union Minister for Road Transport & Highways, and MSMEs, Government of India, Shri Piyush Goyal, Hon'ble Union Minister for Commerce and Industry and Railways, Government of India and Mr Amitabh Kant, CEO, NITI Aayog who shared their views on Shaping the New Normal for the auto component sector.

In addition to the lively sessions, ACMA in partnership with McKinsey & Co., released a study on 'Shaping the New Normal' that gives a strategic roadmap to the industry with newer trends and opportunities in the new normal.

The Annual Session also witnessed continuity with re-election of Mr. Deepak Jain, Chairman & Managing Director, Lumax Industries as President of ACMA and Mr. Sanjay Kapur, Chairman, Sona Comstar as the Vice President, for the 2020-21 term.

I am confident that the leadership at ACMA, with the wealth of knowledge and experience in the automotive sector will steer the association's agenda in the right direction.

I do hope, you will enjoy reading about the 60th ACMA Annual Session.

**Vinnie Mehta**  
Director General, ACMA  
dg@acma.in



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# ACMA's 60th ANNUAL CONVENTION ON SHAPING THE NEW NORMAL FOR AUTO INDUSTRY



“India to become the top automotive manufacturing hub of the world”

Shri Nitin Gad  
Government



**New Delhi, September 05, 2019:** Automotive Component Manufacturers Association of India (ACMA), the apex body representing India's auto component manufacturing industry, hosted 60th Annual Convention themed "Auto Components Industry- Shaping the New Normal". Amidst the impact of pandemic, the annual session centered on future course for the industry, defining pathways to explore new avenues of growth, while building strategies to thrive in the post-COVID world.

The highly successful event witnessed participation by over 2000 delegates and eminent dignitaries from the government & ministries, OEMs, industry bodies and think tanks. The event was graced by Shri Nitin Gadkari, Hon'ble Union Minister for Road Transport & Highways, and MSMEs, Government of India, Shri Piyush Goyal, Hon'ble Union Minister for Commerce and Industry and Railways, Government of India and Mr Amitabh Kant, CEO, NITI Aayog who shared their views on Shaping the New Normal for the auto component sector.

In addition to the lively sessions, ACMA in partnership with McKinsey & Co., released a study on "Shaping the New Normal" that gives a strategic roadmap to the industry with newer trends and

opportunities in the new normal. The study recommends the auto suppliers to take four key actions that include **Increasing the localization** to capture USD12 billion opportunity for import substitution, **Collaborate & Step into adjacent sectors** that involve focus on aftermarket with distinct go-to market strategy, **Optimize to become competitive** to reduce 15-20% cost and **Enable a winning mindset** by making digital, analytics, and automation a way of working. The study further highlights on the role of Government and industry bodies as a critical differentiator in the sector's recovery.



Addressing the 60th Annual Session of ACMA, **Shri Nitin Gadkari, Hon'ble Union Minister for Road Transport & Highways, and MSMEs, Government of India**, said, "We know the industry is reeling under tough times and the government is doing its best to address the needs of the industry. We are constantly working to foster growth of MSMEs, develop the road infrastructure and focus on safety guidelines and increase adoption of alternative cleaner fuels in India. We understand that road are critical for the growth of automotive sector and in these

challenging times we have been constructing 30 kilometres of roads every day. The Government is also working on 22 green-expressways and the component companies can set up automobile manufacturing cluster next to these expressways. We plan to bring the Scrapage policy which has been a long-standing demand from the industry within a month. We believe that the auto industry has reached international standards and we will soon become the top automotive manufacturing hub in the world."



**Shri Piyush Goyal, Hon'ble Union Minister for Commerce and Industry and Railways, Government of India**, said, "ACMA has been the forefront of shaping the new normal. This indeed is a great time to bring in positivity and I see the auto component industry as becoming champions of the Atmanirbhar Bharat. We must now foster a spirit of collaboration, cooperation and commitment to grow and compete with the rest of the world. I am

confident, that with a collaborative approach and working with stakeholders and suppliers, the auto component industry is on the road to success."



**Mr Amitabh Kant, CEO, Niti Aayog**, said, "The current times has been challenging which has given a huge opportunity to adapt and leapfrog to the world of tomorrow. The auto component industry is a strong representation of Atmanirbhar Bharat and we see India's recovery on the back of automobile and component manufacturing. We must make the Indian companies excel, capture the large domestic market and using it as springboard

to penetrate the international market. The future course requires to focus on local manufacturing and across tier 1, 2 and 3 suppliers as we believe all resources and capabilities are available in India. We need to ramp up R&D to create indigenize technology and therefore reduce imports. There is also need for new synergies such as with IT industry in the areas of power electronics. India must look at using the first mover advantage for producing all components for Electric Vehicles, thus driving towards the path of being a future global leader. The Electric vehicles battery prices are set to go below USD 100, throwing a huge opportunity in the sector to localise. Moreover, we also need to reskill our existing workforce with information related to electronics and digitization."



**Commenting on the 60th Annual Session, Mr. Deepak Jain, President, ACMA** said, "Though we have witnessed challenging and inescapable new realities during the COVID19 pandemic, we must now consciously work for the future. In the past month, we have seen a massive rebound in most segments, which is indeed heartening. We now look forward to the upcoming festive season

and the industry to achieve a significant level of normalcy by November 2020. With a view to create a sustainable industry, auto-component manufacturers will have to gear themselves to the realities of a dynamic and volatile environment and reinvent their business models to deal with the new set of challenges."

"This year of resilience has strengthened our spirits and we are confident that we will surpass the current disruptive challenges facing us and create a new paradigm in global quality, manufacturing excellence and sustained competitiveness for an Atma-nirbhar Bharat," he further added.

Mr. Kenichi Ayukawa, President, SIAM and MD&CEO, Maruti Suzuki and Mr Uday Kotak, President, CII and MD&CEO, Kotak Mahindra Bank, attended the inaugural session as Guests of Honor. The keynote for the session was delivered by Dr. Pawan Munjal, CMD & CEO, Hero Motorcorp. The welcome address and the concluding remarks for the first session were delivered by Mr Deepak Jain, President, ACMA & CMD, Lumax Industries and Mr Sunjay J Kapur, Vice President, ACMA and Chairman, Sona Comstar respectively.

The Special Plenary Session was addressed by Mr O Suzuki, Chairman, Suzuki Motor Corporation and Mr T Suzuki, President & COO, Suzuki Motor Corporation; Mr Guenter Butschek, MD & CEO, Tata Motors. The theme session on Shaping the New Normal was presented by Mr. Shivanshu Gupta, Senior Partner, Mackinsey & Company and the keynote for the session was delivered by Dr Pawan Goenka, MD, Mahindra & Mahindra.

The Annual session also had a panel discussion which was attended by Mr Rajan Wadhwa, Past President, SIAM and Senior Advisor, Mahindra & Mahindra; Mr Vipin Sondhi, MD & CEO, Ashok Leyland; Mr Abhimanyu Munjal, Jt. MD & CEO, Hero Fincorp; Mr Nikunj Sanghi, Chairman, ASDC and MD, JS Fourwheel Motors; Mr Arvind Balaji, Past President, ACMA and Jt. MD, Lucas TVS and Mr Soumitra Bhattacharya, President & MD, Bosch India.





# BUSINESS DEVELOPMENT

## 1 | BUSINESS DEVELOPMENT

### NORTHERN REGION

#### 7<sup>th</sup> ACMA MSME SUMMIT ON "RE-JOINING THE GROWTH PATH"

#### 10<sup>th</sup> AUGUST 2020 - WEBINAR PROGRAM

ACMA, Northern Region, organised the 7th edition of MSME summit virtually on 10th August, 2020. The Summit provided a unique opportunity for networking and to understand the product portfolio of automotive materials under one roof.

Micro, Small and Medium enterprises are the pillar of economic growth of the country. Often rightly termed as "the engine of growth", MSMEs have played a prominent role in the development of the country in terms of creating employment opportunities (biggest employer after agriculture sector), scaling manufacturing capabilities, curtailing regional disparities, balancing the distribution of wealth, and contributing to the GDP significantly.

India has around 63 million MSMEs which employs around 111 million people contributing 28.77% to the GDP. Total contribution

of MSMEs in country's export is 45%. Despite all the glories, MSMEs face challenges in the area of Finance, Technology, Marketing, Compliance, etc. The Government of India has been taking various measures and initiatives to help MSMEs overcome their challenges which is providing further impetus towards their development and growth.

Welcoming the ACMA leadership **Mr. J S Rangar, Chairman – CFT on MSME & Supply Chain**, Informed that ACMA has taken a keen interest in enlightening its membership about MSME - as this is a challenge as well as an opportunity for the industry by the disruption caused in MSME due to the recession as well as due to Corona Virus.

Addressing the participants Chief Guest, Mr. Piyush Srivastava, Additional Development Commissioner, MSME Government of India welcomed ACMA's initiative and praised the efforts. He emphasized to focus on global champion companies from MSMEs, work hard with a sense of urgency, use this crisis as opportunity.

Addressing the participants at 1st session themed "Meeting the Financial Needs of MSMEs," The speaker Mr. Samir Sathe, EVP, Wadhvani Advantage and India Leader Sahayata Program, Wadhvani Foundation, presented informative PPT and further enlightened all stakeholders.



The 2nd speaker of the session was Mr. Vipin Verma, President & Business Head, Small & Medium Enterprises, Kotak Mahindra Bank, he asserted to cut the overlap between a promoter and a firm. He believes that if MSMEs want to grow they should segregate the two

as also for the expansion of MSME, they should have avenues to raise equity.

The 3rd speaker of the session was Mr. Anand P Srivastava, General Manager Direct Credit Vertical, SIDBI he informed that SIDBI has announced offering 90-day term loans to NBFCs, MFIs, scheduled commercial banks, and small finance banks for onward lending to MSMEs to provide them 'special liquidity support' amid Covid-19 crisis.



The Concluding speaker for the Summit was Mr. Marcelo Gabriel, LA4B Brazil presented a topic on Latin America Automotive Market he urged all present to do Business in Brazil as the country has a major automotive market in Latin America and is the growing base for the aferemarket.

The interaction concluded with Vote of thanks by Mr. JS Rangar, Chairman – CFT on MSME & Supply Chain. He highlighted on each important points mentioned by all session speakers.



## ACMA TOOLS & DIES EXPO 2020

ACMA, International Purchasing Offices (IPO) Forum in association with SIAM & TAGMA organised 1st Virtual Tools and Dies Expo from 5th to 9th September, 2020, coinciding with SIAM and ACMA Annual Session.

The automotive industry embarks on a journey to be 'Atmanirbhar', it is imperative to focus on localisation & import substitution in the tools & dies industry.

It becomes all the more important as automotive industry is one of the main growth driver for Indian tools, dies and moulds industry. However, there is a need to improve the overall efficiency of the tool industry to bring in new domestic and export opportunities. Given the projections of a high growth in the automotive industry on the back of increasing variety (model options) and shortening product life cycles, the consumption of tools & dies is only going to grow. It is therefore essential to look at ways and means to enhance the output and capability of this industry, to make it mirror the growth of its peers in production hubs such as Taiwan, South Korea, Japan and China.

With this objective, ACMA organised a Virtual Expo, wherein participants got an opportunity to interact with OEMs, Tier 1 companies, International Purchasing offices and other stakeholders:

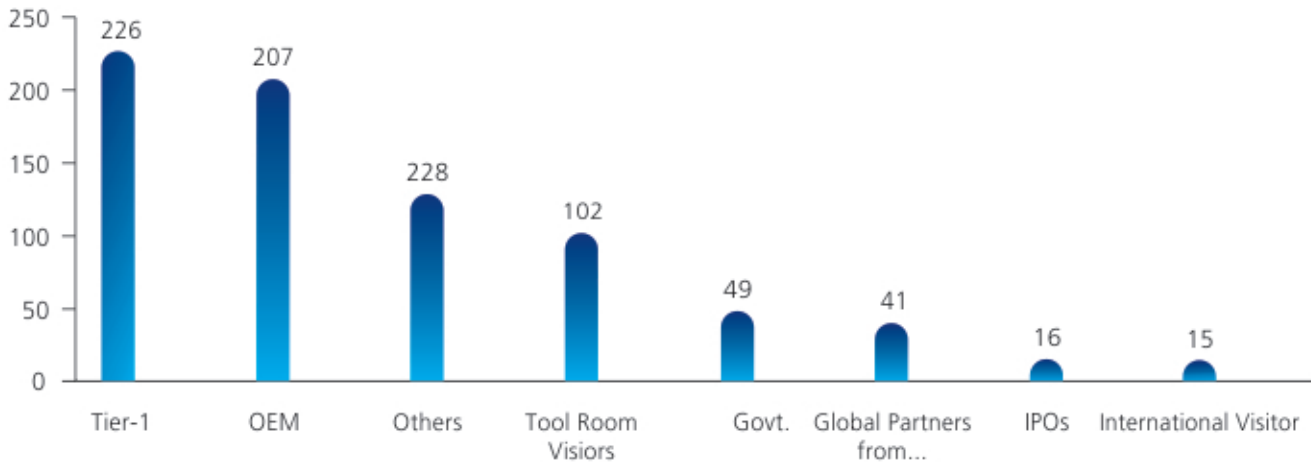
### Key Highlights of the expo:

- The curtain raiser of the expo was done on 5th September, 2020 at ACMA Annual Session by Dr Pawan Goenka, President, Mahindra & Mahindra Ltd.
- 30 companies exhibited in this event
- International exhibitors from Canada, Finland, China
- About 800 visitors attended the exhibition from companies like Tata Motors, Maruti Suzuki, Honda, Ashok Leyland, Hyundai, Bajaj Auto, Daimler, Eaton, Skoda Volkswagen, Scania, Navistar, Valeo, PACCAR, Isuzu, Toyota Kirloskar, Ford, American axles, Marelli, ZF, Piaggio, Cummins, Mahindra & Mahindra, L&T, Fiat, MAN Trucks & Buses, Renault Nissan, Daimler, Continental, many Tier 1/2s and Tool and Die companies etc.
- International Visitors from Austria, Brazil, France, China, Canada, Finland, South Korea, USA, Germany, Netherlands

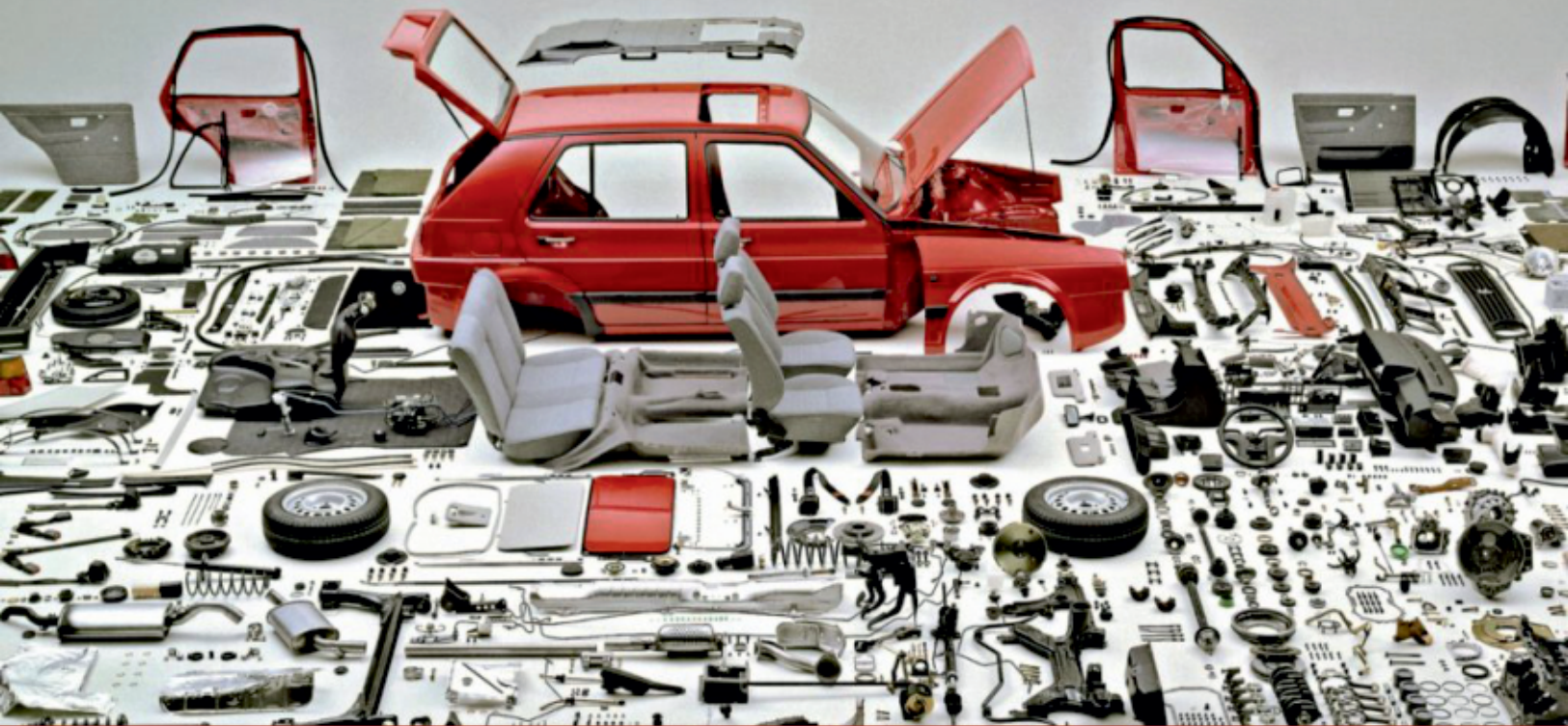
Coinciding the Tools and Dies Expo, a virtual conference themed - "Building a Robust Tools and Dies Industry" was organized on 7th September, 2020. The conference had eminent speakers from Maruti Suzuki, Volkswagen apart from International speakers from Europe, Canada and Japan who shared their insights on the Tools & Dies industry in their respective countries and opportunities thereof.

The conference witnessed participation from over 500 delegates and garnered positive feedback from members with over 80% participants rating the program as excellent.

### CATEGORY OF VISITORS ATTENDING THE SHOW



**ACMA  
TOOLS & DIES  
EXPO 2020**



## PANEL DISCUSSION ON CHANGING FACE OF AUTOMOTIVE AFTERMARKET RETAILING

ACMA, Western Region, in association with Frost & Sullivan organized panel discussion on 'Changing face of Automotive Aftermarket(Whole Life of Vehicle) Retailing' on 12th August, 2020.

Automotive Aftermarket Retailing (whole life of the vehicle) encompasses the entire aftermarket ecosystem covering both the OES & independent aftermarket that covers replacement parts, accessories, service repairs (workshops & garages), lubricants, retail insurance, the channel partners (dealers, distributors, retailers) and E-Commerce platforms for parts retail.

The session was moderated by Mr. Rama Shankar Pandey, Managing Director, Hella India Lighting. The topic covered and the panellist for the session remained:

- Automotive Aftermarket Retailing Perspective by Mr Kaushik

Madhavan Vice President, Mobility South Asia, Frost & Sullivan.

- Distributor Perspective on Opportunities by Mr Manish Gupta, Jagdamba Auto Agencies
- Perspective on Automobile Workshops & Garages by Mr Vikrantt Mohan, National President, All India Automobile Workshops Association AIWA
- Perspective on E-Commerce Parts Retail Mr. Oleksandr Danylenko, Managing Director, BoodMo
- Impact of Parts Retail on Insurance Industry by Mr. Saurabh Maini, Sr. Vice President TATA AIG

## WEBINAR ON TRENDS IN AUTOMOTIVE SECTOR & BUSINESS ENHANCEMENT

ACMA, Western Region, in association with Wadhvani Foundation organized online workshop on 'Trends in Automotive & Auto Components Industry and Business Enhancement Programme' from 19th to 21st August, 2020.

The workshop provided practical guidance and toolkit for ACMA members especially MSMEs to increase their business, lead generation and conversion with immediate effect. And how to make the process sustainable in the future.

This online session starting from 19th August had three sessions

respectively on 19th, 20th & 21st August with following key takeaways:

- What are the big shifts in the Environment
- How is it impacting Automobile demand and Automotive components
- How to Define objectives and broaden your horizons
- Understanding customers and Generate new business leads
- Converting Business Leads to Sales and Revenues

The workshop was attended by CEO, COO, CFO, Departmental Head, Decision makers and relevant executives.



## SOUTHERN REGION

### INTERACTIVE SESSION WITH PRINCIPAL SECRETARY - Mr. GAURAV GUPTA

ACMA, Southern Region (Karnataka & Hosur) zone, organised an interactive session with Mr. Gaurav Gupta, Principal Secretary, Commerce & Industries, Govt. of Karnataka on the New Industrial Policy 2020, launched by Govt. of Karnataka.

Ms. Shuba Kumar, Chairperson, ACMA Southern Region & MD Natesan Synchrocones, welcomed Principal Secretary Mr. Gupta and Ms. Gunjan Krishna, Commissioner for Industrial Development & Director, Department of Industries & Commerce, Govt. of Karnataka and thanked them for their support to the industry during the lockdown as well as in the revival of this industry.

She also congratulated the Govt. of Karnataka for launching the new industrial policy given these difficult times. She complimented the Government for a very progressive policy document that could usher in new players and encourage expansion by existing players in the State.

Mr. Sathish Machani, Executive Committee member, ACMA &

Managing Director SSS Springs Ltd. presented on the work his company has done in this space.

#### Following request were presented to the Govt. for their support:

- Identifying suitable OEMs for partnering.
- To treat and give special status to Defence and Aerospace.
- Encourage law enforcement to work with Private OEMs.
- Policies to be directed to facilitating R&D and minimise front loaded costs.

Mr. Gupta, thanked ACMA members and spoke about how the Govt. has been proactive in addressing the concerns & requirements of the industry through the New Policy. He encouraged members to look at Zone 1 outside Bangalore as their investment destinations to derive enhanced benefits from the policy.

While Ms. Krishna, welcomed ACMA members and made a presentation on the New Industrial Policy and highlighted that as the 4th Largest Automobile producing state in India, Karnataka contributes to 8.5% of National GDP, and is home to 7 major OEMs and over 50 Auto component Manufacturers.

The highly interactive session saw Mr. Gupta and Ms. Gunjan respond to the queries of members and were very receptive and took the feedback from the industry.



# WEBINAR ON DIGITAL MAKEOVER OF FACTORIES

## WESTERN REGION

ACMA, Western Region, in association with LinKEZ Technologies organized webinar on 'Digital Makeover of Factories' on 19th August, 2020.

### The speakers at the webinar remained:

- Mr. Sandeep Singh, Managing Director, Tata Hitachi on Connected Manufacturing
- Mr J V Ramamurthy – LinKEZ Technologies
- Ms. Shuba Kumar, Chairperson- ACMA Southern Region & Managing Director, Natesan Synchrocones Pvt. Ltd
- Ms. Jyothsna Kuchimanchi, Digital Transformation Leader, Cognizant Technologies Solutions\*
- Mr. Arul Sakthivel, Head-IT, Pricol Group
- Mr. Divyesh Shah, Founder, LinKEZ Technologie

The webinar saw deliberations that enriched the learning and discussed end to end digital solution at length.

## SESSION ON UNWRAPPING TCS ON SALE OF GOODS AS PER SECTION 206C (1H) INCOME TAX

ACMA, Western Region, organised online session on 'Unwrapping TCS on Sale of Goods as per Section 206C (1H) Income Tax' on 18th September, 2020. The session was aimed for all those working as Committee members, Departmental heads, Finance, Accounts and Taxation.

### The objective of the session was:

- To know the intend of law behind introducing TCS concept
- To understand legal provisions as mentioned in the Section 206C (1H) Income Tax

- Detailed discussion on real business scenarios with the help of Case studies

The session was conducted by Ms. Prajakta Chincholkar, a practicing Chartered Accountant and fellow member of ICAI having experience of more than 11 years.

### The key points that covered in the session include:

1. Explanation of Section 206C (1H) of Income Tax Act 1961 applicable for collection of tax at source on sale of goods.
2. Legal and practical aspects of the section along with the discussion on the intricacies ahead.
3. Meaning of person responsible to collect Tax

## CFO FORUM LAUNCHED

ACMA, Western region, in a unique initiative launched 'CFO Forum' the first of its kind and organized first interactive session of the forum on 30<sup>th</sup> September, 2020.

During the first interaction the forum decided to focus on following key areas and take up in the monthly meetings and deliberations:

- 1) Statutory Compliances ( including direct & indirect tax)
- 2) Accounting Standard
- 3) Corporate Governance
- 4) Banking operations

A total of 50 finance professionals joined the interaction and shared the excellent feedback.

# 3

## EDUCATION, SKILLING, TRAINING & MENTORSHIP



### NORTHERN REGION

#### 17th QUALITY CIRCLE COMPETITION (NR)

ACMA, Northern Region organized 17th Quality Circle Competition on 20th August, 2020. The competition held virtually witnessed participation by over 63 teams from the Northern Region member companies.

Welcoming the Jury members and the participating teams Mr. Deepak Chopra, Chairman- ACMA (NR) emphasised on the benefits of Quality Circles which had been a successful tool for problem solving and team building in many companies.

The eight members Jury team consisted of Quality heads from leading Vehicle manufacturing Companies and they were welcomed and introduced by ACMA NR Chairman.

Addressing the participants at the Valedictory, the Chief Guest Mr.

Ashok Sharma, Asst. Vice President & Operating Head – Purchasing, Honda his speech appreciated the energy levels of all the teams and mentioned that the involvement should be such that it benefits mutually the customer and the vendor. He congratulated ACMA (NR) as also the teams participated.

Participation trophy was awarded to all the 63 participation teams to motivate them.

#### The winners of the 17th NR Quality Circle Competition remained:

1st WABCO India Limited, Lucknow	Team-ABDUL KALAM
2nd Krishna Maruti Limited (Seating Division)	Team-IGNITORZ
2nd Minda Industries Ltd. (Switch Division)	Team-SAKSHAM
3rd Motherson Sumi	Team-AGNI
3rd Imperial Auto Industries Ltd.	Team-UDAAN

Company Name	Name	Designation
BMW India Pvt. Ltd.	Vivek Narwal	Sr. Manager - Purchasing
BMW India Pvt. Ltd.	Deepak Kumar	Sr. Manager - Purchasing
Hero MotoCorp Ltd.	Vikas Deep	Head - Business Excellence at Neemrana Plant
Hero MotoCorp Ltd.	Saurabh Bhandari	Member - Central Business Excellence
Maruti Suzuki India Ltd.	Deepak Batra	Assistant General Manager -Quality Assurance
Maruti Suzuki India Ltd.	Ashish Tale	Assistant General Manager -Quality Assurance
Suzuki Motorcycle	Yogesh Dinkar	Manager - Quality Control
Yamaha Motors India Pvt. Ltd.	Gurpreet Singh	Quality Engineering

# The NEW NORMAL

## 3rd HR CONCLAVE ON RE-EMERGING IN NEW NORMAL

ACMA, Northern Region, organized virtual 3rd HR Conclave on 'Re-Emerging in New Normal' on 28th August, 2020. The session was organised in view of economy entering the 'new normal' characterized by a suppressed economy and the ever-looming threat of lockdowns, limiting the opportunities and challenges of HR professionals and re-evaluating their agendas.

The conclave provided a unique opportunity for networking and to understand the transparency into the state of the process, receiving proactive suggestions under one roof.

In his welcome address Mr. Deepak Chopra, Chairman – NR (ACMA) Informed the membership about HR and its challenges in the current scenario. He also highlighted the purpose of organizing the conference and its advantages in terms of knowledge sharing and discussions.

Mr. Jayant Davar, the Chief Guest for the event, welcomed ACMA's initiative and praised all its efforts. He emphasized that on adapting to the change, accepting the new norms. He stressed on the need for organizations to conserve cash and cut down capital expenditure dramatically while spending more on R&D and localization and grasp every little opportunity.

## SESSION ON PREPARING FOR RoDTEP CALCULATIONS (23rd September 2020)

ACMA, Northern Region organised online session on Preparing for 'Remission of Duties or Taxes on Export Product' (RoDTEP) scheme on 23rd September, 2020.

The Cabinet Committee on Economic Affairs, chaired by Prime Minister Shri Narendra Modi, has given its approval on 13th March, 2020 for introducing RoDTEP scheme. It will replace the existing Merchandise Exports from India Scheme (MEIS) and create a fully automated route for Input Tax Credit (ITC) in the GST to help increase the exports in India.

ACMA has initiated this session to apprise its members about its benefits, also the mechanism that would be created for reimbursement of taxes/ duties/ levies, at the Central, State and local level.

### The salient features of RoDTEP scheme as:

1. Few taxes/ duties/ levies which are outside GST, and are not

The 1st session in the conclave was themed 'Managing Manpower Challenges & Re-skilling'. Speakers for the session remained Mr. Arindam Lahiri, CEO, Automotive Skills Development Council (ASDC) and Mr. Raj Nehru, Vice Chancellor of Shri Vishwakarma Skill University, Govt. of Haryana. The session was chaired by Mr. Chandan Sengupta, Chairman-NR HR Forum, ACMA.

### The 2nd Session stick to the 'Leadership During COVID'

The participants were Mr. Sunil Ranjhan, Sr. Vice President, HR, Maruti Suzuki India Ltd.; Mr. Dharm Rakshit, Sr. GM, HR Hero MotoCorp. Ltd; Mr. Lalitendu Samanta, Group Head HR, Lumax DK Jain Group and Mr. Manoj K Sethi, CFO & EVP, Subros Ltd. The session was moderated by Mr. Rajiv Kapoor, Executive Director & CEO – Group HRM–UNO MINDA Group.

The 3rd session remained on HR Challenges Pre - Post COVID -19. The speaker in the session was Mr. Chandan Sengupta, CHRO, Sandhar Technologies Ltd.; Mr. Anadi Sinha, President, Group Corp., Minda Industries Ltd. and Mr. Harbhajan Singh, Ex-HMSI & Chief of Strategy & People care SGT University.

The 4th and the final session was held on Strategies for Enhancing Energy levels; An Yogic Way. It was chaired by Mr. Rajiv Kapoor, Executive Director & CEO – Group HRM, UNO MINDA Group.

refunded for exports, for example- VAT on fuel used in transportation, Mandi tax, duty on Electricity used during manufacturing etc , this will be now covered for reimbursement under the RoDTEP Scheme.

2. The Department of Commerce (DoC) in consultation with Inter-Ministerial Committee identifying sectors to be covered and extent of benefit to be given on various items.
3. The rebate would be claimed as a percentage of the freight on board (FOB) value of exports.
4. A monitoring and audit mechanism, with an information technology based risk management system (RMS), would be put in place to physically verify the records of the exporters.
5. Increase in loan availability for exporters introduced through ECG acting as guarantee for loans availed.
6. A budget to provide higher insurance cover through Export Credit Guarantee Corporation (ECGC), to increase the lending opportunities from banks.

7. A real time monitoring of clearance status via digital platform will be made available to reduce in turnaround time on airports and ports which would also help improving further delays in exports.

The awareness session was moderated by Mr. Sanjay Malhotra, Member of ACMA Executive Committee and Taxation Group of CII ASCON & conducted by Mr. Rohit Jain, who is a partner at Tax practice of ELP where they focus on indirect taxes, direct tax and transfer pricing and customs laws.

## WEBINAR WITH INDUSTRY LEADERS ON AUTOMOTIVE INDUSTRY: REBOOTING TO NEXT NORMAL

ACMA, Northern Region along with Digital Sub-Pillar and in association with Moglix organized a Webinar with Industry Leaders on 'Automotive Industry- Rebooting to the Next Normal' on 24th September, 2020.

The online interaction was moderated by Mr. Mohit Gulyani, Senior Director, Moglix. Leaders from the automotive industry were present as speakers for the panel discussion:

- Mr. Vijay Sethi, CIO, Head- HR & Head- CSR, Hero MotoCorp Ltd.
- Ms. Shradha Suri Marwah, Regional Chairperson-ACMA (NR) & MD, Subros Ltd.
- Mr. Parna Ghosh, Chairperson – Digital Forum (North) & Vice – President & Group CIO, Minda Industries Ltd.
- Mr. Rahul Garg, CEO & Founder, Moglix
- Mr. Abhimanyu Sharaff, Executive Director, Vikas Group
- Mr. Aakash Minda, MD, Minda Corporation Ltd. (Spark Minda)

### The topics covered at the discussion were:

1. Impact of COVID-19 turmoil on business planning
2. Strategies companies should adopt to deal with; Indigenization, Shift in consumer behaviour.
3. Any growth opportunities in: Electric vehicles, Shared Mobility, etc.
4. Building resilience in the supply chain to ensure how such situations can be dealt better in the future.

Mr. Nishant Jairath, ACMA, Co-Chair Digital & YBLF & Director, Metalman Industries Ltd. welcomed all the panellists and participants.

The Panel discussion ended with a Vote of Thanks to the Panelists & participants by Ms. Shradha Suri Marwaha, Chairperson of Northern Region, ACMA.

## SOUTHERN REGION

### 15th REGIONAL QUALITY CIRCLE COMPETITION (SR)

ACMA, Southern Region in order to promote and continue encouraging the culture of Quality Circles by the shop floor associates & workers organised 15th Regional Quality Circle



Competition on 13th August, 2020.

Welcoming the participants during her inaugural address, Ms. Shuba Kumar, ACMA Chairperson-SR & Managing Director, Natesan Synchrocones Pvt. Ltd. mentioned that it is encouraging to see 35 teams competing in these times, which is encouraging, she thanked the management of the participating teams for their support for the Quality circle. She also thanked Brakes India Pvt. Ltd for extending their support to ACMA by way of sponsorship and wished good luck to all the competing teams.

### The eminent panel of jury for the Competition included:

S.No	NAME	DESIGNATION	COMPANY NAME
1.	Mr. V Rajagopal	Divisional Manager - Process Excellence	Ashok Leyland Ltd.
2.	Mr. Pawan Srivastava	Quality Management Head	Daimler India Commercial Vehicles Pvt. Ltd.
3.	Mr. Ramesh P.	Product Assurance Team - Quality Assurance - Chennai	India Yamaha Motor
4.	Mr. Naveen Kumar	Senior Manager - Quality Control	Hyundai Motor India Ltd.
5.	Mr. S Sundarsanam	GM - Global Validation & Homologation	Mahindra & Mahindra

The jury also shared their knowledge & experience with the competing teams by asking them questions to test their knowledge & skills.

During the valedictory session Jury Chairman Mr. Sudarsanam appreciated all the team for their efforts in planning, preparing and presenting their case studies.

The juries had a very tough time to score and come out with the

rankings as every team had put their best efforts to the presentations, he added.

Mr Anil Kumar Unni, Regional Secretary (SR) thanked the support extended by the member companies by way of nomination of teams and to the Principal sponsor Brakes India Pvt. Ltd for their support to the 15th edition of the Quality Circle Competition.

**The following teams were adjudicated winners at the competition:**

**Finalists for National Competition:**

PRIZE	COMPANY NAME	TEAM NAME
1st	LUCAS TVS LTD	BIG BROTHERS
2nd	SUNDARAM FASTENERS LTD	ALBERT EINSTEIN QCC
3rd	LUMAX INDUSTRIES LTD	KITE

**Hall Winners - BLUE HALL:**

PRIZE	COMPANY NAME	TEAM NAME
1st	LUCAS TVS LTD	BIG BROTHERS
2nd	SUNDARAM FASTENERS LTD	ALBERT EINSTEIN QCC
3rd	WABCO INDUSTRIES LTD	QUALITY WARRIORS

**Hall Winners - GREEN HALL:**

PRIZE	COMPANY NAME	TEAM NAME
1st	HARITA SEATING SYSTEMS LTD., HOSUR	CELOSIA
2nd	LUMAX INDUSTRIES LTD	KITE
3rd	RANE TRW STEERING SYSTEMS PVT LTD	TREND SETTERS

**INTERACTION WITH MR RAMASHANKAR PANDEY**

ACMA, Southern Region organised an interactive session of the Regional Committee members with Mr. Ramashankar Pandey, Chairman – Aftermarket CFT & MD- Hella India Lighting Ltd on 21st August, 2020. Ms. Shuba Kumar, Chairperson thanked and welcomed Chairman- ACMA Aftermarket CFT, Mr Pandey and RC members to the meeting.

Mr. Pandey, updated regional committee on aftermarket and mentioned that aftermarket- aftersales market are to be considered as whole-life vehicle industry. He gave a break-up for the aftermarket business and mentioned that the OES constituted 41% and Independent aftermarket business was 23% and that there was a big chunk of Counterfeit / fake products at 36%. Aftermarket is an attractive market with around Rs.17,000 to Rs.18,000 crore value and likely to reach 100,000 crores very soon without lubricants, batteries & large consumables, he added.

The auto component manufacturers are sandwiched between OEs & substandard and mentioned that there is a need for technology innovation in the aftermarket and bring in standards, he opined. He

also added that today the pace of change is bigger concern than competition so there is an opportunity to come together.

Mr. Pandey then spoke eloquently about the Road Safety Campaign 'Doori Hai Zaroori' conducted by them. He mentioned that the goal of this campaign – **Doori Hai Zaroori** is to reach 1 million people by 15th September 2020.

Regional Committee members appreciated the time and effort taken by Mr. Pandey to join the RC meeting and share his valuable knowledge and experience with the group.

**HELP KIOSK FOR DIGITAL TRANSFORMATION OF HR**

ACMA, Southern Region, organised the 8th edition of ACMA Help Kiosk for Digital transformation of Human Resource on 21st August, 2020.

To address the challenges for the HR in view of the current situation and based on the suggestions & discussions, the Kiosk team decided to address the "Digital Transformation in HR" as its theme.

Moderating the session, Mr. Ram Subramanian of the Rane Group mentioned that the role of HR will see rapid changes, with digital interventions making way and with the changing landscape of the industry, people management will see new dimensions.

Giving insights on digitalization & its influence in the auto-component/ manufacturing Industry, the Guest speaker Prof Sridhar Narayanan, Adjunct Prof-Finance, Director -Corporate Career Services, Associate Director - Family Enterprises Management; Strategy Assistant – Chairman, at the Great Lakes Institute deliberated on-

- What is digitalization, why digitalization is needed, where & when it is needed.
- He mentioned digitalization should make the process very simple, reach larger audience & should be faster.
- The role of HR in digitalization is that

The session saw discussion on case studies of different companies like CavinKare, L&T, etc. on how digitisation was implemented in these companies. He also presented a McKinsey survey on 'Anatomy of Digital Transformation'. The key point he stressed on the survey was 'Less than half say their objective was either launching new products or services or interacting with external partners through digital channels'.

This Kiosk saw a very interactive experience sharing session where Mr. Joseph from Wabco shared the various digitalization initiatives done at WABCO on HR which included Bots, RPA (Robotic Process Automation) used for the hiring process from filtering the profiles from different sources, to scheduling the interview, logistics, repeated invoicing as well. He also mentioned that predictive analytics & business analytics has become a huge topic & rescue for today's business at the time of pandemic.

The session witnessed over 40 participants and feedback received remained excellent.

ACMA, Southern Region in association with Digital Sub-pillar





## WEBINAR ON DEVELOPMENTS IN ROBOTIC SOLUTIONS FOR AUTO COMPONENT INDUSTRY

organised a Special Webinar on developments in Robotic Solutions for Auto Component Industry on 21st August, 2020. ABB India Limited was invited as the Knowledge Partner at the webinar which witnessed over 320 participants.

The panelists for the interaction were Mr. J Sridhar, Zonal Coordinator – Chennai & Nearby ACMA (SR) & CEO, Magal Engg Tech Pvt Ltd, Mr. Subrata Karmakar, President, Robotics & Discretion Automation, ABB India limited, Mr. Purushothaman C, LBL Sales Manager, Tier 1, Robotics & Discretion Automation, ABB India limited, Mr. John Ignatius, Business Development Manager, Robotics & Discretion Automation, ABB India limited and Mr. R. Prabhakar, Director Engineering, Gestamp Automotive Chennai.

**Mr. Sridhar**, welcomed member companies to the special program and mentioned that robots have been an integral part of automotive manufacturing for years now. In fact, one out of every 2 robots sold today in Indian market, is used for welding in the automotive industry, he said. As powertrain electrification and weight reduction start to become mainstream in automotive manufacturing, robots are starting to find use outside of traditional applications, he added.

Mr. Subrata Karmakar, in his presentation broadly introduced ABB and described various services provided ABB. While Mr. Prabhakar, presented a special case study from the user perspective. He began by explaining various challenges experienced by the Tier-1 auto industry during the Covid19 phase.

Mr. Purushothaman, made his presentation on the application of robots in Plastics, Metals and Material Agnostics. He explained robotic products incorporated by the auto industry. He explained in detail the working and unique features of the robots.

The sessions were followed by the Q&A session. Members found the session useful and appreciated the efforts by ACMA.



## TRAINING PROGRAMME ON QUALITY FUNCTION DEPLOYMENT

ACMA, Southern Region, organised an online training program on 'Quality Function Deployment' on 24th August, 2020.

Mr. V Thiagarajan, with more than 35 years of experience and a Master degree holder in Mechanical Engineering from Indian Institute of Technology was the faculty for the training.

Mr. Anil K Unni, Dy. Executive Director & Regional Secretary, ACMA-Southern Region, welcomed member companies to the training program and mentioned that the training program is focused on a structured approach to address important aspects of manufacturing which is quality & how to deploy them across all levels.

### The faculty covered the topics like:

- Importance of developing New products
- Importance of customer input to New products development
- Who is the customer and what is the customer voice?
- Importance of customer voice
- Definition of Quality Function Deployment (QFD)
- Details of QFD methodology
- Deployment of Customer voice
- Benefits of QFD

Post the presentation, quiz was conducted to evaluate the participants understanding on the subject where all the participants participated actively. This was followed by an interactive Q&A session.

The program was attended by 38 delegates from 7 companies.

## 15th NATIONAL QUALITY CIRCLE COMPETITION (SR)

ACMA, Southern Region, organized 15th edition of the 'National Quality Circle Competition' on 28th August, 2020. This competition was organized virtually for the first time in view the safety of all the participants, because of ongoing pandemic.

The annual competition saw 11 finalists, amongst the 150 teams who qualified from their respective Regional QC Competitions held in the North, South & West earlier in August.

Addressing the participants & dignitaries at the inaugural session Mr. J Sridhar, Zonal Coordinator- Chennai & Nearby, ACMA (SR) & CEO, Magal Engg. Tech Pvt Ltd. welcomed the jury members and thanked the management of all the participating companies & Sponsor

Companies for their encouragement & support to the Quality movement. He also recalled the journey of QC movement and it maturing as a culture in the automotive sector and beyond.



### The National level competition saw eminent panel of the Jury from the three Regions and included:

- Mr. S Sudarsanam, GM & Head- Build, Validation & Homologation- Farm division-Mahindra & Mahindra Ltd (MRV), (South)
- Mr. Richi Bansal, DGM- Manufacturing Engineering- India Yamaha Motor Pvt Ltd, (North)
- Mr. Omkar Divekar, Chief Manager - Quality Assurance - Skoda Auto Volkswagen Pvt Ltd (West)

The juries appreciated the team effort of ACMA secretariat for organizing this virtual competition successfully.

Welcoming the Chief Guest Mr. Ganesh Mani S, Director Production, Hyundai Motors India and addressing the participants, Ms. Shuba Kumar, Regional Chairperson – ACMA (SR) & Managing Director, Natesan Synchrocones Ltd mentioned that the supply chain companies are leaving no stones unturned, when it comes to customer satisfaction right from the grass roots on the production lines. The highly active and effective QC circles are proof and testimony to our commitment to quality. The industry is adapting & adopting the new normal which sure we would also witness the transformation and transition in a much-structured manner, she added.

Proposing the Vote of thanks Mr. Murali Vaidyanathan, Co-chairman-ACMA (SR) & Managing Director, Hanon Automotive Systems India Pvt Ltd, mentioned that the auto component industry thrived on challenges. He also appreciated Hyundai for taking along all its supplier and channel partners together in its journey.

Over 100 participants from the member companies & OE community joined this national event & appreciated the efforts of ACMA.

## WORKSHOP ON WORKFORCE MANAGEMENT & ENGAGEMENT STRATEGIES



ACMA, Southern Region, along with MSME CFT of ACMA, organised a two-day long workshop on 'Workforce management & Engagement Strategies' in association with Wadhvani Foundation from 9th to 10th September, 2020.

Mr. Masroor Lodi, a business growth professional with 17 years of experience in areas such as business growth, people strategies, entrepreneurship, and firm-level capacity development remained the faculty for the workshop.

Mr. Anil K Unni, Dy. Executive Director & Regional Secretary, ACMA-Southern Region, welcomed member companies to the training program. He mentioned that during the interactions with the customers, members at various forums, one thing which came out most prominently in the past months are the issues related with people management, talent management & employee engagement.

The faculty Mr. Masroor, covered below mentioned topics in his training:

### 1. Retaining Employees in the current crisis

- Talent Position Grid
- TPG Benefits & Challenges

### 2. Workforce Management & Engagement

- Learning & Development
- Employee Well-being
- 4C's Philosophy
- Building Strength

### 3. Impact & Role of Digital in HR

Case studies were also presented around the concepts & instant polls was conducted. The session was highly interactive which helped the participants to understand and practice the above indices in their work.

The training programme was attended by 41 delegates from 13 companies. The feedback received stayed excellent.

## HELP KIOSK ON FACELESS ASSESSMENTS AND IN BOND MANUFACTURING

ACMA, Southern Region, organised the 9th edition of Help Kiosk on 'Faceless Assessments and in Bond Manufacturing' on 18th September, 2020. The Help Kiosk initiative was launched on 24th January, 2020.

Mr. Swaminathan B, from Hanon Automotive Systems India Ltd. moderated the session. He mentioned that according to the new guidelines, the faceless assessment has become a very important in the overall taxation process. It is imperative to understand how this works & operates and what is the scene behind it.

Mr. Chandraprakash R Surana, Partner & Mr. L Sayee Mohan, Senior Director from Deloitte Haskins & Sells LLP was invited as facilitators, to give insights from the auto industry perspective on the nuances, benefits and challenges.

The Kiosk session witnessed 20 participants from Member & Non-Member companies.

This session was conducted on an online platform and keeping view the social distancing norms of COVID-19.

## TRAINING PROGRAMME ON VALUE ENGINEERING FOR COMPETITIVENESS



ACMA, Southern Region, organised an online training program on 'Value Engineering for Competitiveness' on 17th September, 2020. The webinar witnessed participation by over 40 participants from six different companies.

Mr. Satish P.S, with over 30 years of industrial experience remained the faculty for the training program. In his presentation, he mentioned that Value Engineering is not a cost cutting exercise, it is a part of cost reduction exercise with a focus of enhancing the value. He also mentioned the current business challenges as the '6Cs' which are Complexity, Competition, Compliance, Customer Orientation, Competitive advantage, Competitiveness.

**He explained in detail the various phases in Value engineering ie. :**

1. Orientation phase
2. Information phase

3. Function phase
4. Creation phase
5. Evaluation phase
6. Recommendation phase
7. Implementation phase
8. Audit phase

Post the presentation, the session saw a highly interactive Q&A session.

This session was found very useful and received positive feedback from the participants.

## TRAINING PROGRAMME ON STATISTICAL PROCESS CONTROL

ACMA, Southern Region organised an online training program on 'Statistical Process Control' on 24th September, 2020. The session witnessed 41 participants from 12 companies.

Post the presentation, the session saw a highly interactive Quiz pertaining to the topics covered to gauge the level of understanding. Companies were asked questions individually and was followed by a Q&A session.

This session was found very useful and received positive feedback from the all the participants.



Mr. V Thiagarajan, with more than 35 years of experience and a Master degree holder in Mechanical Engineering from Indian Institute of Technology was the faculty for the training.

Mr. Thiagarajan, in his training session mentioned that SPC is an industry standard methodology for measuring and controlling quality during the manufacturing process to analyze and eliminate causes. He also mentioned that it is a statistical method, which uses data, numbers and analytics monitor and control the process.

### The topics that were covered in the training included:

- Types of data, Sources of data,
- Methods for data collection and summarization,
- Check sheets,
- Measures of dispersion,
- Histogram and Normal distribution,
- Process Capability and Control Charts.





# Auto Technology Partnership Summit & Expo

## The India Opportunity

02 - 05 February, 2021

9 am to 1 pm & 4 pm to 10 pm (IST)  
(Virtual Expo will be LIVE 24 Hrs. for Visitors)

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## Collaborating for Global Competitiveness

With the objective of harnessing the Indian Automotive opportunity through partnerships, ACMA is organizing its first -ever Auto Technology Partnership Summit & Expo (on virtual platform).

This event will provide a platform for ACMA member companies to expand their business.

**Country / region specific days** - A series of webinars highlighting Investment avenues and opportunities to harness the Indian market are being organized in partnership with ACMA's counterparts in Japan, Europe and North America.

- **02 February, 2021: Japan Day**  
India- The Investment Opportunity  
(10:30 am to 12:10 pm)
- **03 February, 2021: Europe Day**  
Harnessing the Indian Opportunity through Technical Collaborations  
(2 pm to 3:50 pm)
- **04 February, 2021: North America**  
India Partnership Day  
(7 pm to 8:30 pm)



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## WESTERN REGION

### 15th REGIONAL QUALITY CIRCLE COMPETITION (SR)

ACMA, Western Region organised the 15th edition of Annual Regional Quality Competition was organized on 5th August, 2020. ACMA's QC Competitions over the years has become a much-awaited event, giving fair chance to all members including the SSI companies to share & showcase efforts being taken for problem solving and promoting QC as a culture.

Braving the pandemic the 15th QC competition was held online for the very first time. It saw participation by 52 teams, who made the presentation at the competition. To accommodate such a large number of teams, the competition was organized in four parallel streams with three sets of eminent jury members from OEMs.

The panel of Jury included the likes of Mr. Amit Raval, Plant Quality Manager, Case New Holland; Mr. Anant Doiphode, Divisional Manager- Supplier Quality, Fiat India Automobiles Private; Mr. Nilesh Kene, Sr Supplier Quality Manager, PACCAR INDIA Pvt Ltd; Mr. Atul Pail, TPM Manufacturing excellence, Mahindra & Mahindra; Mr. Sharad Prabhudesai, Head, KAIZEN CVBU, Tata Motors; Mr. Omkar Divekar , Field Quality Head Skoda Auto Volkswagen India Pvt. Ltd. and Mr. Paresh Vaidya, DGM – Lean Six Sigma, John Deere India.

Congratulating ACMA and the winners at the valedictory ceremony the Chief Guest Mr. Parag Auty, General Manager – Productivity & Business Process Excellence, CVBU, Tata Motors Ltd. said it is a great platform which ACMA has created and gives opportunity to operators to showcase their experience and capability.

Welcoming the teams, delegates, Jury members and Chief Guest at the valedictory session Mr. Saurabh Poddar, Co-Chairman, Western Region - ACMA and MD Sellowrap Industries Pvt. Ltd said apart from various activities that are being organized in the Region to promote the Industry, our focus on 'Quality & Productivity' remains a major thrust area. ACMA as a body makes all efforts to see that the industry is competitive globally, he added.

The following teams were adjudged winners:

WINNER - TOP 3	
1	Force - Lumax Industries Ltd., Pune
2	Ek Lakshya - Gabriel India Ltd., Dewas
3	BR Rise - BAPL Rototech Pvt. Ltd., Pithampur
RUNNER-UP-3 Nos	
1	Rightway - Subros Ltd., Sanand
2	Incredibles - Toyota Gosei Minda India Pvt. Ltd., Ahmedabad
3	Uddan - Imperial Auto Industries Ltd., Pune
2nd RUNNER-UP-3 Nos	
1	Garva - Tata Ficosa Automotive Systems Private Limited, Pune
2	Gabriel Engineers - Gabriel India Ltd., Pune
3	Samuhik - Krishna Maruti Ltd., Plastic Div, Ahmedabad

### TRAINING PROGRAM ON PFMEA

ACMA, Western Region organized online training program on 'Building Robust Process Design using Process FMEA' on 12th to 14th June, 2020. The Process Failure Mode Effects Analysis (PFMEA) is a structured analytical tool used by organizations, business unit and cross-functional team to identify & evaluate the potential failures of a process

The programme was conducted by Mr. Ram Narayan, a Mechanical Engineer and Post Graduate Diploma in Business Administration.

Following topics were covered during the training:

- Introduction to the DASR (Define, Analyze, Standardize, Review) methodology of developing and ensuring PFMEA's are always live
- 3 steps in Development of PFMEA's
- Process Flow Diagrams
- Identification of Process Improvement actions for the prioritized failure modes
- Development of Control plans using Process FMEA's
- How to implement system of using PFMEA for Problem solving.
- Introduction to Shainin DOE techniques for Pinpointing the causes in Problem solving

Three-day program was appreciated by all the 19 participants, and encouraging feedback was received.

### HOW TO READ ELECTRICITY BILLS FOR INDUSTRIES IN MAHARASHTRA

ACMA, Western Region, organized a special session on 'How to read Electrical bills for Industries in Maharashtra' on 4th September, 2020.

The session was conducted by Mr. Hemant Kapadia & Mr. Vinod Nandapurkar veterans in field of Electricity. Both have been active with subject of electricity tariffs through Urja Manch and CMIA.



The session covered the following key points:

- Importance of electricity & understanding of electricity bill
- Tariff determination process: what is my tariff? highlights of new

tariff

- Various components of electricity bill: demand charges (concept) & present charges, lockdown scenario, tod tariff etc.
- Fac concept, bulk consumption discount, tax on sale, incremental consumption rebate, charges for excess demand
- Grievance redressal system

### SESSIONS ON 'REDUCE COST NOT MARGIN'

ACMA, Western Region organized online sessions on 'Reduce Cost Not Margin' on 24th to 26th September, 2020. The session was organised keeping in perspective current competitive scenario, where pressure on reducing prices of the product is increasing, while in the otherhand input cost is increasing. This has put pressure on the margin. Resultantly, most organizations are struggling to maintain profits. This training program helped participants gain practical guidelines on how to come out of such situations.



The session was conducted by Mr. Vishal Singh, a Master degree holder in Production & Materials Management.

The session was aimed at HOD's / Managers from Production & Quality department, Officers, Executives from other department such as Finance, Admin., Operational Excellence and Coordinators.

#### The objective of the session included:

- To Estb. relation between cost & margin.
- To understand why margins are reduced even with increase in sales.
- To understand How to protect margins in this competitive scenario
- Introduction to tools and techniques to protect the margin.

### SESSION ON 'MINDFULNESS'

ACMA, Western Region organized Online Session on 'Mindfulness' on 19th & 26th September, 2020. The motive behind organizing session on 'Mindfulness' was to impart knowledge & practices related to mindfulness. It is a mental state achieved by focusing one's awareness and acknowledging & accepting feelings, thoughts and bodily sensations.

The program was guided by **Ms. Trupti Shrimali, an MBTI Certified Practitioner**, Behavioural Facilitator & Consultant. She is also a Cegos certified trainer and have conducted global training modules.

Following topics were discussed and taught to the participants during the two days session:



- Introduction and virtual session preparation guidelines
- Dharana: Practicing it everyday
- Footprints of Mindfulness:
- Being Mindful
- Body Scan Meditation
- Conclusion and update on weekly activity & WhatsApp group.
- Sharing Experiences –Discussion on Daily practices
- Session Preparation
- Framework of Mindfulness
- Four Pillars of Dhyana:
- Making Mindfulness part of you



during sessions. Between session 1st & 2nd participants were advised to follow daily practices for at least seven days and at the end of the day, everyone was told to share their own experience on the WhatsApp group that was created for the same.

This session was appreciated by all the 21 participants and encouraging feedback was received.

# YBLF (YOUNG BUSINESS LEADERS FORUM)

## EXPORT MASTERCLASS - LEARN FROM THE STALWARTS

ACMA's Young Business Leaders Forum (YBLF) organized a session on Export Masterclass - Learn from the Stalwarts on 5th August, 2020.

Stalwarts from the automotive industry were the key panellists; Mr. Sunil Arora, Managing Director, Abilities India Pistons & Rings Ltd., Mr. Tarun Lamba, CEO, Imperial Auto Industries, Mr. Sanjay Malhotra, Managing Director, Jumps Auto Industries Ltd., Mr. Mohit Oswal, Managing Director, Roop Automotives Ltd. and Mr. J S Rangar, Managing Director, Stork Rubber Products Pvt. Ltd.

The session was moderated by the YBLF core team Mr. Manav Kapur, Executive Director, Steelbird International and Mr. Kartik Malhotra, Managing Director, Kafila Forge Ltd. and focused on; Export Relationships, Local presence for focusing on Exports OEM and Risks, Challenges and Product Liabilities.

A total of 56 members attended this session and have shared excellent feedback.



## MASTERCLASS ON NEGOTIATION BY PROF. STUART DIAMOND

ACMA's Young Business Leaders Forum (YBLF) organized an online course on negotiations by Prof. Stuart Diamond on 13th, 20th, 27th August and 3rd September, 2020.

Professor Stuart Diamond, is an American Pulitzer Prize-Winning Journalist, Professor, Attorney, Entrepreneur and Author who has taught negotiation for more than two decades at Wharton School of Business. He currently teaches the course at University of Pennsylvania School of Engineering & Applied Science as "Engineering Negotiation" and a Negotiations Course at Penn Law School.

The session was appreciated by all the participants hugely and have



received encouraging feedback; "The workshop has changed the entire narrative of negotiation for me. I am able to derive much better value for myself and the opposite party using Mr. Diamond's Getting More Model". Said Mr. Nishant Jairath, Director, Metalman Auto Pvt. Ltd. While Mr. Kunal Soni, CEO, Meenakshi Polymers Pvt. Ltd. Said "Mr. Diamond has given a different dimension to the negotiations and he is among the best I have ever come across. My notions about negotiations has changed after attending his course. I can now ensure that if I am in a negotiation the other party will surely benefit with me in turn reaching my goal".



A total of 63 members attended the session and have share an excellent feedback.



# MEMBERS ROOM

## WESTERN REGION Ordinary Membership

**Globewin Precise Products LLP**  
F11/F12, Supa MIDC, Tal.  
Parner, Dist.,  
Ahmednagar-414301,  
Maharashtra

SSI/Large & Medium/Etc.: SSI

Products Manufactured: Front wheel hub, Rear wheel hub, Axle, Carrier assembly, Steering Auto Components Piston, Nut & Covers, Shock absorber sinter parts, Gear Blanks, FB & RB Plate.

Certification to ISO 9000 & QS 9000: ISO 9001:2015 by Innovative Quality IQCPL/18-19/GPR175 by Certificate Pvt. Ltd.

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## SOUTHERN REGION Ordinary Membership

**Sigma Forging & Forming Pvt. Ltd.**  
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Srierumbudur Taluk,  
Kanchipuram District - 631604

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Products Manufactured: Joint, Ball, Ball Join, Bearing Pin

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AUTONEWS

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