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Indian Electrical Industry will power up Aatm Nirbhar Bharat



Announcing

Digilec Bharat

Connected World of Electricity

The First Virtual Exhibition | 24-27 September 2020

- Opinion** - Trends in Power and Distribution Transformers
- Interaction** - Smart metering will be the key for utilities to become Financially viable: Dr MS Kele
- Guest Article** - Concepts of safety in IEC and IS standards in LV system
- Insight** - Proposed Amendment to Tariff Policy yet to be finalized



Dear Friends,

It has been a year since I am communicating with you through this column of IEEMA Journal. During my one-year stint as President IEEMA, I have been writing on various issues concerning industry in general and electrical equipment industry in particular. It was indeed a wonderful stint and it has been an honour to work with each one of you.

The year has been very exciting with more than its due share of ups and downs, but we together managed the situation well. I would like to recall all the happenings during the year starting from my resolve during AGM while taking over the Presidentship in September 19. It was on my agenda to give a formal structure to the Regional Committees in all four regions while further strengthening the various Divisions of IEEMA. Also, we resolved to work on membership numbers and outreach to them. Good news is that we fulfilled all these tasks well, a big thanks for your support.

Our regional committees of East, West, North and South got good representation from all states and industry domains in a highly focused and systematic manner. Infact many of the regional Chairmen also constituted state level committees to reach out to respective members. In parallel, Divisions were also empowered and strengthened more making them stand on their own.

An All Regional committee meeting brought all regions on same level of understanding as regards their roles and way forward. Same way, an all Divisional meeting was instrumental in precipitating the common issues & clarifying mutual expectations between Divisions/Regions & National Executive Council & Secretariat. New Divisions were created for Railways, E- Mobility & Charging Infrastructure to address growing potential in these areas for our members.

We as an Association are committed to create skilled manpower for the sector. Taking a small step in this direction, IEEMA joined hands with Power Sector Skills Council (PSSC) in sponsoring Electrician training programmes at Delhi to cater to growing demand for these skills in residential and industrial segments.

Our Mega event of the year, ELECRAMA created another record with more than 3,00,000 footfalls and 1370 exhibitors showcasing their products and services at the biggest showcase of electrical and electronics manufacturers. Business queries for more than 4.6 billion US Dollars were generated at the event. Overall the event was a delightful experience for exhibitors, visitors, dignitaries, sponsors & all other stake holders in power sector. The benchmark set by the event certainly raises the bar for the next ELECRAMA in 2022.

While we had just concluded ELECRAMA, came the deadly Coronavirus Pandemic which has shaken the whole World. On March 25th, 2020, India began an unprecedented lockdown to fight the spread of COVID-19. In these troubling times of 'social distancing' and 'working from home', the centrality of electricity in powering our current and future societies is more evident than ever before.

IEEMA worked round the clock to ensure that problems of our industry are raised at all possible platforms with the Government of India and State Governments. We have been actively engaging with Ministry of Commerce & Industry, Power, Railways, Home & of course Finance to share with them our concerns and issues. We have also had our members meetings at top level of CMDs and Directors of practically all major utilities across regions. Infact, in some of the states, we had these meetings also at Chief Secretary level. Highest interest was of course drawn by the session with Shri R K Singh, Minister of Power where the audience were spell bound by his clarity of thought and openness to support our industry. Infact in subsequent days, we were happy to see series of announcements on strengthening Make in India and putting conditions on imports, particularly on the items where sufficient manufacturing capacity exists in the country. This is bound to improve capacity utilisation for our members, making them more competitive and spread their wings even more also in Global markets.

Like many firsts, this year elections at IEEMA for National Executive Council and then for Office Bearers were held through e-voting. I congratulate the new NEC and Office Bearers and wish them all the best. I am convinced that the way we have handled this unprecedented pandemic on Digital platforms and how we are going to use the current events, policies and developments to reform and transform ourselves at this crucial point for our industry, will be a proud legacy we can leave to the next generations.

As I near the end of my term as President of IEEMA, I must say that it has been the most incredible honour in my long professional career of almost 40 years. To work with all of you, to take forward the good work of my predecessors, and to leave a solid launch platform for my successors – it has all been incredibly satisfying. I must specifically acknowledge the fantastic support of IEEMA National Executive Council, IEEMA Secretariat, now known as IOT (IEEMA Operations Team), IEEMA Product Divisions & Regional Committees and all the members of this great Association.

We have already announced IEEMA's Annual convention & AGM for 23rd Sept on the theme of AatmNirbhar Bharat on virtual platform. Same day, we will also inaugurate the Digilec Bharat virtual Exhibition to showcase capabilities of IEEMA members in Electrical Equipment sector. This would continue together with e- Conference till 27th Sept with different tracks on Transforming Business through Technology.

While during AGM, I hand over the baton to President elect Mr Anil Saboo, I wish him all the success. At the same time, a big thanks to my present co-Office Bearers, Mr Vipul Ray & Mr Rohit Pathak for their excellent contribution and support to enable achieve the results and observe our values. Let us continue to work together hand in hand for making the association relevant and value adding for its members. As always, I welcome your suggestions towards further improvement , you can reach me at president@ieema.org . After the AGM on 23rdSeptember, you are welcome to remain in touch on my personal mail ID: rk.chugh2010@gmail.com

Stay safe, stay happy!!!



R K Chugh



Dear Members,

Beginning of 2020 witnessed the arrival of Covid-19 followed by countrywide lockdown in March 2020. Timely steps taken by the Government of India while at one hand saved lives and prepared the health system, it also created an unprecedented situation of economic and social activity coming to a standstill.

While the Nation was struggling to save Lives and Livelihoods, peace and tranquillity at the border was disturbed by China which assumed an aggressive stance and efforts to restore status quo are still going on both at the military and diplomatic level. China for some less understood reason has opened multiple fronts with many countries including United States of America because of which a new world order is getting defined while the world eyes China with suspicion.

Over dependence on manufacturing in and from China is recognised by many developed nations as a risk on one hand and on the other many developing countries are now realising the latent risk in sweet Chinese investments.

IEEMA has for the last few years highlighted and cautioned about the risk which our Power Generation, Transmission and Distribution systems have been exposed to because of sizeable imports of intelligent equipment being installed in an increasingly smart and also vulnerable Grid. Government has acknowledged this strategic risk and has taken many steps to mitigate the exposure.

Make in India initiative was started before COVID-19 while Atma nirbhar Bharat was announced while the Nation grappled with Covid-19 and China both. While both the initiatives share a common Vision to make India self-reliant. This self-reliant policy does not aim to be protectionist in nature, neither isolate itself from the world but leverage the inherent strengths of our Nation and fulfil the aspirations of a billion plus Indians to find their rightful place in the world order.

IEEMA has been working tirelessly with the Government of India, its various Ministries and related organs to find practical and viable solution to the changing paradigm in the short, medium and long run, keeping interest of our industry in mind.

Against this backdrop IEEMA has decided to convene its Annual Convention and AGM (via Video Conference) with the theme of Atma Nirbhar Bharat coinciding with its AGM on the 23rd September, 2020.

An added dimension will be the first virtual exhibition by IEEMA members showcasing Atma Nirbhar Bharat at our Annual Convention.

Hon'ble Minister of Power, MSME, DHI and Commerce & Industry have been invited to share the Government Vision particularly in reference to our Industry at the Annual Convention.

I look forward to your joining the Annual Convention and the first digital exhibition of IEEMA.

Sunil Misra



VJTI Technology Business Incubator, Mumbai

Nurturing Innovations for a Sustainable Future

The energy sector is currently witnessing a massive transformation worldwide, and more specifically in the Indian context. With a focus on clean energy, there has been much interest towards integrating new and renewable energy sources and environmental sustainable solutions. According to the Ministry of New and Renewable Energy (MNRE) the Indian renewable energy sector is the fourth most attractive renewable energy market in the world. In addition, a new market is aggressively evolving in the areas like electrical vehicles, energy storage, microgrid and smartgrid. Traditionally the energy sector has been an extremely important area in terms of job & wealth creation, social welfare of citizens, energy security as well as overall growth of Indian economy. However, in the recent years there has been a sharp rise in the number of entrepreneurs and startups focusing on these sectors and the ecosystem including incubators and accelerators along with investors have been positively supporting their entrepreneurial endeavors.

Veermata Jijabai Technological Institute (VJTI) located in Mumbai (established in 1887 as Victoria Jubilee Technological Institute) has been a pioneer in imparting engineering education, research and training ecosystem in the country ever since its inception. Considering the expertise, resources and industry collaborations fostered by VJTI over the last few years it decided to create a platform for supporting ambitious entrepreneurs and startups in the country. With this objective VJTI Technology Business Incubator (VJTI-TBI) was recently established at VJTI, Mumbai with the support of Department of Science and Technology, Govt. of India under the NIDHI-TBI Scheme. We are currently supporting 17 start-ups working in the domains of energy, EV, IoT, AI/

ML and cyber security under the incubation program. All selected start-ups under the program are provided with co-working space, access to state-of-the-art lab infrastructure equipped to test products and prototypes in the domains mentioned above. In addition, we also provide advisory services in business management, IPR, finance and accounting, legal and technical domains through collaborations with third party service providers and industry associations. Start-ups at VJTI-TBI also get access to free tools including AWS credits, ZOHO platform, Zendesk CRM, SOLIDWORKS licenses, MatLab and Simulink licenses and MyOperator cloud telephony credits.

Apart from these various benefits and resources provided to start-ups, VJTI-TBI is able to provide the start-ups with a state-of-the-art lab infrastructure for developing and testing prototypes. VJTI-TBI provides their start-ups with access to the Center of Excellence set up at VJTI established with the support of DST, GoI. The COE is well equipped with SCADA & Automation Lab, Power Electronics Lab and AI/ML and Embedded Systems Lab equipped with state-of-the-art equipments used in the industry. VJTI-TBI has also partnered with



various corporates (LTI, Emerson, NVIDIA, Siemens and CISCO) and industry bodies (IEEMA, SIDBI, Cyber Peace Foundation, IET and ISGF) to provide support the start-ups either through mentoring, infrastructure support (including lab infrastructure) and seed funding through CSR support. Partnerships with these stakeholders in the relevant domains plays a key role to help the entrepreneurs tide the difficult part of the journey in their initial years. These stakeholders include experts from the industry in relevant domains and investors from VC firms and Angel groups and other individuals who have agreed to onboard with VJTI-TBI as mentors and help them resolve the challenges faced by these entrepreneurs.

VJTI-TBI has a defined process for selecting the start-ups for the incubation program. We look for start-ups working on an innovative idea/ technology/ product/ service in one the thematic areas including Clean-tech, Energy, IoT, Cloud Computing and Cyber Security. We support start-ups that are in early stage of growth and revenue and must be willing to pursue the incubation program full time with no other concurrent commitments

during incubation period. We look at start-ups who will preferably have a market ready prototype or Proof-of-Concept (PoC) and a clear IP strategy and a technology commercialization plan that will create jobs. Finally, the start-ups must have a strong business proposal, must be able to confidently pitch to investors and raise funds, must be able to scale-up and become self-sustainable in 18 – 24 months’ time.

VJTI-TBI has signed an MoU with IEEMA on 25th February 2020 at its Mumbai Office on the occasion of IEEMA’s Foundation Day. The MoU was signed by Mr. Sunil Misra, Director General, IEEMA and Dr. Roshan Yedery, CEO, VJTI-TBI signed the MoU on behalf of VJTI Technology Business Incubator. Under the MoU, both organizations will aim to identify and support promising startups working in the areas of electrical, electronics and related domains through high quality mentoring, connecting startups with relevant industry markets and visibility in IEEMA’s annual events.

Dr. Roshan Yedery

CEO, VJTI Technology Business Incubator,
VJTI, Mumbai.



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Since its inception in the year 1981, this Journal is published and posted on its scheduled dates. At present 10,300 copies of this journal are posted on 1st working day of every month. It is the only trade journal in India that enjoys readership of around 1,00,000.

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