

ACMA

Automotive Component Manufacturers Association of India

February - March 2021

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Inside:

AUTO TECHNOLOGY PARTNERSHIP SUMMIT & EXPO

02-05 FEBRUARY, 2021



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Mr Vinnie Mehta
Director General, ACMA



editor's note

In this edition of the Auto News, we present to the information on the activities done by the ACMA. In February – March, 2021 series of events were held to address the challenges & opportunities facing the Indian automotive industry. On February 2-5, 2021, ACMA organized the 1st ever virtual Auto Technology Partnership Summit & Expo (ATPSE) in association with the Ministry of Commerce, SIAM and International Purchasing Offices (IPO) Forum of ACMA. The objective of the event was to harness the Indian automotive opportunity through partnerships and to provide a platform for ACMA member companies to expand their business.

On February 2, we organized the 1st virtual conference on Aftermarket Exports: Strategy for Sustenance. The conference was aimed at providing insights on the aftermarket export market and to discuss strategies for sustainability. While on February 9-10, 2021, 2nd Automotive Raw Material Localization Conclave & Exhibition was held, which was aimed at providing an insight on the raw material industry and to build a platform to showcase new technologies, lightweight materials and best practices.

The Western region of ACMA organized a special interactive session with Mr. Baba Kalyani, Chairman & Managing Director, Bharat Forge Ltd. He presented the overview of the auto component industry and discussed the challenges & opportunities faced by the industry currently. The region also organised CFO Summit themed on Key Finance Priorities: In post Covid Era.

That apart, various events and training session were held to address the needs of the industry, which highlighted the importance of collaboration, innovation and sustainability in the Indian automotive industry. The events also provided a platform for ACMA member companies to network with each other and to learn from industry experts.

Hope you would enjoy reading this edition of the Auto News, which always tries to keep you ahead of the curve!!

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1 | BUSINESS DEVELOPMENT

AUTO TECHNOLOGY PARTNERSHIP SUMMIT & EXPO 02-05 FEBRUARY, 2021

ACMA, in association with Ministry of Commerce, SIAM and International Purchasing Offices (IPO) Forum of ACMA organised the 1st ever virtual Auto Technology Partnership Summit & Expo (ATPSE) from 2nd to 5th February, 2021.

The objective of the event is to harness the Indian Automotive opportunity through partnerships and to provide a platform for ACMA member companies to expand their business by way of;

- Exploring opportunities for manufacturing/ technology development for ICE /EV components and Tools & Dies
- Exploring localization of systems and sub system for de-risking business
- Exploring opportunities for JVs/ Technology tie up and Partnerships
- Export opportunities
- Exploring contract / joint manufacturing
- A total of 45 leading companies exhibited their products line-up. The event witnessed over 492 visitors, while 261 visitors were from India, rest of 231 were from overseas participants.

Series of webinars were held to highlighting the avenues for investment & opportunities. Each day of the event was dedicated for ACMA's counterparts in Japan, Europe and North America as per the following schedule:

- 02 February, 2021: Inaugural of Expo and Japan Day: India- The Investment Opportunity
- 03 February, 2021: Europe Day - Harnessing the Indian Opportunity through Technical Collaborations
- 04 February, 2021: North America – India Partnership Day

The conference was graced by eminent speakers like; Mr. Kenichi Ayukawa, Managing Director & Chief Executive Officer, Maruti Suzuki India, H.E. Mr. Sanjay Kumar Verma, Ambassador of India to Japan apart from senior leadership from JAPIA, JETRO, Uno Minda and Sumida.

On the second day of the conference Mrs. Mukta Dutta, Ambassador of India to the Federal Republic of Germany and Mr. Arun Goel, Secretary, Ministry of Heavy Industries, were the chief guests of this conference. Other eminent speakers of the inaugural session included senior leaders from SMMT and VDA.

The last day of the conference was graced by H.E. Mr. Taranjit Singh Sandhu, Ambassador of India to US. New opportunities for partnership with US companies for sourcing technologies and to increase localization in India were explored. The day also witnessed the conference on Globalisation through Strategic Partnerships & Investments.

The exhibition interface of the event was very well received by visitors as well as exhibitors.

The system recorded 5985 clicks with maximum being on product display (811), 803 on brochure, 278 card drop, 236 live chat and 169 on b2b meetings shows high level of engagement from Visitors.

All three conferences were well attended with over 200 attendees each day.



CONFERENCE ON AFTERMARKET EXPORTS: STRATEGY FOR SUSTENANCE

ACMA, Southern Region, organised 1st Virtual Conference on Aftermarket Exports: Strategy for Sustenance on 2nd February, 2021. Mr. Anil Kumar Unni, Deputy Executive Director & Regional Secretary, ACMA-Southern Region welcomed all the participants and introduced the panellists during the inaugural.

Mr. Nagaraju Srirama, President & Director, JK Fenner India Ltd, **Ms. Shuba Kumar**, Chairperson ACMA Southern Region & Managing Director, Natesan Synchrocones Pvt Ltd. **Mr. J.S. Rangar**, Managing Director, Stork Rubber & Chairman – SME Sub pillar, ACMA, **Mr. Sriram Balakrishnan R**, Partner, EY and **Mr. Jayadev D**, Manager, EY, participated in the conference.

Setting the context during his welcome address, **Mr. Srirama**, said that it is very important to diversify and make our businesses more robust, which will help the industry handle problems in such a tough times. He emphasised on the diversification by auto component manufacturers and focus on exports.

Ms. Shuba Kumar, in her remarks mentioned that even during these difficult times, lot of companies who participated in aftermarket were able to offset their loses in the domestic market.

Mr. J.S. Rangar, in his presentation mentioned that if we need to be successful in exports, this needs to be taken seriously and there has to be focused and sustained approach. Some of the key points that were discussed in his presentation were Opportunities in Aftermarket, Threats, Succeeding in Exports, Markets for Indian Brand, Marketing strategy, Exports as Focus.

Mr. Sriram, made his presentation on Policy structure on Exports. Some of the schemes discussed included Exports from India schemes, Duty Exemption/Remission Schemes, Export promotion of Capital Good Scheme, Export Oriented Units other similar schemes, Free Trade agreement with India, Draft production linked Incentive Scheme for Auto Industry.

Mr. Jayadev, in his presentation explained the Duty Neutralization and Duty Exemption schemes. He explained the Remission of Duties and Taxes on Exported Products (RoDTEP) scheme, Duty Drawback, Manufacture and Other Operations in Warehouse Regulations (MOOWR) 2019.

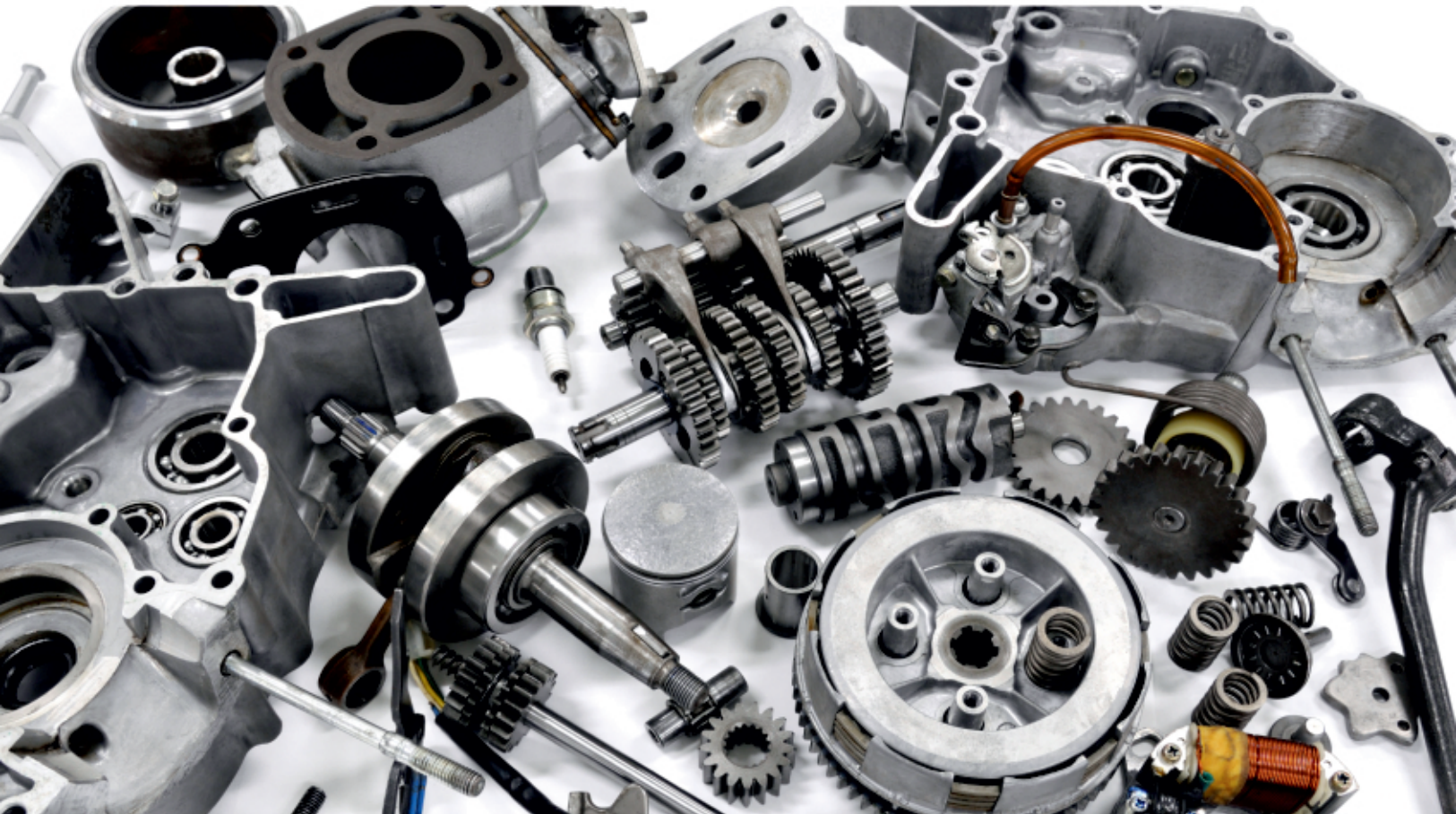
The introductory session was followed by a panel discussion, where

panellist remained **Ms. Priyamvada Balaji**, Director, Lucas TVS Ltd; **Mr. V.N.Vijayaraghavan**, MD, IM Gears; **Mr. Chandrashekharan VT**, MD, Emerald Tyres and **Mr. K. Vaidyanathan**, CEO, APA Engineering.

The panel discussion was followed by interactive Q&A session where the panellists answered the questions that were put upon by the participants.

The participating members found the session useful and appreciated the efforts of ACMA.

A total of 64 participants from 36 companies joined the event and encouraging feedback were received.



2nd AUTOMOTIVE RAW MATERIAL LOCALIZATION CONCLAVE & EXHIBITION

ACMA, Western Region, organized 2nd Automotive Raw Material Localization Conclave & Exhibition on 9th & 10th February, 2021. The conclave was aimed to provide an insight on the raw material industry and to build a platform to showcase new technologies, lightweight materials and best practices.

The conclave cum exhibition was also held to promote Government's Vision of 'Atmanirbhar Bharat' and to encourage localization of the supply chain.

Both Auto Components Manufacturers Association of India (ACMA) and Society of India Automobile Manufacturers (SIAM) are working closely to improve local content in the supply chain for a sustainable, quality conscious and globally competitive Indian Automotive Industry.

That apart, the recently announced PLI scheme for the Automotive sector by the Government of India is expected to further boost domestic production as also exports of both vehicles and auto

components. The entire automotive industry is set for a significant traction and increased raw material consumption for the next few years. Localization will be a key to drive down cost and help the industry become globally price competitive.

The Key Highlights of the event was:

- The Exhibition, one of its kind, saw participation from ten leading Raw Material Suppliers which include Arjas Steel, AMNS (JV between Arcelor Mittal and Nippon Steel), Autotech – Sirmax, Century Extrusions, G R Metalloys, HPCL, Raajratna Metal, Senior Metals, Sunflag Iron & Steel, and Vedanta Limited.
- Coinciding with exhibition, a webinar was also organized on 9th

February, 2021. Mr. Sunil Kakkar, Executive Director -MSIL & Chairperson, SIAM Atmanirbhar sourcing group presented keynote address and Mr. Kavan Mukhtyar, partner – PWC made a presentation on dynamics of Raw Material industry in India & its impact on the automotive supply chain.

- The webinar also had panel discussion on New age Raw Materials -Challenges & Opportunities in localization, where senior officials from Tata Motors and MSIL participated as panelists.

A total of 150 participants participated in the event two day event.

ACMA, Western Region, organized special interactive session with

INTERACTIVE SESSION WITH BABA KALYANI



Mr. Baba Kalyani, Chairman & Managing Director, Bharat Forge Ltd. on 18th February, 2021.

In his address the industry titan Mr. Kalyani, presented an overview of the auto component industry, especially how the industry performed since 2003-04 to 2018-19. The auto component industry has grown from strength to strength, the turnover has grown from US\$ 4 billion to US\$ 57 billion and export grew from mere US\$ 1 billion to around US\$ 15 billion, he added.

Everything depends on what you create as a vision for yourself and for the industry. This is the exciting time for the Indian auto component industry to put India on Global Stage and created huge employment, Mr. Baba Kalyani, emphasized.

Touching upon growth and contribution by the sector, Mr. Kalyani highlighted that in comparison to China, Korea, Thailand and Vietnam, we are yet to match them. Based on the data, we grew by six per cent, whereas Vietnam grew by 14% during the same time. While, we are still significantly smaller than China, Korea and Thailand. We need to think how we can increase our exports

penetration, he added.

Sharing his thoughts on new normal and challenges, Mr. Kalyani said confluence of high-technology and clean-tech in automotive is causing a major disruption in the global automotive industry. There is a big shift from conventional business to new business models, he added.

On regulations, Mr. Kalyani mentioned that we should expect lot of regulations on safety. At the same time, we also need to watch that no surprises should come which makes us uncompetitive, he added.

The interaction was well attended by the ACMA Membership, and request were forwarded to arrange more such events by the industry titans.



2 | GOVERNMENT ADVOCACY, REGULATION & RESEARCH

EASTERN REGION

13th ACMA HELP KIOSK

ACMA, Southern Region, organised the 13th edition of ACMA Help Kiosk held on 'India's Vehicle Scrapage Policy & Faceless assessment - direct taxes and customs' on 19th February, 2021.

The facilitator for the event was Mr. Som Kapoor, Partner, EY Advanced Manufacturing & Mobility, Ernst & Young LLP & Mr. Swathanth R, Partner, International tax and transaction services, Ernst & Young LLP.

Mr. Kapoor focused on why the vehicle scrapage policy is important for India & how it will help the industry & the country as well, as there were many misconceptions on the policy. In his presentation he covered; the Impact areas of End-of- life vehicle policy, How this policy will help the economy & industry? and end of life vehicle recycling framework.

The Government needs to work on a framework that works for India & that is applicable across all different vehicle products & parts and then work on a policy, he added.

Discussing the faceless assessment it was pointed out that, the whole

process is completely online except for some exceptional cases where there is some technical clarification required. This is possible only after the approval from the principal chief commissioner of NEAC (i.e.) via video conferencing.

The exception for faceless assessment includes international tax payers & for past search surveys. Where around 90-95% assessments are expected to move faceless.

This session was attended by more than 40 participants from Member & Non-Member Companies participating virtually as required by the situation of Covid19 keeping in view of the social distancing norms and safety.

The Help Kiosk saw a highly interactive Q&A session. Where participants as a feedback mentioned the discussion & presentation made by EY team to be beneficial & useful.

14th ACMA HELP KIOSK

ACMA, Southern Region, organised 14th edition of ACMA Help Kiosk on Tamil Nadu's New Industrial Policy & MSME Policy 2021 and its impact on the Auto component sector on 19th March, 2021.

The facilitator for the event was Mr. Sriram Balakrishnan, Partner, Indirect Tax / GST Practices, Ernst & Young LLP & Mr. Bhavesh K



Thakkar, Partner, Indirect tax and National Incentive Leader, Ernst & Young LLP.

Mr. Sriram & Mr. Thakkar covered the following topics in their presentations where they gave a brief overview & incentives available on

- Tamil Nadu MSME policy 2021
- Tamil Nadu Industrial Policy, 2021
 - Overview
 - Standard incentives, structured incentives & investment promotion subsidy
- Tamil Nadu Electric vehicle policy, 2019
- Tamil Nadu Electronics Hardware Manufacturing Policy, 2020

Mr Sriram and Mr Thakkar explained on the criteria & incentives available on these policies. They made a presentation by giving a comparison of incentives available in Tamil Nadu with other states like Maharashtra, Haryana, Gujarat & Karnataka.

This session was attended by over 15 participants from Member & Non-Member Companies participating virtually.

This Help Kiosk saw a highly interactive Q&A session. Where participants as a feedback mentioned the discussion & presentation made by EY team to be very beneficial & useful.

WESTERN REGION

1st CFO SUMMIT- KEY FINANCE PRIORITIES: IN POST COVID ERA

ACMA, Western Region, organized 1st CFO Summit themed Key Finance Priorities: In post Covid Era on 24th February, 2021.

The summit was organised in view of the Covid 19 induced downturn and zero billing. While the unprecedented pressure on cash flow & liquidity and expenses without income has put a huge pressure on institutions. The rapid changes and ever increasing regulations / statutory compliances has added the extra pressure on finances.

The speakers from the Industry, Institutions and knowledge partner (EY & Grant Thornton) addressed the participants and imparted knowledge on related topics. Addressing the participants, the Chief Guest Mr. Asim Kumar Mukhopadhyay, Vice President and Head Business Finance, TATA Motors Group, said economic crises often lead to creative destructions where inefficient systems are weeded out and new ones emerge. Transparent cost base line, cost optimization, monitoring cost performance, focus on liquidity and cost governance structure are the Key Finance Priorities in post Covid Era, Mr. Mukhopadhyay, added.

In his keynote address, Mr. Saket Mehra, Grant Thornton Bharat LLP shared key trends impacting the automotive value chain, digitization, commodity prices, government support, adoption of alternative fuel technology and trade preferences.



Speaker for the session on 'Indirect Taxes – Challenges and Opportunities' Mr. Sagar Shah, Partner, Indirect Tax, Ernst & Young LLP, touched upon trends in tax administration & expectation from Industry, incentives for greenfield & brownfield expansions and preparing to manage the tax function of the future. While Mr. Shashi Tadwalkar, Partner, Walker Chandiook & Co. LLP, spoke on 'Year-end considerations – Key changes in financial reporting'.

The summit saw three technical sessions. The first two sessions focused on core finance issues like:

Technical Session – I

Title: Indirect Taxes – Challenges and Opportunities

Technical Session – II

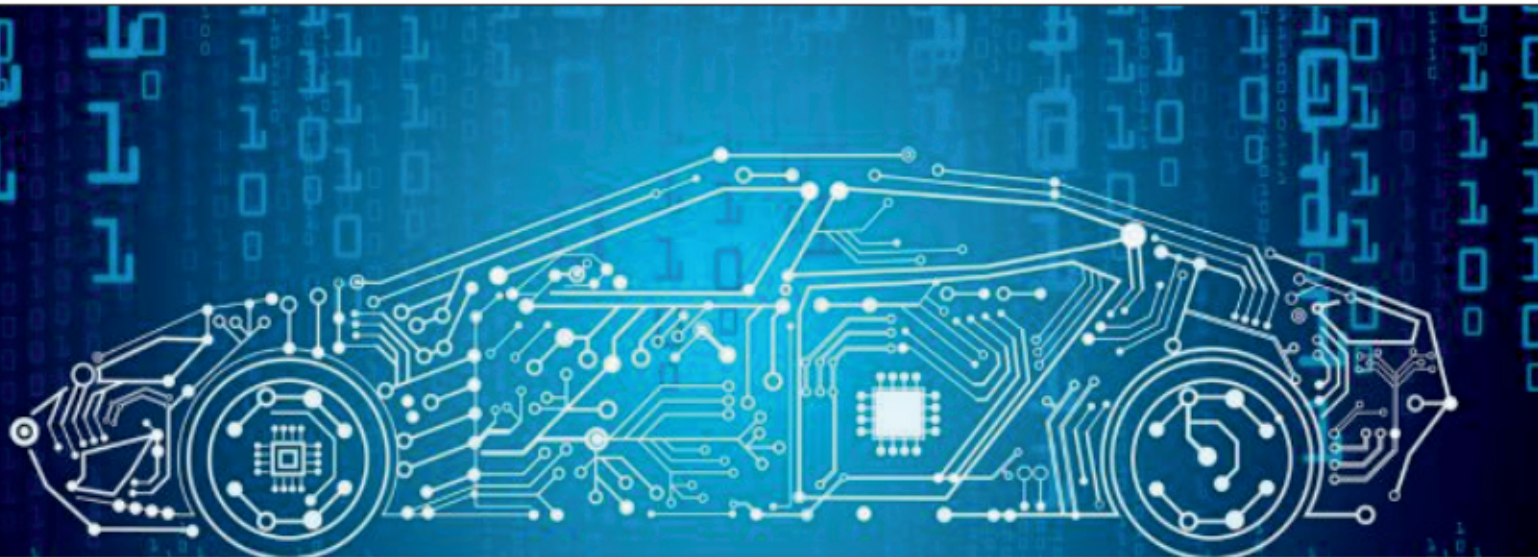
Title: Year-end considerations – Key changes in financial reporting

While the Technical Session – III

Title 'Managing Risk and Growth amidst rapid change in regulations and Technology in the post covid Era'.

The Summit was well attended by CEOs, CFOS, decision makers, Finance & Accounts Heads/ Executives.

The feedback was excellent and participants thanked ACMA for organizing First Ever CFO Summit.



1st DIGITAL SUMMIT ON 'DIGITAL TRANSFORMATION - BUILDING BLOCKS FOR FUTURE MANUFACTURING'

ACMA, Western Region, organized 1st ever Digital Summit themed on theme Digital Transformation – Building Blocks for future manufacturing on 17th March, 2021.

The speakers for the summit were from the Industry, academia and knowledge partner-EY.

Addressing the participants, at the Inaugural session, Prof. Sanjay Verma, Information Systems, IIM Ahmedabad said technology is changing the world. The world is connected, technology is affordable and technology is converging. Explaining digital transformation Prof. Sanjay Verma said one needs to understand the steps -Digitization, Digitalization, Digital transformation and Digital disruption.

Mr. Gaurav Sarup, Managing Director - Marshall Machines, mentioned "C&T" Connected & Transparent is the first building block of a true "Digital Factory" because this enables pure data flow from assets to stakeholders.

Making a presentation on "Impact on **BCP (Business Continuity Plan) due to Digitisation**" Ms. Sneha Gandhi, Director, Consulting, Ernst & Young LLP mentioned said as per the study 93% of business that suffer a significant data loss are out of business in 5 years. 72% of all business impacted by disaster do not exist within 3 years of the disaster. 43% of business impacted by disaster never open. Thus, disasters can significantly impact a business.

The summit saw Three Technical Sessions as follows:

1. **Impact on BCP (Business Continuity Plan) due to Digitisation**
2. **Digitalization: Enabling Speed, Agility & Resilience to transform business**
3. **Sharing of experience – Automation at Shop Floor / entire company**

All sessions were well received by the participants and excellent feedback were received.



3

EDUCATION, SKILLING, TRAINING & MENTORSHIP

EASTERN REGION

8th KAIZEN COMPETITION

ACMA, Eastern Region, organised the 8th Kaizen competition on 21st January, 2021. A total of 28 Kaizens were presented during the day long competition. The competition was held in the areas of Productivity, Quality, Cost and a presentation on delivery.

The competition witnessed participation by leading OEMs like; Tata Motors represented by Mr. Bishnu Kedia, Sr. Manager, (Kaizen) Productivity & BPE, CVBU; Tata Cummins Ltd. represented by Mr. T. Somasundaram, Operation Excellence Leader EBU & CBU and leading component manufacturer Gabriel India Ltd. represented by Mr. Davendra Sharma, Plant Manager join as part of the eminent panel of jury.

The Chief Guest at the valedictory session Mr. Vishal Badshah, Plant Head, Tata Motors Ltd. Jamshedpur, praised ACMA for organizing online competition in spite of the downturn. He mentioned that

Kaizens were very close to his heart, as it gave an opportunity to showcase ideas and continual improvement. Platforms like these helps in cross learning and possibility of idea generation and implementation, he said. He congratulated all the participating teams on their efforts.

While in his inaugural address Mr. Atul Dua, Member Regional Council and Managing Director, Multitech Auto Ltd., mentioned that ACMA was committed to spread the message of practicing Kaizen as a culture and that it was a conscious decision to raise the bar of the competition.

Welcoming the Chief Guest at the valedictory session, Mr. Ranjot Singh, Chairman, Eastern Region, expressed hope that the participants might have been enriched by the experiences shared through the presentations and also by the inputs shared by the Jury. He urged the participants to see the possibility of these learnings getting translated into implementable ideas in their own companies.



KAIZEN

The following teams were announced winners at the competition:

8th Kaizen Competition, ACMA (ER) - Jamshedpur on 21.01.2021

WINNERS IN PRODUCTIVITY CATEGORY

Position	COMPANY NAME	KAIZEN THEME	PRESENTER	KAIZEN NO.
1st	Yazaki India Pvt. Ltd.	To increase the crimping output by reducing setup changeover time	Ms. Nikki Kumari	7
2nd	Wabco India Pvt. Ltd. (sr)	Productivity improvement in PRV assembly	Ms. Priyanka Kumari Prasad, Mr. Vivek Kumar, Mr. Chandrakant Tiwary	25
3rd	Automotive Axles Ltd.	Elimination of NVA	Mr. Rahul T	26

WINNERS IN COST CATEGORY

Position	COMPANY NAME	KAIZEN THEME	PRESENTER	KAIZEN NO.
1st	RSB Transmissions (I) Ltd. (Unit-III)	To reduce break down due to failure of centre clamp cylinder in linear welding machine	Mr. Prabhat Maharana, Mr. Amit Bikram Pattnayak, Mr. Manoj Jadav	20
2nd	Jamna Auto Industries Ltd.	Cost Reduction	Mr. Vinay Kumar, Mr. Satyendra Kr. Pathak	13
3rd	Sudisa Foundry Private Limited	To reduce electrical energy consumed by air compressors	Mr. Abhishek Dubey	10

WINNERS IN QUALITY CATEGORY

Position	COMPANY NAME	KAIZEN THEME	PRESENTER	KAIZEN NO.
1st	RSB Transmissions (I) Ltd. (Unit-5wc)	To reduce Logistics Loss	Mr. Debesh Dibyadarshan	9
2nd	Soni Auto & Allied Industries Ltd.	To reduce the hole out defect	Mr. AK Biswas	12
3rd	Steel pipes Wheels Ltd.	Defect Elimination	Mr. Chandan Barik	4

The following companies qualified to compete and represent the Eastern Region at the National competition:

1st	Ms. Nikki Kumari	Yazaki India Pvt. Ltd.
2nd	Mr. Prabhat Maharana	RSB Transmissions (I) Ltd.
3rd	Ms. Priyanka Kumari Prasad	Wabco India Ltd.



1st ANNUAL SAFETY CONVENTION

ACMA, Eastern Region, organised 1st Annual Safety Convention on 17th March, 2021. March being celebrated as the safety Month. The training program saw 26 participants from 16 companies.

Mr. Anil K Unni, Regional Secretary, ACMA Eastern Region, welcomed the chief guest, Mr. Manish Jha, Plant Head, Tata Cummins Ltd. and the participants to this Convention, and mentioned that "Safety first" is the mantra that has been promoted by ACMA a lot.

Mr. Mayank Kejriwal, Co-chairman, ACMA (ER) in his welcome address mentioned that this is a very good initiative which has been done the first time in Eastern region. Safety is very necessary in an organisation. This is a great platform for sharing and learning. He also welcomed Mr. Manish Jha, Plant head, Tata Cummins, Mr. Rishi Sambhuraj Sharma, head safety, Sriram pistons & rings, Mr. Suman Bahuguna from Sona BMW Forgings, Mr. Prakash G, vice president, Toyota Kirloskar auto parts and Mr. Lokesh Kumar P, Head, Turbo energy.

Mr. Manish Jha, Plant head, Tata Cummins Ltd. spoke about safety and its importance. He congratulate ACMA Eastern Region for conducting this session for the first time. According to him, safety affects the business. Management should take care of their employees and look in to their safety.

Mr. Lokesh Kumar P, head of maintenance in Turbo energy P Ltd. introduced the company and shared his presentation and experiences on safety that included:-

- a) Safety overview
- b) Importance of plant & Machinery safety.
- c) Types of hazards with causes & preventive measures.
- d) Do's and Don'ts in plant & machinery.

The 2nd presentation on fire safety was presented by Mr. Suman Bauguna from Sona Comstar. According to him "Unwanted fire is a hazard". In his presentation, he explained about fire safety management & identification of fire hazards. We should eliminate unwanted flammable fuels, he said.

While, Mr Prakash G of Toyota Kirloskar Auto parts Pvt. Ltd. shared experiences and best practices on Behavioural safety. Continuous effort by individual and society needed to overcome unsafe behaviour. According to him, we should practice 3C techniques – Capture, Connect & correct.



NORTHERN REGION

VIRTUAL PROGRAM ON MANUFACTURING PROCESS CYCLE TIME & COST REDUCTION

ACMA, Northern Region, organised training program on Cycle Time & Cost Reduction through Process Parameter Optimization - Using Variable Search Methodology from 1st to 3rd February, 2021.

The Training was conducted by Mr. Ram Narayan, with the aim on understanding Cycle Time & Cost Reduction through Process Parameter Optimization Using Variable Search Methodology. The target audience were officials from the manufacturing units towards working together to minimize the waste and increase the profit for maintenance of the Quality.



The objective of this program was to; Impart the skill in Optimizing process parameters to reduce cycle time and cost without affecting the Product Quality parameters management and responsibility accounting such as cost centre, revenue centre and Profit centre; Create an internal team of Problem design experts; Design processes using scientific methodology rather than using judgment and conducting random trials and Improve Productivity & reduce Cost by doing one project in the organization.

The faculty, trained the participants on processes framework from which a company could begin to define their Cost Control and Cost Reduction needs. Case Study presentations were made to enable the participants understand the framework and ably guided the participants during the question answer sessions.

3rd POKA YOKE & 7th SMED COMPETITION

ACMA, Northern Region, organised the annual Poka Yoke & SMED competition, on 9th February, 2021 in New Delhi. A total of 44 teams from 21 companies participated in both the Competitions. 15 companies representing 28 teams participated in the Poka Yoke competition & while 13 companies representing 16 teams participated in the SMED competition.

S.No.	NAME	DESIGNATION	COMPANY NAME
1	Mr. Arumugam Kabilan	Quality Manager	BMW India Pvt. Ltd.
2	Mr. Vivek Narwal	Sr. Manager - Purchasing	BMW India Pvt. Ltd.
3	Mr. Prabhat Sharma	Section Head - Industrial Engineering	Hero MotoCorp Ltd.
4	Mr. Saurabh Bhandari	Member - Central Business Excellence	Hero MotoCorp Ltd.
5	Mr. Lalit Goel	General Manager - Quality Assurance	Maruti Suzuki India Ltd.
6	Mr. Jayaraj	Deputy General Manager - Quality Assurance	Maruti Suzuki India Ltd.

Addressing the participants at the Valedictory session, **Chief Guest, Mr. Vipin Garg**, Executive Vice President, Maruti Suzuki India Ltd. emphasized on Zero Defect Supplies and highlighted that Poka Yoke & LCA as important tools that would support in achieving Zero Defect. He sought the support of T1 & T2 suppliers in achieving this. He also invited members to Visit their Manesar Plant to see the effective deployment of SMED approach at their Manesar Plant.

In order to evaluate the Presentation, an eminent Panel of Jury members were invited from the OEM Companies, which included the following members :

Jury Panel:

The following teams were adjudicated as winners of the Competition of ACMA (NR) for 2021:

3rd POKA YOKE COMPETITION WINNERS		
POSITION	COMPANY NAME	TEAM NAME
1	Caparo Maruti Limited - Bawal	SPARK
1	Bosch Ltd.	APEX
2	Maxop Engineering Co. Pvt. Ltd., Gurgaon	MAXOP TEAM - 2
3	Subros Ltd., Noida	JOSH

7th SMED COMPETITION WINNERS		
POSITION	COMPANY NAME	TEAM NAME
1	Roop Automobiles Ltd.	TEJAS
2	Krishna Maruti Ltd., Plastic Division - III	SAMUHIK
2	MAHLE ANAND Filter Systems Systems Private. Ltd., Gurgaon	TAKS FORCE
3	Subros Ltd., Noida	DIAMOND

1st VIRTUAL NATIONAL KAIZEN COMPETITION

ACMA, Northern Region, organized the 1st ever National Kaizen Competition, this time virtually, **on 16th February, 2021**. A total 13 teams from pan India who are the winners from all four regions of ACMA.

All the Four Regional Offices of ACMA have been conducting the Kaizen Competitions very regularly on an Annual Basis. In order to motivate the participating teams, ACMA took the initiative to take it forward at the National level and organise the Competition amongst the four Regional Winners.

The three member jury consisted of:

Mr. U.B. Nayar, Deputy General Manager – Quality Assurance, Maruti Suzuki India Ltd., Mr. Bishnu Kedia, Senior Manager (Kaizen), Productivity & BPE, CVBU, Tata Motors Ltd. and Mr. Sandeep Gade, Senior Manager, CVBU, TATA Motors Ltd.

Welcoming the dignitaries and the participants at the Inaugural Session, **Ms. Shradha Suri Marwah, Chairperson, ACMA NR** highlighted the benefits of Kaizen which was started in Japan, and

After the successful completion of presentations by all the Kaizen teams at the 01st National Kaizen competition, a Valedictory Ceremony was organised wherein **Mr. A S Raju, Sr. Advisor Maruti Suzuki India Pvt. Ltd.**, was the Chief Guest.

Addressing the participants at the Valedictory, the **Chief Guest Mr. A S Raju, Sr. Advisor Maruti Suzuki India Pvt. Ltd.**, emphasised to the participating companies to meet the increased trend of Digitalisation & Connectivity of Vehicles with environment as this would require New Technology and New Business models. He urged that Kaizen should aim on Improvement of Productivity, Material Yield by saving energy and last but not the least to focus achieving higher business volumes with Quality and less cost.

The winners of the First National Kaizen Competition, were:

Position	TEAM NAME	COMPANY NAME	KAIZEN THEME
1st	SHADOW	Yazaki India P Ltd.	To reduce change over time
2nd	SHAKSHAM	Gabriel India Ltd.	To reduce the internal rejection
3rd	ENTHUSIASM	Indo Autotech Ltd. (Unit VI)	Cost Saving by Scrap Utilization





1st ZONAL MEETING OF ACMA MEMBERS OF ZONE -II ZONE II - UTTAR PRADESH & FARIDABAD

ACMA, Northern Region, organised 1st Zonal Meeting of ACMA Members based out of Zone-II – Uttar Pradesh & Faridabad on 2nd March, 2021.

The objective of the interaction was to foster closer relationship with the members in every Zones as also to understand their Challenges, Concerns & Issues faced by them.

The Northern Region, Chairperson Ms. Shradha Suri Marwah & the Co-Chairperson, Ms. Anjali Singh initiated the interaction with the Zonal members by the Zonal Co-ordinators & the Co-Coordinators.

Mr. V K Jayaswal, Zonal Co-ordinator for Zone-II and Mr. Satish Garg, the Zonal Co-coordinator for Zone-II welcomed the participating members.

The Members were apprised of ACMA's organisation Structure and the activities and initiatives by ACMA and thanked the members for their whole hearted support for the activities organised by the Region.

The participating members highlighted on the various Infrastructural Problems on Water Supply, Roads, Traffic, Water-logging, Poor drainage Systems and law & order Problems faced by them.

It was decided to organise Members Meet with the Local Administration authorities in areas such as, Faridabad, Ghaziabad

and Noida to support members in this aspect.

The Zonal Members meet was concluded with a Vote of Thanks.

1st BEST HR PRACTICES COMPETITION

ACMA, Northern Region, successfully conducted, 1st Best HR Practices Competition on 10th March, 2021. The objective of the competition was to highlight the best changes that HR fraternity had brought in the industry as also provide a platform for cross-learning and sharing of ideas.

A total of 20 Teams participated from the NR Membership at the Competition on the theme "Employee Engagement during Covid-19 Pandemic".

The Jury Member Panel of the Competition consisted of Ms. Kanupriya Sarawat, HR Head, Suzuki Motorcycle; Mr. Sharad Jain, GM-HR, Hero MotoCorp Ltd.; Mr. Harbhajan Singh, (Ex-Chief of HR, HMSI) & currently Chief of Strategy & HR, XLRI Delhi-NCR and Mr. Sudhansu Padhy, DGM, Hero MotoCorp Ltd.

Welcoming the Chief Guest, Jury team members and NR Chairperson & Co-Chairperson at the **Valedictory Ceremony**, Mr. Sumit Bhatnagar, NR HR Forum expressed that NR had made a humble beginning of 20 teams at the new initiative of HR Practices

Competition.

Ms. Shradha Suri Marwah, Chairperson, NR congratulated all participating companies & appreciated their hard work & contributions made by each and everyone of them for the success of their individual organisation's Goal.

Addressing the participants at the **Valedictory Ceremony, the Chief Guest Mr. Mussarat Hussain**, Head – Leadership & Functional School, Maruti Suzuki India Ltd., congratulated all the participating companies for their efforts.

The winners of the competition are:

Position	WINNERS
1st GOLD	ROOP POLYMERS LTD.
2nd SILVER	JOYSON ANAND ABHISHEK SAFETY SYSTEMS PVT. LTD.
3rd BRONZE	LUMAX MANNOH ALLIED TECHNOLOGIES LTD. & MINDA CORPORATION LTD.

CERTIFICATION ON SUPERVISOR DEVELOPMENT PROGRAM

ACMA, Northern Region, organized a virtual Certification Session on Supervisor Development Program on 17th to 19th March, 2021. The objective of the program was to improve awareness, understanding and skills of supervisors working in various departments of a companies.



The faculty for the session was Mr. Ranjan Vasishtha, a Mechanical Engineer from BITS Pillani and an MBA. He has over 42 years of rich experience in production, production engineering, supplier and dealer up-gradation and Training of Employees at all the levels. The topics covered during this three day webinar remained:

1. Roles and Duties of a Supervisor

2. 5S & Safety
3. Lean manufacturing:
4. DWM:
5. Problem Solving and 7 QC Tools:

A total of 60 participants from 12 companies joined this program to take benefit from it.

E-CERTIFICATION ON ADVANCE PRODUCT QUALITY PLANNING (APQP)

ACMA, Northern Region, organised virtual training program for its members on Advance Product Quality Planning (APQP) on 24th to 25th March, 2021.

The two day training was conducted by Mr. Akash Batra B.E (Mech) Hons., from MMMEC, PGDBA and an Advance Diploma holder in Fire and Industrial Safety. Mr. Batra has an Industrial Experience of 24 years and Consulting Experience of 18 years.

The faculty covered the following topics during the course of the training-

- Definitions, Benefits, Goals, Cross functional Team Approach to APQP
- Process for Product Quality Planning.
- Planning and Defining the Program.
- Product and Process Design and Development.
- Process and Product Validation.
- Feedback Assessment & Corrective Action.
- Control Plan Methodology.
- Product Quality Planning Check list.
- Purpose of APQP and the relationship among APQP Deliverables like FMEA, Control Plan etc.

The 2days session was well attended by ACMA NR Membership & an evaluation test was also conducted at the end of day 2 to understand the clarity of the participants about APQP.



SOUTHERN REGION

10th SMED & 5th POKA YOKE COMPETITION

ACMA, Southern Region, organised the 10th edition of the SMED & 5th edition of Poka Yoke competition simultaneously on 26th February, 2021. A total of 29 Poka Yoke & 13 SMED teams from 19 Companies participated in the Competition.



The event was held in 2 parallel virtual halls to accommodate the number of teams and with the intent of motivating and recognizing more teams as winners. Top three winners were identified from SMED & Poka Yoke and were awarded with trophies.

In his welcome address Mr. J Sridhar, Zonal Co-Ordinator, ACMA (SR) & CEO, Magal Engg Tech Pvt. Ltd. mentioned that this competition is not just a platform to compete but a knowledge sharing session to learn & share. As manufacturing engineers the SMED & Poka Yoke (Mistake proofing) are their daily activities & they are now been integrated in the designing stage itself which keeps the industry viable & successful, he further added.

The eminent Juries for the SMED & Poka-Yoke Competition included:

S.No.	NAME	DESIGNATION	COMPANY NAME
1	Mr. A Albert Lourduswamy	Sr. Manager, Six Sigma Cell, TQM Dept	Tractors & Farm Equipment Ltd.
2	Mr. S. Murali	Manager - Purchase Engg. Div.	Toyota Kirloskar Motor Pvt. Ltd.
3	Mr. Grimes Robert Thompson	AGM - Sourcing Div.	Isuzu Motors India Pvt. Ltd.
4	Mr. Vadamalaiappan	Consultant & Trainer	Former TVS-Sundaram Fastners Ltd.

The jury also shared some points to improve like:

- 5W1H should be used for problem definition & for analysis why-why analysis should be used.
- Reduce the company profile slides & use more time on the project.
- Involvement of more women employees in the forums.
- Give more importance to process. Try to prevent mistakes in the process stage itself.
- If not in process stage then go for preventive mechanism.

The winners of the contest remained:

CATEGORY - SMED		
POSITION	COMPANY NAME	TEAM NAME
1	Rane Brake Lining Ltd.	Rane Brake Lining Ltd.
2	Sundaram Clayton Ltd.	Focus
3	Roop Automotives Ltd.	Roop Rapidz
3	Besmak Components Pvt Ltd	Booster

CATEGORY - POKA YOKE		
POSITION	COMPANY NAME	TEAM NAME
1	WABCO India Ltd.	WINM - ME2
2	Comstar Automotive Technologies Pvt. Ltd.	M2Y
3	Super Auto Forge Pvt Ltd	SAF Royals
3	NSK Bearing India Pvt Ltd	SRBB-NG @ Ring Mix up Elimination

SUPERVISOR DEVELOPMENT PROGRAM – IN HOUSE

ACMA, Southern Region, organised an in-house training program on Supervisor Development at Lucas TVS from 4th to 6th March, 2021. The training saw over 32 participants join from different companies.

The objective of this three day workshop was to impart awareness of supervisors and improve their Skills on various topics, that would help them in better understanding of Shop Floor Practices and would improve their performance.

Mr. Ranjan Vasishtha was the faculty. Mr Ranjan comes with over 40 years of rich experience in production, production engineering, supplier and dealer up-gradation and assembly.

The topics that got covered during the training included:

1. Change Management
2. Roles and duties of a Supervisor
3. 5S
4. Kaizen
5. Safety Control
6. Daily Work Management: Managing Points Checking Points
7. Lean Manufacturing(Toyota Production System)
8. 7-Wastages; 3M; TAKT Time vs Cycle Time Study;
9. Production Control; Shop Floor Control; TPM; Kanban
10. Quality Control
11. 7 QC Tools; TQM; Quality Control vs Quality Assurance; Poka Yoke; JIDOKA;
12. Problem Solving Techniques; HANSEI; QC Story;
13. PDCA and Target Control



Mr. Ranjan also included numerous case studies, Technical videos and Practical Exercises in the training.

The training saw various sessions including Pre and Post quiz pertaining to the topics covered to gauge the level of understanding. This training was found very useful and received positive feedback from the participants.

ANNUAL REGIONAL SAFETY CONVENTION

ACMA, Southern Region, as an annual feature of celebrating march as a Safety month organised its 1st Virtual Annual Regional Safety Convention on 18th March, 2021.

Mr. Sriram Viji, Member-Regional Committee, ACM(SR) & Joint Managing Director, Brakes India Pvt Ltd in his address welcome the speakers and mentioned that this COVID pandemic has epitomised the importance of safety. It is a welcome step that ACMA has invited the speakers from OEMs and also the winners of Kaizen Competition.

The speakers for the session remained Mr. Bapugouda S Patil, General Manager & Div. Head - Purchase Engineering Division, Toyota Kirloskar Motor Pvt Ltd; Mr. TN Sriramkumar, Asst. General Manager-EHS, TVS Motor Company Ltd & Mr. Senthil Kumar, RM, Sr. General Manager & Head of Group-Business Support, Hyundai Motor India Ltd.

Mr. Patil in his presentation on Fire & Electrical Safety covered some of the key points which included Fire accident impacts, practices followed by Fire & Electrical Safety Management of TKM & TKM

Supply chain activity. Whereas Mr. Sriramkumar, in his presentation mentioned that the practices they follow are mainly through learning from some of the best practices followed from the industry. In his presentation he shared the 6 pillar approach being followed by TVS Motor on Plant & Machinery safety.



While, Mr. Senthil Kumar, made his presentation on Behavioral Safety, wherein, he also covered the COVID19 safety protocols. He focused on the 3 spectrum of trust- Blind trust, Smart trust & Safe trust & also explained the ABC (A-Activator, B-Behavior & C-Consequences).

The session was followed by the sharing of best practices presentation by top three winning teams of Kaizen Competition under Safety category from the following Company -

1. Rane TRW Steering Systems India Pvt Ltd.
2. Sogefi Systems India Pvt Ltd.
3. Sundaram Clayton Ltd.

This convention saw over 39 participants joining from 17 companies.

The members as a feedback mentioned that this session to be very useful & the case studies shared by the speakers was very clear & relatable.

WESTERN REGION

WORKSHOP ON TOOL LIFE IMPROVEMENT USING SIMPLEX METHODOLOGY IN MACHINING PROCESS

ACMA, Western Region, organized online workshop on Tool life improvement using Simplex methodology in Machining process on 15th to 16th February, 2021.

The faculty for the programme was Mr. Ram Narayan, a Mechanical Engineer and Post Graduate Diploma in Business Administration and Six Sigma Master Black Belt.

Following exercises & topics were discussed during the session:

Day 1

- Understanding of Simplex method
- Case study on how to increase tool life using Simplex methodology
- Data collection with cutting parameters to arrive at the maximum tool life

Day 2

- Understanding of Weibull Analysis
- Prediction of Tool life using Weibull analysis
- Using Weibull Analysis to predict tool life with the Optimized cutting parameters
- Establishing insert life based on the Optimized parameters

The program was appreciated by all the participants, and a total of 21 participants participated and encouraging feedback received.

WEBINAR ON BEHAVIOURAL SAFETY CULTURE AT WORKPLACE

ACMA, Western Region, during the National Safety Week, organized online webinar on Behavioural Safety Culture at Workplace on 10th March, 2021.

The program was conducted by Mr. Dattatraya Ambulkar, a qualified Lead Auditor having 40+ years of experience in HR & IR.

The workshop covered Behavior-based safety (BBS) is the application of science of behavior change to real world safety problems. BBS focuses on what people do, analyzes why they do it, and then applies a research-supported intervention strategy to improve what people do. At its very core BBS is based on a larger scientific field called organizational behavior management.

Following topics were taught to the participants on the day of webinar:

- Why Behaviour Based Safety?
- Safety Perspectives for the individual and organisational priority Understanding the Behaviour Safety principles and Practices How BBS complements existing safety management systems and practices?
- Concept and Importance of Behavioural Based safety
- ABC of BBS (Attitude, Behaviour & Safe Culture Leading to Behaviour Based Safety)
- Discipline and Behaviour based safety
- Communication with reference to safety
- Risk mitigation @ workplace through BBS
- Advantage BBS & complementing Safety Management Systems at organisational level

The two-day online program was appreciated by all the participants, there were 42 participants and the feedback were encouraging.

5th BEST PRACTICES COMPETITION

ACMA, Western Region, organized the 5th edition of Best Practices

Competition on 12th March, 2021. The competition was held under three categories: Energy Conservation, LCA (Low-Cost Automation) and Poka-Yoke.

The purpose of organizing the Best practices competition was to create a platform that provides an opportunity to showcase the capability, share the experience, learn from others and most important motivate the employees who have contributed in building organization by embracing Best Practices.



Continuing the tradition, the OEM's were invited as Jury to witness the case study presentation. The Jury comprised of Mr. Kishor Sonawane, Sr. Manager – Business Excellence, Mahindra & Mahindra Pune; Mr. Shabeer Rawther – Head Production system, Skoda Auto VW India Pune; Mr. Vikram Kumar – Quality Manager, Ford India, Sanand Engine Plant; Mr. Manish Nashirkar – Head Facilities Maintenance, John Deere India, Pune; Mr. Mahendra Gujarathi – DGM, Fiat India Automobiles, Pune; Mr. Nilesh Sonwane – DGM (LCA), Tata motors Ltd. CVBU, Pune; Mr. Satish Kumath – Head Maintenance, Force Motors, Pithampur.

The Jury members were impressed to see the best practices implemented by the ACMA member companies and appreciated the team work and efforts made for continuous improvements.

A total 70 teams participated in the competition (21 under Energy Conservation, 20 under LCA and 29 under Poka-Yoke). Following teams were adjudged winners:

Energy Conservation		
1st	KSPG Automotive India Pvt Ltd, Pune	KSPG-1
2nd	Gabriel India Ltd., Dewas	Ek Lakshya
3rd	Minda Stoneridge Instruments Ltd., Pune	Pragati

LCA Category		
1st	Bosch Chasis Systems India Pvt. Ltd., Pune	Vision
2nd	BSA Corporation Ltd., Pune	Warriors
3rd	Yazaki India Pvt. Ltd. - HQ QA, Wagholi	Achievement

Poka - Yoke		
1st	Endurance Technologies Ltd.-K120, Waluj	Extreme
2nd	Minda Corporation Ltd. - Die Casting Div., Chakan	Spark
3rd	Metalman Auto Pvt. Ltd. - B12, Waluj	Atmanirbhar

FUTURE READY INITIATIVES

YBLF (YOUNG BUSINESS LEADERS FORUM)

YBLF SESSION ON SUCCESS IN SUCCESSION

ACMA, YBLF organized session on Success in Succession on 25th February, 2021. The objective of the session was; Wealth Preservation, Succession Planning and Management Responsibilities.



Session was moderated by Mr. Ishaan Gupta, Vice Chairman, ENCO Engineers Combine Pvt. Ltd. and the speakers for the session remained Mr. Ajith Rai, Chairman, Suprajit Group and Mr. Ashvini Chopra, Executive Director, Avendus Wealth Management Pvt. Ltd.



KEY HIGHLIGHTS OF THE SESSION WERE:

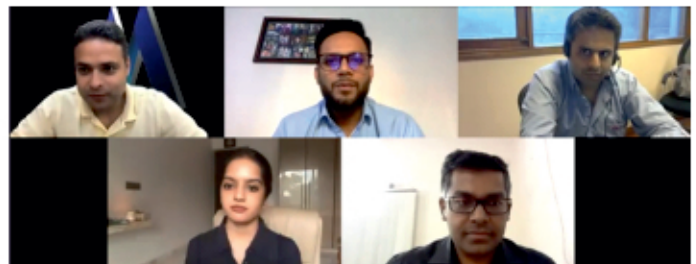
- Documenting the company charter in terms of family succession and core culture is a game changer for generations to follow.
- Family constitution, Will, Conflict resolution.
- A basic family charter should be a starting point for any family business.
- Making headway to a healthy discussion with the other members in terms of a succession plan in place to start with.

A total of 73 members attended this session and share an excellent feedback.

YBLF PEER TO PEER LEARNING SESSION ON Digi-IoT

ACMA, YBLF organized a Peer to Peer Learning Session on Digi-IoT on 26th March, 2021.

Session was moderated by Mr. Nishant Jairath, Director, Metalman Auto Pvt. Ltd. and the speakers for the session remained; Mr. Mayank Kejriwal, Director, Kiswok Industries Pvt. Ltd. on Machining Division – IoT 4.0 Implementation; Ms. Harsha Madhavan, Director, JM Frictech India Pvt. Ltd. on Digital Quality Management System; Mr. Ishaan Gupta, Vice Chairman, ENCO Engineers Combine Pvt. Ltd. on Productivity Through Cloud & Dashboard and Mr. Tushar Arora, CEO, Abilities India Pistons & Rings Ltd. on EBIDTA Impact Through Digital & HRMS



Key highlights of the session were:

- Google ERP, machine and OEE Monitoring.
- Improvement in EBIDTA through digital and HRMS.
- Monitoring of Absenteeism on a daily basis and making Multiskilling plan for operators.
- Excellent DQMS and use of extensive capabilities of Google sheets.
- Pareto chart per operator.
- Analyzing the live and historic cycle time, loading-unloading time.
- Detailed reports of cutting time and non-cutting time to be used to improve programming.
- Detailed and accurate report helps to better involvement from production and other associated departments.
- Auto data collection lead to reduction in manual reports.

A total of 45 members attended the session and shared excellent feedback.

MEMBERS ROOM

NORTHERN REGION Ordinary Membership

Kay Jay Forgings Private Limited
C-3 & C-4, Focal Point,
Ludhiana-141010

SSI/Large & Medium/Etc.: Large
Products Manufactured: forging, Heat
Treatment, Machining, Assembly
Certification to ISO 9000 & QS 9000: IATF
16949:2016 by TUV Rheinland
ISO 14001:2015 by Equalitas Certifications
Limited

ALP Overseas Pvt. Ltd.
Village Gugalkota, Tehsil: Shahjahnpur,
District: Alwar, Rajasthan-301706

SSI/Large & Medium/Etc.: Medium
Products Manufactured: EPDM seals and
gaskets, automotive mats and accessories,
Auto Glass, Replacement Products, Bus
Body Parts, Trim
Certification to ISO 9000 & QS 9000: ISO
9001:2015 by Quality Austria
IATF 16949:2016 by Quality Austria

Associate Membership

Domino Printech India LLP
Plot Number-167, Udhog Vihar,
Phase-1, Gurgaon-122016
Haryana

SSI/Large & Medium/Etc.: NA
Products Manufactured: Industrial Printers
for coding and marking
Certification to ISO 9000 & QS 9000: NA

SOUTHERN REGION Ordinary Membership

Bansal Precision Forge Ltd.
#34-35, Jigani Link Road,
Industrial Area, Bengaluru-560105

SSI/Large & Medium/Etc.: SSI
Products Manufactured/Services Provided:
Rear axle housing components- Brake
Adaptors, Axle Tubes, Spindles, Bottom

Dimo Castings Pvt. Ltd.
Plot No. 268, Bommasandra Industrial
Area,
Hosur Road, Bangalore - 560099

SSI/Large & Medium/Etc.: Medium
Products Manufactured: Die castings,
machined castings and assemblies.
Certification to ISO 9000 & QS 9000:
IATF 16949:2016 and
ISO 9001:2015 by TUV NORD

Associate Membership

LambdaBlocks Pvt. Ltd.
Flat No. 105, Abhi Prashanka Gardens,
HIG 596 to 598, 6th Phase,
Hyderabad, Telengana-500072

SSI/Large & Medium/Etc.: NA
Products Manufactured: Part Identification
& Warranty
Certification to ISO 9000 & QS 9000: NA

Affiliate Membership

Loyola College Society
C/o Loyola Institute of Business
Administration (LIBA)
Loyola College Campus,
Nungambakkam,
Chennai-600034

Legal Status: Society

WESTERN REGION Ordinary Membership

**Murakami Manufacturing India Private
Limited**
Plot no. 19, Japanese Industrial Park,
Mandal Industrial Estate,
Ta-Mandal Dist-Ahmedabad-382120,
Gujarat

SSI/Large & Medium/Etc.: Medium
Products Manufactured: ORVM Actuator
Assembly, Injection Parts.
Certification to ISO 9000 & QS 9000: NA

Associate Membership

Aarti Steels Ltd.
Plot No. 18/1B, Sector-10,
CDA, Cuttack,
Odisha -753014

SSI/Large & Medium/Etc.: NA
Products Manufactured: Manufacturers of
alloy steel round bars
Certification to ISO 9000 & QS 9000:
IATF 16949:2016 by DNV GL
ISO 9001:2015 by DNV GL
ISO 14001:2015 by DNV GL
ISO 45001:2015 by DNV GL



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