



BANGALORE CHAMBER OF INDUSTRY AND COMMERCE

# e-Synergy

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**Journey of Excellence  
Continues 2023-2024**



## MISSION

Namma Karnataka -  
Gateway to Future India

## VISION

Look Beyond

Together We Should

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**Dr. S Devarajan**  
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Senior Vice President  
TVS Motor Co Ltd

## Manufacturing ushered to take lead in GDP growth of India in The New Year 2024

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### Introduction

As we step into the new year of 2024, the manufacturing industries in India are poised for significant growth and transformation. With the advent of technological advancements and a favourable business ecosystem, the Indian manufacturing sector is set to experience several exciting developments.

### Rapid Technological Advancements

At BCIC we continue to spearhead our support to members in all spheres. The Flag ship event of "Manufacturing Conclave" was well received focussing on Technology trends, IOT, Sustainability and Government interactions. All the 28 expert committees are progressing well sharing the best practices and new trends. Industry 4.0 series of seminars and Best practice industry visits. BCIC-Japan initiative of MOU signing with SMRJ - Japan was the starting highlight to bring MSMEs of Japan and India. Leadership talk, interaction with Government authorities, ministers, suggestions for EV Policy, GIG Policy, Preparation of Flagship

Business meet of WTC in March, are among many activities progressing in various expert committees of BCIC, 2024 marks a turning point for manufacturing industries in India as we embrace cutting-edge technologies such as AI, IoT, affordable automations, and robotics in all areas. These technologies are expected to drive efficiency, productivity, and innovation in the manufacturing processes. With the implementation of Industry 4.0 principles, factories (OEM, MSMEs) will become smart and interconnected, leading to improved supply chain management, predictive maintenance, and optimized production processes and getting business results.

### Shift Towards Sustainable Practices

In recent years, there has been an increased focus on sustainability and environmentally friendly practices across industries. The manufacturing sector in India is no exception. In 2024, we can expect a

significant shift towards sustainable manufacturing practices, including the adoption of renewable energy sources, waste reduction strategies, and green supply chains. This move towards sustainability will not only benefit the environment but also create a positive image for Indian manufacturers globally along with TQM, TPM, Lean.



### Government Initiatives and Policies

The Indian government has been actively promoting the "Make in India" campaign, encouraging domestic manufacturing and attracting foreign investments. In 2024, we can expect further policy reforms and incentives to bolster

the manufacturing sector's growth. The government's focus on ease of doing business, infrastructure development, and skill enhancement will create a favourable environment for manufacturers to thrive. BCIC expert committees are also focussing on sharing the needs to make Karnataka really " Gateway for Future India"

## Collaboration with Global Partners

India's manufacturing sector has witnessed increasing collaborations with global partners in recent years. In 2024, we can anticipate more joint ventures, technology transfers, working with universities, and knowledge sharing initiatives between Indian manufacturers and international players. These collaborations will not only lead to technological advancements but also open up new markets and export opportunities for Indian manufacturing industries. The focus is on light weighting, nano technology in many industries.

## Challenges to Overcome

While the future looks promising for manufacturing industries in India, there are challenges that need to be addressed. One key challenge is ensuring a skilled workforce capable of adapting to the changing technological landscape. There is a need for continuous upskilling and reskilling programs to bridge the skill gap and equip Indian workers with the necessary expertise. Next is infrastructure development - including logistics and connectivity. Need to bring in more Industry-Institute interface and also Government support.

Furthermore, India is young country with lot of aspirations of youngsters. The choice and demand are increasing and this pushes the need for satisfying each of them. So, the variety increases. Our Manufacturing systems must be designed for Flexibility and Agility. Accept and Embrace AI and ML. We (OEM and MSMEs) should focus on Value added end to end activities -

Design to manufacture to deliver and link with sustainability. Linking with startups for affordable automation can be the good support to all industries. The next Flagship event of BCIC is Business meet of WCT, where in more than 100 country members will be in Bangalore during March 3 to 7, 2024.

Opportunities are high, Challenges and competition from many countries exist, the future of manufacturing in India is bright and we should harness our ability to adapt and embrace change, which will be pivotal in Journey towards excellence, focussing on Customer and keeping in mind " Innovation" has only the start button. Wishing you all Happy, Prosperous, Safe and Healthy New year 2024.





**Rabindra Sah**  
Chief Engineer  
Tata Technologies

## Charting a Course: Opportunities Abound in 2024

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Wishing that the New Year 2024 brings us a wealth of opportunities, may it be a year of success and the fulfillment of dreams and wishes for everyone. Once again, this year is poised to be a year of digital transformation, with the adoption of digital technologies expected to grow in every aspect and industry sector, reaching new heights of success. This ongoing transformation continues to address social and industry problems in a much more effective manner.

Products and services are anticipated to be highly customizable, catering to individual needs and requirements. This trend will usher in new and improved user experiences, making them more immersive. Artificial Intelligence is set to augment these experiences and address social problems in a more sophisticated and effective manner.

Each of us focuses on charting our courses and actions in 2024. I would like to draw attention to the following four key elements:

### New Growth Opportunity

While there will be a focus on all other sectors and their related aspects, on the other side, every industry, organization, and even individuals are emphasizing the need to work towards achieving Net Zero carbon emissions or carbon neutrality and embracing the Circular Economy. The attainment of net-zero emissions is pivotal in mitigating climate change and entails reducing emissions through sustainable practices, utilizing renewable energy sources, and investing in carbon offset projects. The Circular Economy emphasizes designing products and processes that foster recycling, reuse, and the reduction of waste.



The adoption of Industry 4.0 is expected to make a significant contribution, offering more

opportunities for innovation in both products and processes.

### Skilling: Learn - Unlearn - Relearn

New skills and the elevation of existing skill levels continue to grow. Therefore, skill development for both organizations and individuals plays a crucial role. Embracing the concept of multi-skilling allows



individuals to learn, unlearn, and relearn, fostering continuous improvement. This approach creates value, happiness, and engaged individuals who are aligned with their own interests and sectors.

### Staying Fit and Healthy

Fitness should be at the core of all work and activities. It is crucial to choose and adopt one's interests



in games, sports, and exercise as a regular practice to stay fit. Simultaneously, maintaining a healthy diet is important. Being fit and healthy allows us to enjoy every aspect of life and contributes in a better way to our professional careers. When we prioritize our well-being, we enhance our energy levels, mental clarity, and overall productivity. Regular physical activity not only improves physical health but also positively impacts mental health, creating a foundation for a more fulfilling and successful life. Adopting a holistic approach to wellness can lead to sustained fitness and a balanced, thriving lifestyle.



## Supporting the Community

Supporting the community is a noble endeavor that fosters a sense of unity and shared responsibility. As individuals and organizations, we continue to collaborate in uplifting and empowering our local



communities. This support takes various forms, including volunteering time, making charitable donations, or participating in initiatives that address specific needs. Through these efforts, community support becomes a cornerstone,

strengthening the social fabric and enhancing the overall well-being of the community. The collective commitment to making a positive impact contributes to building a more resilient, compassionate, and thriving society.

Wishing you a Happy New Year, 2024! May your dreams come true.





**Prashanth Doreswamy**

President and CEO

Continental Automotive Components  
India Pvt Ltd

## The Evolution of Automotive Architecture and Electronics Manufacturing

It talks about the change in the automotive industry caused by the incorporation of electronic components and its impact on the future of mobility.

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The automotive industry is undergoing a rapid transformation, propelled by the integration of electronics into vehicles. This swift technological advancement is poised to redefine how vehicles interact with their surroundings, transforming them from mere modes of transportation into sophisticated "computers on wheels." These intelligent vehicles are not only capable of autonomous driving decisions but also exhibit smart actions, enhancing passenger convenience, ensuring vehicle safety, and elevating passenger comfort.

### E/E Architecture: The Core of Transformation

At the heart of this transformation lies Electrical/Electronic (E/E) architecture, a complex system comprising Electronic Control Units (ECUs), actuators, and sensors. This innovative architecture serves as the backbone for managing crucial vehicle functionalities, such as

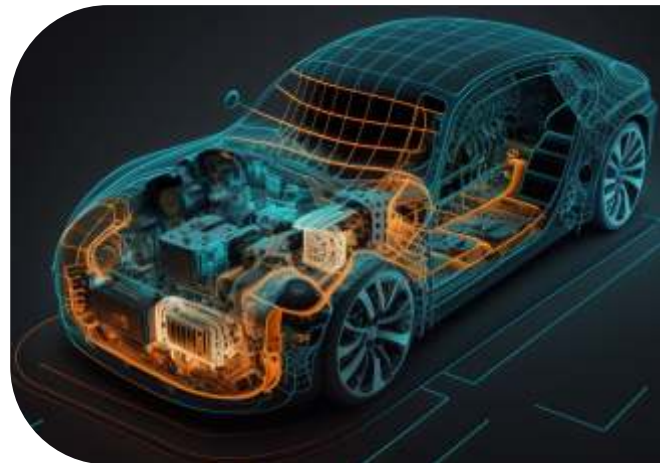
drivetrain performance, braking systems, body electronics, and user experience, etc. E/E Architecture also reduces the vehicle's overall weight.

The shift towards E/E architecture is steering traditional hardware-based transportation towards intelligent, upgradable, and convenient modes of travel. Mechanical hardware is giving way to ECUs, with modern vehicles incorporating over 100 of these units. The evolving landscape sees E/E architectures centered around robust software architectures, empowered by a limited number of high-performance computers (HPCs) or servers. Zone controllers complement this setup, monitoring the sensors, actuators, and time-critical functions.

### Zone Control Units: Streamlining Vehicle Functions

Zone Control Units (ZCUs) emerge

as a crucial intermediary layer in the transformation from multiple ECUs to an HPC server infrastructure. ZCUs help optimize existing E/E architectures by reducing the number of ECUs and



the weight of wiring harnesses. As central computing power consolidates in HPCs, ZCUs become instrumental in ensuring the reliable execution of vehicle functions. They act as intermediaries, facilitating communication between high-performance computers and ECUs, sensors, and actuators.



## Electronics Manufacturing: Smart and Secure

Now let us look at what goes into the making of the electronics. In a typical manufacturing setup, electronic manufacturing is different from the conventional shop floor. Everything is tracked, traced, and accounted for. With smart manufacturing in play, everything is connected and automated. In this connected and automated environment, big data plays a key role in optimizing production processes, reducing errors, and minimizing downtime. The incorporation of Artificial Intelligence (AI) and Machine Learning (ML) enhances smart maintenance, quality improvement, market adoption, and product development.

Ensuring the transparency and efficiency of the manufacturing process is paramount, especially considering the critical role electronic units play in vehicle safety.

With advancing connectivity, the risk factor of cyber-attacks also

increases. Governing the security of those components or systems responsible for protecting vehicles and passengers is critical; hence, cybersecurity is important. For example, accidents may occur if the brakes and transmission ECUs of a car are not secure from hackers. However, automotive cybersecurity is more than just keeping the vehicle secure. It must begin much earlier, especially during the manufacturing process. The manufacturing setup necessitates a strong security system to prevent hackers from infiltrating and modifying the codes of the components, resulting in faulty behaviour. Automotive cybersecurity begins at the manufacturing stage, emphasizing the importance of securing the entire production chain, from internal software programming to supply chain management.

## An Opportune Ecosystem: A Growing Electronics Landscape

The electronics manufacturing landscape is gearing up for substantial growth, with the

domestic industry projected to reach \$300 billion in manufacturing and \$120 billion in exports by the year 2026 (reference). This growth surge is driving a shift towards smarter manufacturing practices, highlighting the industry's commitment to innovation and efficiency in meeting evolving consumer needs.

In conclusion, the automotive industry's journey towards intelligent vehicles and advanced electronics manufacturing represents an opportunistic shift. With the advent of E/E architecture, zone control units, and smart manufacturing practices boosting the demand for electronics, vehicles are seamlessly getting integrated into the digital ecosystem, offering tech-savvy experiences, safety, and convenience. As the industry continues to evolve, the commitment to innovation will be the driving force behind meeting the ever-changing demands of consumers.





**Dinakar Krishna Murthy**  
 Managing Partner  
 Samuthána Consultancoaching LLP

## Crafting a Comprehensive Dashboard

Lead success with a dynamic dashboard: analyze trends, set targets, celebrate successes, and drive continuous improvement.

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**G**reetings, budding leaders! As you embark on your journey to leadership greatness, it's crucial to equip yourselves with the right tools for success. One indispensable tool in your arsenal is a comprehensive dashboard. Crafting a Comprehensive Dashboard that not only reflects past performance but also serves as a guiding light for future endeavours. Let's delve into the key elements that make up an effective dashboard.

### 1. **Foundation: Past Performance Trend**

Every present situation has its roots in the past. Therefore, understanding the past performance trend, presented consistently on the same scale, is fundamental. It forms the bedrock upon which we assess and comprehend the current scenario. After all, the present is merely an extension of the past.

### 2. **Confirmation: Assessing Latest Performance**

Once the trend is perceived, the next step is to assess the

actual latest performance. This not only confirms the continuity of the trend but also provides insights into areas that might need



attention or improvement.

### 3. **Benchmarking: Like-to-Like Comparison**

An extremely crucial piece of information is the like-to-like comparison benchmark. This allows us to assess the hidden potential within our performance and provides a clear picture of where improvements can be made based on industry standards.

### 4. **Yardstick: Previous Best Performance**

Our previous best performance serves as a yardstick for evaluating the

already exploited potential. It provides a standard against which we can measure our current capabilities and identify areas where we can push our limits.

### 5. **Assessment Tool: Agreed-Upon Targets**

Agreed-upon targets become the assessment tool for evaluating planning, execution, and prediction performance. These targets, once set, guide our efforts and become the parameters against which we measure both failure and success.

### 6. **Value Addition: Planning Gap to Target**

Adding value to the report, an explanation of the planning gap to target helps assess the result-oriented culture in planning. It allows us to identify areas where strategic adjustments may be necessary for future success.

### 7. **Critical Insight: Expected Yield from Plan**

Understanding the expected yield from the plan, or the aim

(which ideally should be at least 120% of the target), is vital. This information helps us gauge the ease of fulfilment and sets a benchmark for excellence.

### 8. **Celebrating Success: Actual Performance Against Target**

The ultimate outcome we all eagerly anticipate is the actual performance against the target. This is the moment of celebration, a testament to the hard work, strategic planning, and execution prowess of the team.

### 9. **Deep Dive Culture: Analysis of Current Performance**

To truly understand our performance, a deep dive into the current scenario considering the chances and

risks considered in the plan is necessary. This analysis helps us cultivate a deep dive culture, where insights lead to informed decision-making.

### 10. **Result Orientation: Gap Between Forecast and Target**

Lastly, the gap between the current forecast and the target demonstrates the result-oriented culture in execution. It highlights areas where adjustments are needed, ensuring that we stay on the path to success. Setting the target based on the previous best, trend and the benchmark, continually pushes prosperity. The final signal indicates green.

In conclusion, a comprehensive dashboard tailored is not just a collection of data points but a

dynamic tool that guides us, celebrates our failures and successes, and provides critical insights for continuous improvement. As you lead your teams, keep these elements in mind to navigate the complexities of leadership with confidence and vision. Success awaits those who plan strategically, execute diligently, and continuously strive for improvement.

“

How are your dashboards naturally driving thinking and generating insights for action?

Happy reading!”





**Dr. Balakrishnan Shankar**  
Dean  
Amrita Vishwa Vidyapeetham

## New Metamaterials

A report from DST-Amrita Technology Enabling Centre

Auxetic structures come under the broad umbrella of mechanical metamaterials that, by virtue of their geometries, harness the aspects of motion.

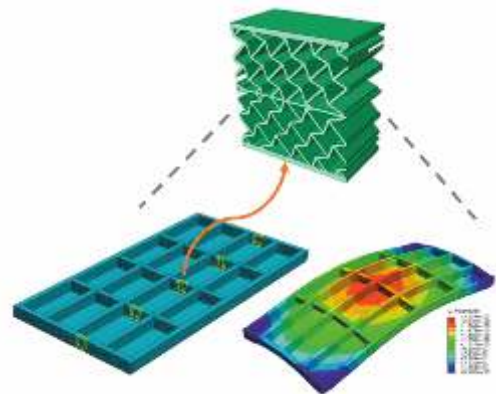
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Auxetic structures come under the broad umbrella of mechanical metamaterials that, by virtue of their geometries, harness the aspects of motion. Due to their cellular and periodic nature, they possess unconventional properties like that of negative thermal expansion, enhanced energy harvesting capabilities, negative poisson's ratio and many other static as well as dynamic properties. As a result of which, they have been discussed widely among researchers and industrialists for application in practical scenarios. From the most fundamental studies focusing on the mechanics of auxetic structures to some of the pioneering investigations today regarding the potential of auxetic for soft actuation purposes, the avenue has seen a tremendous development. Starting from shape-morphing skins, programmable auxetics, acoustic/optical wave guidance and cloaking, impact attenuation, textiles and sports apparels to auxetic at nano-scales and various other soft robotic and biomedical

applications, the field has evolved in great bounds.

In a significant breakthrough, the Applied Mechanics group at Amrita Centre for flexible electronics and Advanced materials at Amrita School of Engineering, Amritapuri, has achieved a groundbreaking milestone in the realm of auxetic structures, a subset of mechanical metamaterials. These structures, known for their unique geometries and periodic nature, exhibit unconventional properties such as negative thermal expansion and enhanced energy harvesting capabilities. Recently, our researchers have successfully developed high-strength engineering load-bearing auxetic members with an outstanding load-to-weight ratio. By strategically organizing auxetic clusters within a confined structural frame, these members demonstrate remarkable load-bearing capacities with a 65%

reduction in material usage compared to conventional beams of similar dimensions. This pioneering work not only opens new avenues for loadbearing applications but also extends its impact to biomedical applications, improving the bio-mechanical properties of newly designed bone



implants. The innovative use of lightweight auxetic structures in implants ensures sustainable implantation with easy post-operative recovery, marking a significant advancement in materials science and engineering.

Amrita Vishwa Vidyapeetham  
Amrita Technology Enabling Centre



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## Combating Anti-Microbial Resistance (AMR)

### A battle we cannot afford to lose

The emergence of AMR in micro-organisms is a phenomenon driven by the Darwinian selection process, with microbes having developed robust mechanisms to evade elimination by anti-microbial agents.

Sir Alexander Fleming, a Scottish researcher working in the laboratory at St. Mary's Hospital in London first identified Penicillin in 1928 and revolutionized medicine with the discovery of the world's first antibiotic. By the time World War II ended in 1945, US companies were making 650 billion units of Penicillin a month! At the same time, Fleming predicted that use of non-lethal doses of the drug to cure infections would make bacteria resistant to Penicillin.

Let us fast-forward to the present - The WHO has now projected that Anti-Microbial Resistance (AMR) in bacteria, viruses and parasites is emerging as one of the greatest challenges to public health and could lead to the emergence of a post-anti-microbial era - where a simple infection could be fatal. Thus AMR, a natural consequence of excessive anti-microbial usage, coupled with sluggish development of novel

drugs, and poor anti-microbial stewardship, is today a global, multi-factorial problem with immense complexity. This phenomenon is not only intrinsically linked to human health and behaviour, but also inherently connected with our entire ecosystem including animal health, food production, agriculture and the environment.

A large number of drugs are of microbial origin, produced by environmental fungi or bacteria, and are also available as synthetic modifications, except for sulphonamides and fluoroquinolones which are synthetic. The emergence of AMR in microorganisms is a phenomenon driven by the Darwinian selection process, with microbes having developed robust mechanisms to evade elimination by anti-microbial agents.

The emergence of resistance is likely to be specific to each drug and to each microorganism, as well as the effect of changes in its use. There is also the need for addressing an integrated approach to be adopted across both community and health-care structures.



In the light of the Covid pandemic, this looming global crisis takes on even more significance due to the increase in anti-microbial use coupled with the invasive procedures that were associated with the treatment of COVID19 patients, resulting in a heightened risk of emergence as well as spread of AMR. Furthermore, data from around the world, especially Asia, has implicated that more than 70% of patients undergoing Covid-19 treatment received anti-microbials though only 10% were actually suffering from antibacterial or antifungal infections, further contributing to the AMR crisis!

From an economic perspective, it is projected that unless the AMR crisis is controlled, there could be a significant impact on the global GDP by 2050 with a decline in the world economy by 3.8% resulting

Use of anti-microbials in clinical medicine has exposed human microbiota to unprecedented high concentrations of drugs, resulting in the development of de novo resistance within an individual during treatment. A better understanding of resistance mechanisms could facilitate novel approaches to diagnostics and therapeutics. It is evident that several complementary, overlapping, collaborative and synergistic approaches with common goals will be essential to ensure and sustain access to effective anti-microbial therapies.

in a staggering \$100 trillion loss. Moreover, this could also result in about 30 million people sliding into

poverty, due to the economic ramifications of AMR.

In response to the gravity of the situation, the United Nations adopted a resolution and reaffirmed the WHO Global Action Plan on AMR, which is reflected in the strategic objectives of the National Action Plan (NAP) on AMR set up by the Government of India in 2017, based on national needs and priorities. In addition to the five priorities of the Global Action Plan on AMR, India has a sixth priority dealing with India's leadership in AMR. The NAP on AMR includes:

1. Improving awareness and understanding of AMR through effective communication, education and training
2. Strengthening knowledge and evidence through surveillance
3. Reducing incidence of infection through effective infection prevention and control
4. Optimizing use of anti-microbials in health, animals and food
5. Promoting investment for AMR activities, research & innovation
6. Strengthening India's leadership in AMR.

In this regard, developing effective strategies and interventions in the Indian context, planning effective antibiotic stewardship in India, promoting investments for AMR

activities, research and innovation, as well as strengthening India's commitment on AMR are of paramount importance.



Anti-microbial stewardship has been recognized as a key component of the fight against AMR. A comprehensive understanding of why anti-microbial prescriptions are often given out without diagnostic testing could help to restrict the inclinations to use anti-microbials indiscriminately. Understanding and evaluating the relative contribution of different drivers of AMR development could greatly facilitate rapid progression toward a global solution for AMR.

It is now obvious, that along with other global challenges that threaten human existence and the planet, global cooperation is an absolute necessity to reduce the evolution and spread of AMR-the next pandemic in the making.

In the words of Joshua Lederberg, the 1958 Nobel Laureate for Physiology or Medicine, "AMR is a battle we cannot afford to lose - A battle between Our wits and their (Bacterial) Genes". As of now, the microbes and their genes seem to be dominating the game.



**Dr. Krishna Kumar N G**  
Business Coach, Mentor  
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## The MSME Maze

Entrepreneurship is a painful, dreams chasing endeavour in which you may see success after a lot of hardship.

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Entrepreneurship is not an easy, or less arduous, or a happy and plenty of money-making business option. Entrepreneurship is a painful, dreams chasing endeavour in which you may see success after a lot of hardship. You should have the withstanding power to face the reality in business life. It looks very thrilling, exciting, and inspiring from the outside. But from within it is completely a different picture.



Only the person who has gone through all the phases of pains and gains knows the trials and triumphs of entrepreneurship. Not all people are made for the long haul. Almost 72% of new businesses fail within the first five years. Almost 86% of businesses fail in ten years. Entrepreneurship is not for the apprehensive hesitant individuals. But at the same time do not be disheartened. It is an opportunity to achieve your

dreams, it is an opportunity for you to be passionate about what you dreamed about. You should try it and experience it to get the taste of this lovely fruit.

Knowing how most people start their business enterprise is intriguing. Some start a business out of passion. Few get the business as a legacy from their parents or grandparents. Others are accidental business owners. Whilst some owners got into business due to lack of employment opportunity or they had no other options. Given this varied background due to which, a business enterprise comes up, it is not surprising that the success factor of the new businesses to survive beyond 10 years is pretty much low. Starting, surviving, and succeeding in a business is not easy. Getting ideas for a business is easy. One gets many ideas to start a business but they lack clarity and they also lack the passion with motivation. Even in the legacy businesses the second or the third generation maintain a status quo in the operations and fear to aggressively grow their business.

There are number of challenges facing the MSME businesses due to which they do not grow big. A few of the challenges are explored here.

### Business Setup Model

The way the business owners would have set up their services may not be right. The basic business model may have to be altered. Surely, when they started the enterprise, it would have been appropriate and suitable then. But over time due to the market changes the business model must change. It will not be any more viable to run the business on the old model. The revenues do not grow, the operational costs increase, profits decline, and the business owner is stressed. Most of the times resulting in the business being closed after few years of struggle. Surely, this is not the way to go. Few businesses do adopt and change. They reap the benefits of growth. Business model is one of the challenges for the companies getting stuck up. The business owners should be open and look for solutions outside their business boundaries.

## Marketing & Sales

Marketing is the new challenge faced by the MSME business owners. Most of them are stuck with their old style of brochures printing and distribution style of marketing. They are stuck with bulky ppt slides sent as an email attachment to the customers. The fundamental aspect of marketing is to successfully convey to the customer how your product / service will help her. MSME businesses should get out of the old imperfect marketing thought process. Is the current communication, right? Is it



reaching the right customers? Are they understanding our communication? Is my marketing plan right? Business owners should constantly ask these questions and seek the answers. If the answers are not palatable then the business owner should quickly adapt to the new requirement, change the mindset of marketing. The business owners now should leverage fully the strength of Digital Marketing. Get out of the marketing challenges.

## Right Manpower

Another important challenge MSME businesses have are employing the right quality and right fit employees/staff. Why is

this a challenge? is it because the salary offerings will not be commensurate with the talent required. The business owners compromise on talent quality versus the salary offerings. Resulting in hiring less efficient people. Due to the financial considerations, getting a better-quality talent may be a challenge. But the business owner can allot money on training the existing staff. Most of the time even training is considered as a high expense by the business owners. Therefore, the organisation's efficiency is trapped between untrained people and the quality of the people. Even, many business owners themselves do not attend training programmes to improve themselves. Organisation's human capital is not limited to its' employees and staff, it also includes the business owners and the related management staff. The manpower talent constantly is moving out for better opportunities. Challenge is also in retention of the manpower talent. The business owners should be able to show growth, vision, and a social commitment to the current generation of talent. The old loyalty days are gone and are not valid anymore. Attraction, retention and reducing the attrition is a major challenge.

## Financial Management

Another key MSME challenge is finance management. Most often they seem to be not having money in the bank. They have profits on the balance sheet but no money in the bank. This can be attributed to lack of not developing and working on a good business budget document. Many companies do not

have a budget document. They are still working on old systems and have not adopted to simple applicable ERP tools to enhance the visibility of cash flows. Very few MSME organisations are implementing the ERP tools but most of them do not.

How would having a budget document help an organisation? Some of the advantages are given here

- Set and achieve profit goals
- Track revenue, expenses, and cash flow
- Cut unnecessary spending
- Properly allocate funds to other areas of the business
- Plan for required purchases, such as equipment and materials
- Secure funding from current investors or financial institutions
- Keeps the colleagues and co-workers informed on the financial health of the business
- Projects monthly operational expenses, and revenue needed to break even.

The successful budget mantra is Measure, Monitor, and Control.

Starting, surviving, succeeding, and scaling up is like finding your way out when stuck up in a bhool bhulaiyaa maze. Which way to go, which way to follow in a maze? Most of the times you face a blind alley! Work differently, amaze yourself and get out of the MSME maze.



## Our Industry Focus



- Agri Business and Food Processing
- Automobiles and Components
- Apparel and Readymade Garments
- Aerospace and Aviation
- Electronics Energy Environment
- IT/BT
- Tourism
- Machine Tools
- Human Resource
- Startups/Innovations
- Real Estate
- Pharmaceuticals
- Precision Engineering
- Telecommunications
- Consultancy
- Women Entrepreneurs
- BFSI

BCIC has developed excellent and extensive contacts with Foreign Embassies and Trade Offices in India and counterpart Associations in other countries.

### Partners and network

- Key Departments of Union and State Governments
- State owned Corporations
- Industry Associations and Chambers of Commerce in India and abroad
- Foreign Embassies, Consulates and Trade Missions
- Trade and Investment Promotion Organisations in India and abroad Financial Institutions

### Expert Committee:

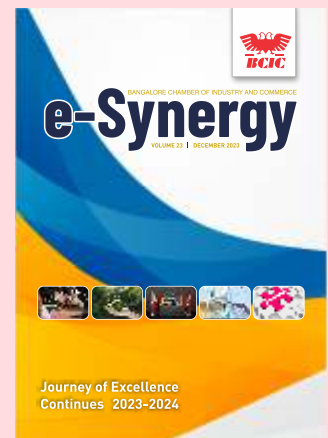
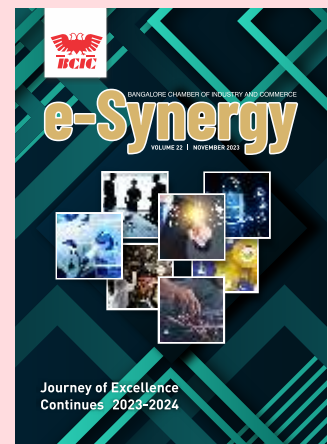
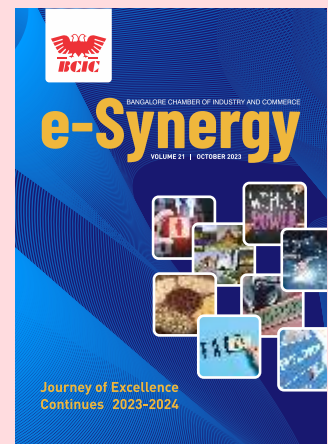
- Aerospace and Aviation
- Agro and Food Processing
- Banking, Financial Services and Fintech
- BCIC – Japan Initiatives
- Corporate, Economic Affairs and Legal (including BIMACC & ICSI Coordination)
- CSR & Societal Branding
- Design and City Infrastructure
- Direct Taxes
- Ease of Doing Business
- Environmental, Social, and Corporate Governance
- e-Commerce, Retail, Logistics & Warehouse
- Government Coordination
- Golf, Sports and Culture
- Hospitality, Travel, Tourism & Wellness
- Human Resources & Women Leadership
- Indirect Taxes
- Industry 4.0
- Industry-Institute Interface and Edutech
- IT & Cybersecurity
- Infrastructure, Energy, Environment and Water
- International Business
- Leadership Forum
- Membership Expert Committee
- Manufacturing
- MSME & Skill Development
- Publications and Corporate Branding
- Semiconductor, Electronics and Telecom
- Start-Up

The Functions of BCIC are driven by exceptionally-enabled Apex Advisory and Expert Committees comprising of senior Industry representatives from Core Sectors.

### Expert Committees

Our Expert Committees are Chaired by senior Representatives who are experts in their respective industry segments

## BCIC Publications: Connecting with Members



1

## View of Library at BCIC



Sl. No.	Category	No. of Books
1	Management	175
2	Economics	94
3	Fiction	48
4	Non-Fiction	107
5	Science	5
6	Wellness	14
7	Digital Technology	3
8	History	14
9	Travel & Tourism	4
10	Law & Policy	9
11	Politics	6
12	Engineering	1
13	Start-Up	2
14	Manufacturing	4
15	Information Technologies	12
16	Taxation	50
17	Human Resources	29
18	Miscellaneous	67
	<b>Total</b>	<b>644</b>

644

No. of Unique Books

809

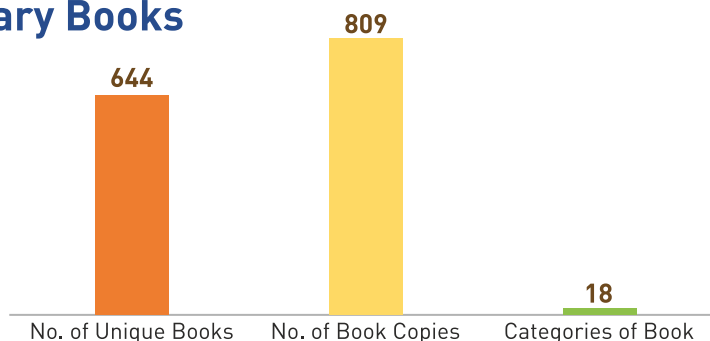
No. of Book Copies

18

Categories of Book

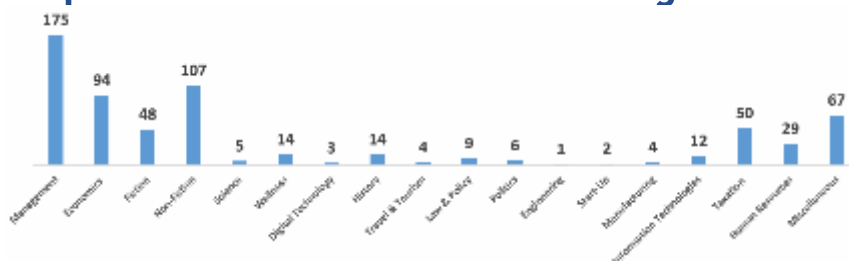
2

## Highlights of Library Books



3

## No. of Unique Books in indexed in 18 categories



4

Scan below QR Code to get Library Books issued



<https://members.bcic.in/>

5

Write on Email ID: [admin@bcic.in](mailto:admin@bcic.in) for any clarification and support

WTCA 54<sup>TH</sup>  
GLOBAL  
BUSINESS  
FORUM  
BENGALURU, INDIA

MARCH 3-6  
2024

# WTCA 54<sup>th</sup> GLOBAL BUSINESS FORUM 2024

- Opportunity to connect with Indian businesses
- 12 Sectors in focus
- B2B meetings and field visits planned
- Interaction with Tech start-ups
- Trade delegations expected from Member countries

#WTCAEvents

Empowering  
Progress through  
Innovation &  
Collaboration

Knowledge Partner



## Business Sectors in Focus

### Aviation & Aerospace



### Agro & Food Processing



### Automobile & Ancillaries



### Bio-Tech



### Heavy Engineering



### Real Estate and Construction



### IT & ITES



### Manufacturing



### Education



### Travel & Tourism



### Textiles



### Tech Start-Ups



For more details, request interested organizations to please write to  
Mr. Prashant Gokhale, Vice President, BCIC on [vp@bcic.in](mailto:vp@bcic.in)



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START-UP AND INCUBATION CENTER : MG Road, Bengaluru

[www.bcic.in](http://www.bcic.in)