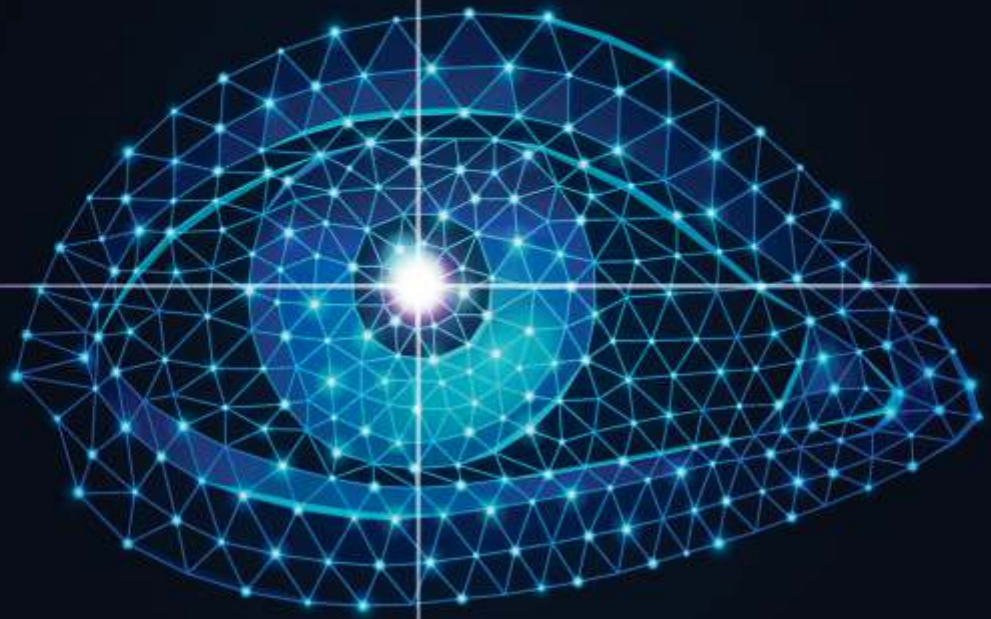
BANGALORE CHAMBER OF INDUSTRY AND COMMERCE

e-Synergy

VOLUME 22 | NOVEMBER 2023

Journey of Excellence Continues 2023-2024



MISSION

Namma Karnataka-
Gateway to Future India

VISION

Look Beyond

Together We Should

BCIC Office Bearers

BCIC Office Bearers

President

Dr. S Devarajan
Senior Vice President
TVS Motor Co Ltd

Sr. Vice President

Vineet Verma
Director
Brigade Hospitality

Vice President

Prashant Gokhale
Managing Director
Buhler India Pvt Ltd

Immediate Past President

Dr. L Ravindran
MD & CEO
Wealthmax Group of Companies

Leaders of Publications and Corporate Branding Expert Committee

Chairman

Rabindra Sah
Chief Engineer
Tata Technologies

Co-Chairman

Dr. Krishna Kumar N G Ph.D.
Business Coach & Mentor
Business Growth Consultancy Services

Mentor

Raju Bhatnagar
Partner
ITI Consultants

Table of Contents

Table of Contents

03 President's Desk

05 Thought Stimulation

06 The 4 Strategic Horizons

07 Design thinking for growth a Fad or a Fact

09 Digital Personal Data Protection Act, 2023

12 Triple Mantras for Zero Defect Manufacturing

14 Driving the Future: Empowering EV Manufacturers and Charging Infrastructure Developers with Location Analytics

16 Five Points towards 2X growth of EV in next five years

18 Inputs for Founders for being ready to pitch and interact with Investors

20 WTCA 54th Global Business Forum 2024

21 Overview of BCIC

Prologue

This tip is adapted from

"How to Stop Taking Work So Personally"

by Melody Wilding

Take one of my clients, Brenda When Brenda and I first began working together, there was one key question she wanted to tackle: Why do I take everything at work so personally?

For the last five years, Brenda had served as chief of staff to the dean of a prominent business school. Although she consistently exceeded expectations, it came at a cost. Every situation, interaction, or outcome felt emotionally heavy, as if it was a direct reflection on her abilities (or lack thereof).

When conflicts arose among faculty or staff, Brenda often took it upon herself to mediate. Her sense of over-responsibility helped resolve issues, but often at the detriment of her own well-being. Not only that, but constructive criticism and even minor setbacks triggered a tidal wave of emotions for her. Recently, she and the dean were scheduled to discuss budget cuts that would impact all departments within the business school. Brenda had been working tirelessly to find creative solutions to minimize the impact and to advocate for her colleagues. When time came for the tough conversation, Brenda noticed the dean's disinterested gaze and felt a pang of anxiety. She had poured her heart into this cause, and the dean's apparent indifference felt like a personal rejection.

If Brenda's situation sounds familiar to you, you're in good company. After all, we spend approximately one third of our lives at work, so it's no wonder why it's a defining aspect of our identities. While equating your value as a person with your performance at work is common, it's also possible to break free from the pattern. Here's how to take work less personally and put things in perspective.

Ride the wave without reacting

When you take something personally, your brain thinks you're under attack. It perceives the situation as a threat to your competence, social standing, or even your sense of belonging within a group. This activates the amygdala and sends your fear response skyrocketing. You may feel hurt, defensive, anxious, or even angry. While these emotions are natural and valid the key is to "ride the wave" - to experience them without letting them define you or dictate your actions.

Practice de-identifying from your feelings with statements like "I am observing this feeling, but I am not this feeling," or "I can notice this thought without letting it consume me." By recognizing your reaction and separating yourself from it, you're engaging your prefrontal cortex - the part of the brain responsible for executive functions like decision-making, problem-solving, and emotional regulation. You create a space between the stimulus (the triggering event) and your response, which allows you to act constructively.

Interrupt internalization

Before you go down a negative spiral, pause and ask yourself, "What am I making this [person's reaction, this situation, etc.] mean about me?" Through this pattern of interruption, you can encourage yourself to examine your assumptions and look at the situation more objectively.

You can also challenge yourself to consider at least two to three alternative explanations for someone's behavior or words. For instance, if a colleague seems dismissive in a meeting, instead of

Prologue

assuming they don't value your input, brainstorm other possibilities. Maybe they had a challenging morning or perhaps they didn't fully grasp the topic at hand. This broader perspective can stop you from jumping to conclusions about your own capabilities.

Instead of stewing in your emotions, consider seeking clarification in a non-confrontational way so you can understand their intentions better. For example:

- "I felt a bit confused about your comment yesterday. I might have misunderstood, but it seemed like you had some concerns. Could you clarify your perspective?"
- "During our meeting, when you mentioned [specific topic], I interpreted it as [explain your perspective]. I wanted to make sure I understood your point correctly because I value your input."
- "I've noticed that when [situation] happens, I tell myself a story that [your interpretation or assumption]. I wanted to share this with you because I believe in open communication, and I'd like to understand your perspective better."

Build immunity to your fears

Instead of avoiding situations, build immunity in small doses - a process called desensitization. Every time you allow yourself to take a risk and experience an unpleasant emotion, you expand your capacity to tolerate discomfort and to learn to relate to it differently - with more equanimity. In fact, studies find that exposing yourself to stressful situations can lessen fear and avoidance by up to 90 percent.

Selecting those situations yourself rather than having them imposed on you is both empowering and builds your sense of self-trust. At the deepest level, building immunity to your fears helps reshape your identity. As you keep taking chances and stretching yourself, you go from viewing yourself as weak or fragile to believing that you have what it takes to rise to the occasion. Perhaps you start volunteering for low-stakes opportunities to practice a new skill, raise your hand to offer an idea before it's fully developed, or proactively seek out feedback.

Find meaning in failure

When a project doesn't go as planned, when a proposal is rejected, or when a client expresses dissatisfaction, it's easy to internalize these setbacks as personal failures, which inevitably leads to frustration and self-doubt. While you don't have to like failing or see it as a positive, it's important to make meaning from it. This more mature approach allows you to embrace the messy, unpredictable nature of work without letting it define your sense of self.

Instead of asking, "Why is this happening to me?" focus on more constructive inquiries like:

- What can be done? This shifts you to a problem-solving mindset grounded in agency and action.
- What am I meant to learn from this? This encourages you to extract wisdom from your experiences.
- How is this situation for me instead of against me? This invites you to see how a situation could improve your adaptability and resilience.

Find humor, or pity, when others act out

It's easy to personalize another person's bad behavior as a fault of your own. Although it may not feel like it at the moment, most of the time a person's reaction is about their emotional immaturity, not necessarily something you said or did.

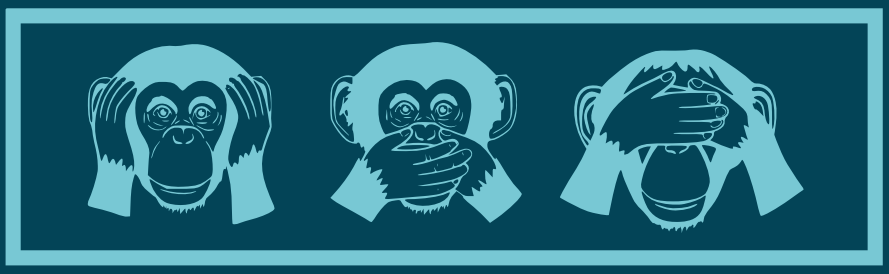
Some of my clients find it helpful to picture the other person as a scared child or to hear their mean comments in a silly voice, which helps diffuse their power. These mental tricks help shift your perspective from taking things personally to viewing the situation with empathy.

Remember, taking things personally at work is not a sign of weakness, but a reflection of your passion, commitment, and deep sense of responsibility. By approaching situations with more objectivity, you can navigate your professional journey with greater clarity, balance, and effectiveness.

Thought Stimulation

Vineet Verma
Director
Brigade Hospitality

The story of three apes!



There's this story of the three apes,
One of 'em their king, other two aspiring to be.
The two held their king in great respect & awe,
Both aspired to someday be on top of the tree.

One, impatient 'n' hungry for success overnight,
Started to ape his king in every possible way.
He took on the ways of his king with the hope,
That he'll be accepted as a king straightaway.

Other ape, as eager but to first learn the ropes,
Observed his king's traits from up close.
He felt greatly inspired by the ways of his king,
Yet wanted to be different in a way he chose.

One was angling for a shortcut to success,
The other knew there were no shortcuts as such.
Who'd be the right one to choose as successor,
To the king this thought would bother much.

Observe, absorb, adopt good traits of others,
But do so in your own way without aping anyone.
Your persona must be your own, not borrowed,
You'll stand out to be chosen over the other one.

Kishor Jagirdhar
A Strategic Change Management Specialist
A Serial Entrepreneur
Angel Investor

The 4 Strategic Horizons

The 4 Strategic Horizons is interesting & useful model for all those business entities that are struggling with the dynamic change in the BANI world.

The 4 Strategic Horizons is a very interesting and useful model for all those business entities that are struggling with the dynamic change in the BANI world. Post Covid we have shifted from VUCA framework - (Volatile; Uncertainty; Complex and Ambiguous) which advocated Flexibility and Adaptability to organizations.

Now it is a BANI World framework - (Brittle; Anxious; Non-linear; Incomprehensible) which emphasizes on awareness of the emerging trends and Innovation.

This is where Multiple Bangalore based startups are making a big difference to the ecosystem in adding value with innovation driven solutions and enabling Growth Acceleration and internal capacity building with the wisdom accumulated from the evolved support system

The Four Strategic Horizons

The 4 strategic horizon is a very interesting perspective in the Strategic Outlook in organisations.

Mostly the time focus is either on short term; long term and midterm in approach. However, a business entity should have it's eyes on all of them at the same time without losing it's focus on cash flow with short term (Bottom Line) and long term (Top line) with midterm for achieving results over several years. So technically should we look at 3 years planning? 3 to 5 years planning or 8 to 10 years planning.

If one focusses only on the short term then they tend to miss focus on the future and is unprepared to face any new challenges. Similarly, if one is focused only on long term then they may lose out to be prepared for the current demands and exigencies.

Hence, the question is what is the right horizon on strategy?

The 4 Strategic Horizons are discussed here.

HORIZON 1 - TACTICS (1 to 2 years)

Incremental improvements that require minimum investments. Focusing on optimizing existing core competency. Operational steps that can be taken up with high certainty.

HORIZON 2 - STRATEGY (2 to 5 years)

Typical timeline for strategic plans. Focus is on "step change" and investing in available opportunities. Data and evidences will have their place but uncertainty will start to creep in.

HORIZON 3 - VISION (5 - 10 years)

Venturing into the unknown. The focus is on the blue-sky approach by creating opportunities and viable options for the future. There is no linear method to get there even if one gives a high level description of the vision.

HORIZON 4 - SYSTEM CHANGE (10+ years)

Changing the rules of the game. Focus is seeking ecosystem change in association with others. Instead of forecasting, if you work on predicting and planning then you would enlarge the spectrum of possibilities.

All the 4 are extremely essential in nature for different circumstances and situations. The first 2 steps are step by step planning with a linear method for concrete actions. Next 2 steps are speculative and exploratory in nature hence require collaboration approach.

As a reader you are invited to assess which approach is the best fit for your organisation.

CREDITS: The 4 Horizon Model is inspired from the combination of McKinsey & company's 3 Horizon Model, and Amy Webbs HBR article "How to do strategic planning like a futurist."

Dr. Krishna Kumar N G, Ph.D.
Author, Business Coach
Mentor & Trainer

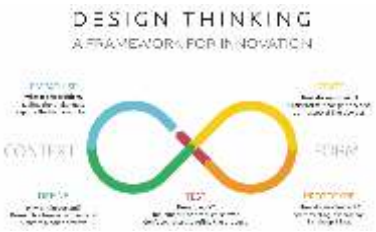
Design thinking for growth a Fad or a Fact

In a rapidly changing business landscape, design thinking offers a powerful framework for driving innovation, and fuelling business growth.

It is imperative for any business to maintain a degree of constant growth in terms of top line and, also the bottom line. The rapid technological changes, the business environment changes, the customers choices and, the behavioural changes make it important for the business to evolve itself to a sustained growth. Businesses have only three choices to make which, are 1] Growth, 2] Again growth, and 3] Yet again growth. Over the last 100 plus years of management philosophy development, many eminent management gurus put forth different thought processes to sustain business growth, it could be long range planning, management by objectives, zero budget approach, and many more different business strategy approaches. During the recent years a new philosophy has come into being and which is Design Thinking.

Design has transcended its traditional association with aesthetics and visual appeal. In the context of business, design encompasses a holistic approach that integrates form and function, user experience, and strategic thinking. Design thinking, a methodology that places empathy and innovation at its core, serves as the foundation for "Design to Grow." This approach prompts businesses to deeply understand their customers' needs, pain points, and aspirations, thereby driving the creation of solutions that address real-world challenges.

Design, in this context, becomes a catalyst for growth by fostering innovation and differentiation. By adopting a user-centric approach, businesses can uncover untapped opportunities and create products or services that resonate deeply with their target audience. For instance, companies like Apple have built their success on designing products that seamlessly integrate technology and aesthetics, elevating the user experience and setting new industry standards.



The Five Stages of Design Thinking:

Empathize: The process begins by deeply understanding the needs, desires, and challenges of your target audience. This involves active listening, observation, and engagement to uncover insights that may not be immediately apparent.

Define: With a clear understanding of user needs, the next step involves synthesizing the collected information to define the problem statement. This step is critical for framing the challenge and ensuring a focused approach.

Ideate: In this stage, creative brainstorming takes centre stage. Teams generate a wide range of ideas without judgment, exploring various potential solutions to the defined problem.

Prototype: Building on the ideas generated, this step involves creating tangible representations of potential solutions. Prototypes can be anything from sketches and wireframes to physical models, providing a way to visualize and test concepts.

Test: The final stage involves testing the prototypes with real users to gather feedback and insights. This iterative process allows teams to refine and improve their solutions based on real-world input.

For example; Nykaa, would have adopted the design thinking approach to develop the women-oriented cosmetics online business. Hitherto, the challenges women were facing was that of having to go around different shops to buy their cosmetics of choice. Falguni Nayyar, empathised with the situation and going over the five phases of design thinking she launched and developed a multi-billion valued brand and products online business Nykaa. If we look around we will find many successful business who would have adopted the design thinking approach to start their business, or

grow their business. It could AirBnB, or even WeWorks (WeWorks lost out recently due it's founder's mistakes but it was a revolutionary business when it started and was launched worldwide)

Driving Business Growth with Design Thinking:

Innovation: Design thinking encourages a culture of innovation by promoting an open-minded approach to problem-solving. By looking beyond conventional solutions and challenging assumptions, businesses can uncover new opportunities for growth and differentiation.

Enhanced User Experiences: Understanding the needs and preferences of customers on a deep level allows businesses to create products and services that resonate with their target audience. This leads to improved customer satisfaction, loyalty, and word-of-mouth referrals.

Agility: The iterative nature of design thinking enables businesses to quickly adapt and refine their strategies in response to changing market dynamics. This agility is crucial for staying competitive in an ever-evolving business landscape.

Collaboration: Design thinking promotes cross-functional collaboration, bringing together individuals with diverse skill sets and perspectives. This collaborative approach fosters creativity and helps in generating holistic solutions that address various aspects of a problem.

Risk Mitigation: By testing and iterating on prototypes, businesses can identify potential pitfalls and challenges early in the process, reducing the risk of investing resources in ideas that may not work in practice.

Market Differentiation: Through design thinking, businesses can create unique and compelling offerings that stand out in a crowded marketplace. This differentiation not only attracts customers but also sets the stage for long-term growth.

Implementing Design Thinking:

To harness the benefits of design thinking for business growth, organizations should consider the following steps:

Cultivate a Design Mindset: Foster a culture that values empathy, curiosity, and experimentation. Encourage employees at all levels to think creatively and embrace new perspectives.

Invest in Training: Provide training and workshops to educate employees about the principles and methodologies of design thinking. Equip teams with the skills needed to engage in the process effectively.

User-Centric Approach: Place the user at the center of your business strategies. Regularly gather customer feedback, conduct user research, and use these insights to drive decision-making.

Cross-Functional Teams: Assemble diverse teams comprising individuals from different departments and backgrounds. This diversity of thought contributes to more robust and innovative solutions.

Iterative Process: Embrace an iterative approach to problem-solving. Be willing to experiment, learn from failures, and continuously refine your solutions based on feedback.

In a rapidly changing business landscape, design thinking offers a powerful framework for driving innovation, enhancing customer experiences, and fuelling business growth. By prioritizing empathy, collaboration, and creativity, organizations can uncover new opportunities, differentiate themselves in the market, and create lasting value for both customers and shareholders. As design thinking continues to gain prominence, it has the potential to reshape the way businesses approach challenges and drive success in the 21st century.

Dr. K V Omprakash
Advocate &
Founder Director
Conscientia Consultancy Pvt Ltd

Digital Personal Data Protection Act, 2023

Salient features of the DIGITAL PERSONAL DATA PROTECTION ACT, 2023: how the Board constituted under Act works and penalties

Introduction:

Section 43 A of the Information Technology Act, 2000 deals with the provisions regarding compensation for breach of protection of data.

Data protection: protection of sensitive personal data or information. It requires body corporate to implement and maintain reasonable security practices. Reasonable security practices (not specifically mentioned in the Act but leave it open to interpret. In Justice K S Puttaswamy v. UOI, the Supreme Court has held that Right to privacy is part of the right to life (Article. 21) of the Indian Constitution and a separate regime regarding this is necessary. Therefore, Indian Government on Supreme Courts urge to new legislation regarding this, introduced bill in 2019 and in 2022. And in August 2023, the Act was passed by the Parliament known as 'Digital Personal Data Protection Act, 2023'(herein after referred to as Act). The DPDPA was enacted in response to the increasing concern about data breaches and unauthorized use of personal information.

Key provisions of the Act

The Act provides for the processing of Digital personal data in a manner that recognizes both the rights of the individuals to protect their personal data and the need to process such personal data for lawful purpose. Some of the key provisions of the act includes right of the individuals to access and control their personal data, the obligation of data fiduciaries to protect personal data, restriction on transfer of personal data outside of India and establishment of Data Protection Authority to oversee

compliance with the Act. The Act applies to processing of digital personal data within the territory of India where the data is collected, both digital and non digital form. It also applies to processing of data outside the territory of India, if such processing is in connection with any activity related to offering of goods or services to Data Principal within the territory of India. The Act does not apply, if the personal data is processed by an individual for a personal or domestic purposes and if the personal data is made publicly available by the Data Principle whom the data relates or any other person who is under obligation under any law to make such data publicly available.

For example: If X, an individual while blogging her views, has publicly made available her personal data on social media. Such case, provision of this Act does not apply.

The Data Fiduciary means any person who alone or in conjunction with other persons determines the process and means of processing of personal data. Section 4 of the Act deals with the obligation of the data Fiduciary. That is, a person may process the data of the data principal to the extent of which the data principal has given consent, for certain legitimate uses, purposes which is not forbidden by law.

Section 5 of the Act deals with Notice by the Data Fiduciary.

1. The purpose for collecting and processing personal data.
2. The rights entitled to her.

A data fiduciary may process the personal data for the following uses:

1. Specified purpose as voluntarily agreed by the Data Principal.

2. For the state when she has consented for such data t be processed for any subsidy, benefit, service, certificate, license or permit.
3. Obligation of law to disclose any information to the state or its instrumentalities.
4. For responding to a medical emergency involving a threat to the life or immediate threat to the health of the Data Principal or any other individual.
5. For taking measures to provide medical treatment or health service to any individual during an epidemic.
6. For taking measures to ensure safety of individual during any disaster.
7. for the purposes of employment or those related to safeguarding the employer from loss or liability.

General obligations of Data Fiduciary

1. A data fiduciary may engage or appoint a Data Processor.
2. They shall implement appropriate measures to ensure effective observance of the provisions.
3. They shall protect the personal data in its possession including any processing undertaken by it or on its behalf by a data processor, by taking reasonable security safeguards to prevent personal data breach.
4. A data fiduciary shall erase personal data, upon the withdrawal of consent or as soon as t5he purpose is served. The data processor shall also erase any data that was made available to them by the data fiduciary.
5. They must establish an effective grievance redressal mechanism.

Chapter 5 of the DPDPA deals with Data Protection Board of India.

Central government by notification can appoint, establish for the purpose of the Act, Board called 'Data Protection Board of India'. The Board shall be a body corporate having perpetual succession and a common seal with power subject to provision of the Act, to acquire, hold and dispose of property, both movable and immovable property, to contact and shall by name sue or be sued (Section 18). The Board shall consist of a Chairperson and such number of members and shall be appointed as the Central Government may notify. A person shall be disqualified to act as a Chairperson or members if he is insolvent, convicted person, physically or mentally not capable of acting as a member, has abused the position as to render the continuance in office prejudicial to the public interest (Section 21). The Chairperson or member shall not be removed from office unless he has given an opportunity of being heard (Section 21(2)).

Chapter 6 deals with Powers, Functions and procedures to be followed by the Board.

On receipt of a personal data breach, direct urgent remedial or mitigation measures, to inquire and impose penalty as provided in the Act. The Board when conducting an inquiry, which includes providing the person concerned with an opportunity of being heard, issuing interim order if necessary and record reasons for any decision made. The Chairperson of the Board is granted certain powers such as general superintendence and giving direction in respect of all administrative matters of the Board (Section 26). Appeal can be given if aggrieved by the direction of the Board before the Appellate Tribunal. Such appeal shall be filed within a period of 60 days from the date of receipt of the order (Section 29).

Penalties

Penalties (Section 33(1) under its Schedule)- The Data Protection Authority has power to impose penalties and fines on the entities that violate the provisions of the Act. The amount of the Penalty or Fines will depend upon the nature, gravity and duration of the breach, as well as other factors such as the type and nature of the personal data affected by the breach and whether the person took any action to mitigate the effect and consequence of the breach.

- Reputation Damage: Non-compliance with the DPDPA can also result in reputational damage for organizations.
- Breach in observing the obligation of Data Fiduciary to take reasonable security safeguards to prevent personal data breach, penalty may extend to two hundred and fifty crore rupees.
- Breach in observing the obligation to give the Board or affected Data Principal notice of a personal data breach, Penalty may extend to two hundred crore rupees.
- Breach in observance of additional obligations in relation to children under section 9 Penalty may extent to two hundred crore rupees.
- Breach in observance of additional obligations of Significant Data Fiduciary, Penalty may extend to May extend to one hundred and fifty crore rupees.
- Breach in observance of the duties, penalty may extend to ten thousand rupees.
- Breach of any term of voluntary undertaking accepted by the Board, penalty may to the extent as applicable for the breach in respect of which the proceedings under section 28 were instituted.

Conclusion

The Digital Personal Data Protection Act 2023 is a crucial step towards safeguarding personal data in the digital age. Compliance with the DPDPA not only protects individuals but also promotes responsible data handling practices. The Act may place a significant burden on businesses and other entities that process personal data. Compliance with the Act, may require significant resources, including the appointment of Data Protection Officer and the implementation of technical and Organizational measures to ensure security of personal data. By embracing the principles and requirements of the DPDPA, organizations can demonstrate their commitment to data protection and privacy.

A N Chandramouli
CEO
ANCM Management Consultants

Triple Mantras for Zero Defect Manufacturing

The philosophy of DONâ ™T GET IT DONâ ™T MAKE IT & DONâ ™T SEND IT summarises all the techniques, systems, and methods of achieving the goal of ZERO DEFECT.

Quality of products and services are achieved not by accident, but a systematic effort of all functions and levels of an organisation in 3 pronged ways:

DON'T GET IT	DON'T MAKE IT	DON'T SEND IT
▪ MAN (SKILL) ▪ MACHINE ▪ MATERIAL ▪ METHOD ▪ DIGITALISATION ▪ AUTOMATION	▪ MAN (SKILL) ▪ MACHINE ▪ MATERIAL ▪ METHOD ▪ DIGITALISATION ▪ AUTOMATION	▪ MAN (SKILL) ▪ MACHINE ▪ MATERIAL ▪ METHOD ▪ DIGITALISATION ▪ AUTOMATION

The philosophy of DON'T GET IT; DON'T MAKE IT & DON'T SEND IT summarises all the techniques, systems, and methods of achieving the goal of ZERO DEFECT

1	2	3
DON'T GET IT	**DON'T MAKE IT**	**DON'T SEND IT**
Connotes PREVENTION of defects in incoming materials, lack of skills in operators, faulty machinery, and inadequate processes. We should augment Prevention through Automation to achieve consistent quality and Digitalisation to measure, diagnose, predict root causes. This is the most important strategy to eliminate 90% of the defects in manufacturing sectors	Connotes the QA measures during production including Online In process Inspection, Training and upskilling, Traceability technologies, Corrective & Preventive actions, Deploying the right personnel to the various processes, Upkeep of Machinery/tools/dies/gages, Calibration of instruments, and so on; around 9.9% of defectives can be eliminated by this strategy; We should augment QA through Automation to closed loop quality control and Digitalisation for Statistical Process Control on real-time basis.	Connotes Stage INSPECTION, End of Line inspection, Sampling & Sorting, Rework of defectives before delivery to customer, Careful packing and delivery systems, Systematic installation & commissioning at customer end; around 0.1% of defectives can be eliminated by this strategy; We should augment Inspection filters through Automation in online inspection and Digitalisation through real-time end of line inspection and feedback with traceability across the supply chain and product life cycle.

When I worked in Electrical Industry (Cooper Bussmann) in 2000-2002, we could literally target Zero Defect production and supply of Fuses, which we exported in millions of various ratings to the global market via a HQ warehouse in UK from Pondicherry. We could achieve that ambitious target through a slew of "LEAN" measures- including cell manufacturing, small batch production, operator empowerment and barcoded traceability of all factors of production- Man, Machine, Materials & Methods.

I had similar experience in my work experience in diverse sectors- truck manufacturing, footwear manufacturing, refrigerator manufacturing, electrical products manufacturing, machine tool manufacturing and machine-tool end use segments such as Auto parts, Aircraft parts, Industrial parts and so on. It clearly demonstrates that the concepts are common across sectors.

Phil Crosby demonstrates that "Zero Defect" is not a myth nor a wishful thinking; He demonstrates his conviction using case studies in Pharma, Aerospace and Electrical industries where human safety is primordial. Therefore, Pharma industry has stringent regulations to accomplish 100% quality products going from their factories to the retail chain.

In his pathbreaking book "Quality is Free" he elaborates the 4 absolutes of Quality-what is definition Quality, what is the target of Quality, how to measure quality & how to achieve the Zero Defect and went about transforming many leading American corporations in the 1980s, through a mission to eliminate huge waste arising from defective processes and products.

In this Quality Month of Nov 2023, let's all aim to revisit the basics of Quality Management, which are eternal (unchanging over time since industrialisation) and universal (unchanging over any sector or any function or any industrial nation).

The era of Quality 4.0 will be a powerful reinforcement of this vision. The speed of corrective action after error is detected can be much faster when we deploy digital technologies based on realtime data from processes and product inspection- thus we can minimise cost of quality arising from delayed rootcause analysis and defect rectification in manufacturing lines.

Yogesh Karyakarte
Sr. Manager
GISEDS Technologies Pvt Ltd

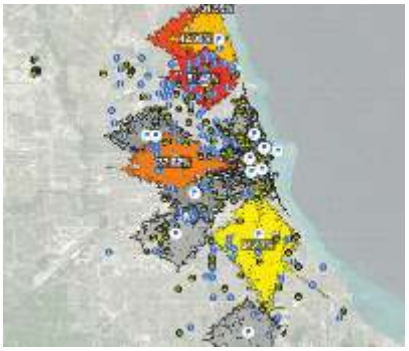
Driving the Future:
Empowering EV Manufacturers and Charging Infrastructure Developers with Location Analytics

Blog highlights location analytics' role in EV industry for informed decisions, driven by ESRI software and EDS Technologies.

In the rapidly evolving landscape of electric vehicles (Evs), EV manufacturers and EV infrastructure developers face the critical challenge of strategically selecting optimal locations for stores, charging infrastructure, and business planning and analytics. In this context, there is immense potential to harness location analytics' transformative potential. By leveraging cutting-edge tools and techniques, such as strategic location analysis, network planning and optimization, demand forecasting and market analysis, environmental impact assessment, and asset management and maintenance, they can make informed decisions that drive success in the dynamic world of EVs. In this blog, we will explore the diverse aspects of location analytics and its role in empowering EV manufacturers and infrastructure developers to stay ahead of the curve, optimize their operations, and shape the future of sustainable transportation.

EDS Technologies offers EV manufacturers and charging infrastructure developers a comprehensive range of solutions to optimize operations and drive the transition to sustainable transportation.

1. **Strategic Location Analysis for EV Infrastructure: Site Selection and Planning**



With Esri's location analytics, Electric vehicle (EV) manufacturers and developers of charging infrastructure have access to advanced tools to assist them in site selection and planning. These solutions enable them to analyse spatial data, demographics, and traffic patterns, empowering them to make well-informed decisions about the optimal locations for showrooms, manufacturing plants, charging stations, and distribution centres.

2. **Network Planning and Optimisation:** By leveraging ESRI's network analysis tools, companies can optimise the layout of their charging networks, identify coverage gaps, and ensure efficient connectivity to power grids. This collaboration helps reduce infrastructure costs, minimise range anxiety, and enhance the

overall charging experience for EV users.

3. **Demand Forecasting and Market Analysis:** Accurate demand forecasting is critical for EV manufacturers and charging infrastructure developers to align their production and expansion plans with market trends. In collaboration with ESRI, EDS Technologies combines demographic data, consumer behavior patterns, and EV adoption rates to provide valuable insights into future EV demand at regional and local levels. These insights empower stakeholders to make data-driven decisions, prioritise investments, and align their

offerings with market demands.

4. **Environmental Impact Assessment:** Sustainability is a key focus area in the EV industry, and GIS solutions can help companies address this through comprehensive environmental impact assessments. By integrating data on air quality, noise pollution, land use, and sensitive ecosystems, EV manufacturers and infrastructure developers can evaluate the potential environmental effects of their projects. This collaboration allows companies to mitigate risks, ensure regulation compliance, and promote sustainable development practices.

5. **Asset Management and Maintenance:** Geospatial solutions can assist companies in effectively managing their growing EV fleets or networks of charging stations. Through

ESRI's GIS software, companies can get asset tracking capabilities, predictive analytics, and real-time monitoring tools that enable stakeholders to monitor EVs' performance, health, utilisation and charging infrastructure. These analytics also help optimise maintenance schedules, minimise downtime, and maximise asset longevity.

6. **Data Visualisation and Communication:** Effective communication and collaboration are essential for successful EV manufacturing and charging infrastructure development. Companies can use these applications to create interactive maps, data

visualisations, and dashboards that simplify complex information and facilitate stakeholder engagement. These tools enable manufacturers and developers to effectively communicate their plans, engage with communities, and gain public support for their initiatives.

EDS Technologies Pvt Ltd is a partner of ESRI India. ESRI is a global leader in geographic information system (GIS) software. EDS Technologies provides comprehensive geospatial solutions and expertise to EV manufacturers and charging infrastructure developers. With a deep understanding of the industry and access to ESRI's powerful software suite, EDS Technologies empowers companies to leverage the full potential of GIS technology in their operations. In this blog post, we will explore how EV manufacturers and charging infrastructure developers can benefit from these GIS solutions to streamline their processes and drive the transition to sustainable transportation. By using EDS Technologies solutions, companies can harness the full potential of ESRI software and drive their success in the rapidly evolving EV industry.

About Author

Yogesh has more than 14 years of experience working in various reputed organizations such as Central universities, research organizations, NGOs, and the private sector. He is experienced in using various types of remote sensing datasets for analysing and building geodatabases. He also assists in writing project proposals, vendor management, collaboration with stakeholders and reporting to funding agencies. He is the recipient of the Nehru Grímsson Fellowship award from the President of Iceland. He is currently leading a team at EDS Technologies which provide customized solutions for analysing all types of GIS datasets for specific requirements.

Flt. Lt. Dr. A T Kishore
Spokesperson - South India
Federation of Electric
Vehicles Association

Five Points towards 2X growth of EV in next five years

India electric vehicle market is projected to grow to $113.99 billion by 2029 at a CAGR of 66.52% during 2022-2029, *Fortune Business Insights.

India electric vehicle market is projected to grow from $3.21 billion in 2022 to $113.99 billion by 2029 at a CAGR of 66.52% in forecast period, 2022-2029, according to the Fortune Business Insights.

Ford Announced an investment of USD 30 billion with aim to advance electric vehicle development and production.

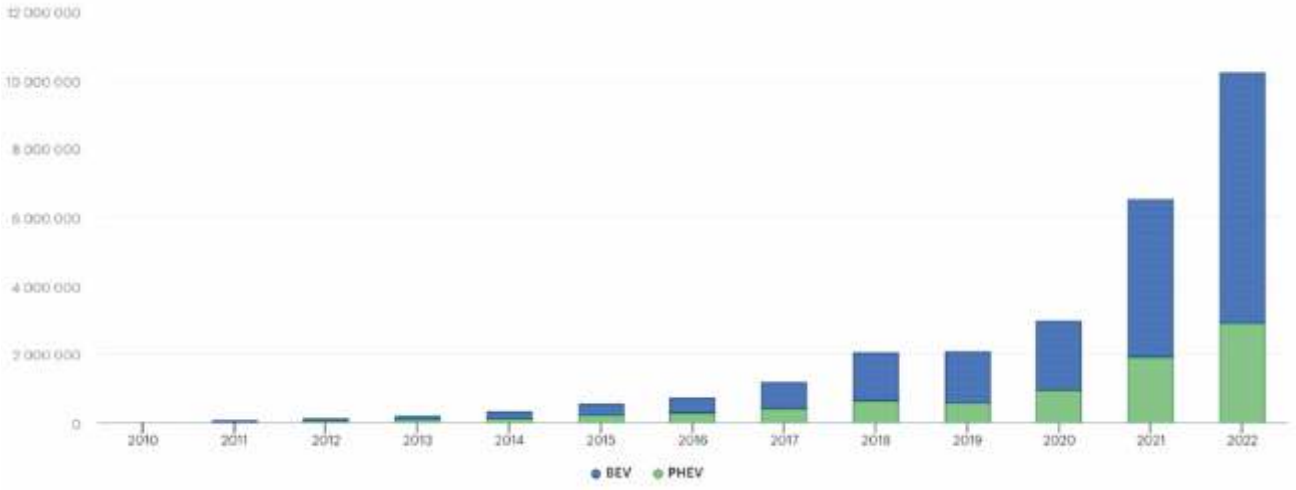
EV sales in India hit 1.17 million units in FY2023, charge past 100,000 for six months in a row. Here is details of various categories and what Indian OEMs get thanks to Indian Govt.

EV industry records 155% YoY growth as demand accelerates; over 720,000 two-wheelers and nearly 400,000 three-wheelers sold; demand for electric cars grows by 125% over FY 2022.

India Electric Vehicle Market size was valued USD 1.45 billion in 2021.

Sl. No.	Total Approximate Incentives	Approximate Size of Battery
1	Two Wheeler: Rs 15000/- per kWh upto 40% of the cost of vehicles	Two Wheeler: 2 kWh
2	Three Wheeler: Rs 10000/- per kWh	Three Wheeler: 5 kWh
3	Four Wheeler : Rs 10000/- per kWh	Four Wheeler: 15 kWh
4	E Buses: Rs 20000/- per kWh	E Buses: 250 kWh

In this article, we use the term electric vehicles (EVs) to refer to battery electric vehicles (BEVs), as well as plug-in hybrid electric vehicles (PHEVs). Unless specifically stated, our discussion points to both o BEVs are powered solely by batteries. They use an electric motor to turn the wheels and produce zero emissions. o PHEVs are capable of zero-emission driving, typically between 20 and 30 miles, and can run on petrol or diesel for longer trips. As the name suggests, they need to be plugged in to an electricity supply to maximise their zero-emission capability



As we have embarked upon the journey of 'Amrithkal', 'Vikasit' Bharat, 'Netzero-2050' like noble aims, and also COPS 28 by end of Nov 2023, the Industry bodies and governments across the globe have many options including stimulating growth in less carbon foot prints in all our energy spends, be it aviation or on the streets mobility. This article's focus is on EVs and RE. Possibly Green Hydrogen. The EVs in India for instance are going to double in numbers by 2027 as per an estimate that is realistic given the incentives, and policy and strategic initiatives such as creating certain zones as focus areas and thrust in terms of adding more charging points and create better testing and certification facilities to speed up faster adoption, like for instance what Karnataka Govt is planning.

Thanks to 'e-AMRIT' we have a clear intent of the government reflected in letter and spirit for EV and readers are encouraged to spend some quality time there. https://e-amrit.niti.gov.in/home

Five hundred smart cities and one hundred of those from India alone could motivate newer initiatives to start Smart Towns and Villages and help infuse EV in Rural India particularly in Agriculture.

As it happened to Mobile Phone Industry, we are going to see a vast change in the physical mobility soon. Car pooling, EV taxies, EV Buses, JETZERO by 2027, and Drones are here to reduce the carbon foot print by taking a lion's share of the supply chain logistics as it has already started in the US and parts of Europe and China.

Despite hype and buzz words and government support, here are five areas of strategic importance for Sustainable Future of Electric Mobility with special focus on Bharat

1. Collaborate with OPEC nations to contain their production to mitigate potential abuse of Fossil fuel being 'necessary and sufficient' use cases to not to exceed the 1.5 Degree Celsius as per global aspirations.
2. Promote interdisciplinary efforts by Facilitating Cross Ministerial Meetups towards Agriculture and Health care on Industry 4.0 implementation by walking the talk.
3. Tie the Carbon Finance objectives with EV evidence at use by the industries as a compliance check point, and use carrot and stick effectively for a tight rope walk by balancing the future requirement with current practices.
4. Use IIoT and ICT enabled optimization of energy in manufacturing and short haul commute inside the factories and shopfloors across all domains of production, services, and technologies.
5. Training Youth on EV on war footing and on priority in many avenues for rapid adoption, leverage six green skills prepared by the green skills council and deploy them across all states.

All institutions while preparing their students for Employability, NEP 2020, IIOT should earmark dedicated apportion of efforts towards EV/RE.

Enable public dialogue and discourse to imbibe acceptance of EV/RE by people at large by incentivising events, conferences and workshops and seminars by the government. Eliminate bottlenecks in implementation by improving current practices, increasing more patent filing, innovation and research support by 2 two times. BIS to help shape the standards of EV by involving industry leaders and academia and absorb all best practices from across the globe.

Vijetha Shastry
Startup Ecosystem Enabler
Mentor
Student for Life Explorer

Inputs for Founders for being ready to pitch and interact with Investors

As founders who are engaging and talking to the investors, some critical inputs to put yourself in the shoes / minds of the analyst/ partners at the VC fund /Angel Networks that you are talking to - and put yourself on a drill to answer all possible Questions with Confidence, clarity and data points.

And this is very useful for Angel Investors too as they study potential Investments.

About the product | Value Proposition | Roadmap | Sales | Processes

- Who is the customer and which problem do they solve for the customer? Why do they think so?
- Do they have a unique value proposition for the Indian market? How can they confirm it or test it?
- Do they have a product roadmap?
- Which product metrics do they evaluate?
- Do they know any product barriers?
- Who is responsible for the product in the team?
- Do they have a person/team dedicated to studying the market.

About Sales

- How do they measure the sales funnel? Which sales metrics do they evaluate?
- Do they feel that the results from other markets could be relevant to India?
- Which resources do they have to achieve sales goals in India?
- Who is responsible for sales in the team?
- Are you planning to hire and expand into other cities/ countries.

Processes and operations

- Which operational metrics do they evaluate?
- Who is responsible for operations in the team?
- Do they find any operational barriers ?

Readiness and winning streak to display:

1. Be read with Qs around your abilities, skills of the team? Why are you the right people to scale the product and grow?
2. Know the Market landscape and competition well - Showcase the deep knowledge and ground reality research , understanding.
3. What have you done so far shows that the team is very resilient , can scale, and is capable of execution.

Questions and data Points: Disclose this info at the right time. Be well Prepared.

It is important to build the confidence in the Investors that as Founders you are diligent, have a clear understanding of Market

size, Customers, Financial metrics and Risks.

- Cap table and current shareholding
- Monthly burn rate and where are you spending your money?
- What will you do with the funding that you are raising?
- Mentors and advisors that you have onboard- What do they bring on the Table
- What kind of exit are you looking at in how many years ? What is the rationale?
- Competitive advantage that you have over others in the Market?
- USP of the Product and the core team
- Who are your current clients? How long have they been with you?
- How many new clients will you onboard in next 6/12 months
- CAC(customer acquisition cost) and LTV(Lifetime value) of the customers?
- Milestones of product and traction over 6/12 months
- What can go wrong? Do you see any headwinds or threats to you growth?
- How are you planning for risks?
- Monthly MIS covered key metrics of sales, expenses, profits, margins.
- Sales team / BD aspects
- TAM / SAM and SOM (Important). How well do the founders understand the market size and potential.

Note:

TAM SAM SOM definition

TAM, SAM and SOM are acronyms that represent the different subsets of a market.

- TAM or Total Available Market is the total market demand for a product or service.
- SAM or Serviceable Available Market is the segment of the TAM targeted by your products and services which is within your geographical reach.
- SOM or Serviceable Obtainable Market is the portion of SAM that you can capture.
- Co founder profiles and focus areas? Tech / sales skills and any gaps in current leadership.
- What is your plan to retain top talent? Have you got an ESOP plan in place?

In time as founders you will know the way to navigate. Remember that there is no need to be over confident and never argue or gloss over facts as the Investors too study the sector really well and are interacting, researching with the Industry experts, looking at reports, News and other factors.

All the best in your Entrepreneur Journey.

These views are personal and put together through my interaction with Investors and Founders.

WTCA 54th 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

Knowledge Partner

BCIC

Business Sectors in Focus

Aviation & Aerospace
HAL
Collins Aerospace
BOEING

Agro & Food Processing
MTR
BÜHLER
agrovet
Cargill

Automobile & Ancilliaries
HONDA
TOYOTA

Bio-Tech
Biocon
AstraZeneca

Heavy Engineering
BHEL
AMETEK

Real Estate and Construction
BRIGADE
Prestige Group

IT & ITES
Infosys
amazon
Microsoft

Manufacturing
BOSCH
BFW
Enabling progress ...
SANSERA
ideas@work

Education
IIMB
IISc
CHRIST UNIVERSITY

Travel & Tourism
Marriott INTERNATIONAL
IHG
TAJ
ACCOR HOTELS

Textiles
ADITYA BIRLA FASHION & RETAIL
Arvind

Tech Start-Ups
BRIGADE REAP

For more details, request interested organizations to please write to
Mr. Prashant Gokhale, Vice President, BCIC on vp@bcic.in

Overview of BCIC

BANGALORE CHAMBER OF INDUSTRY AND COMMERCE

Namma Karnataka
The Gateway to Future India

- Promoting Trade and Industry in Karnataka since 1976
- Apex organisation of large and medium industries
- An amalgam of Domestic, International and wholly owned subsidiaries of foreign companies
- Facilitating and promoting business contacts and networking

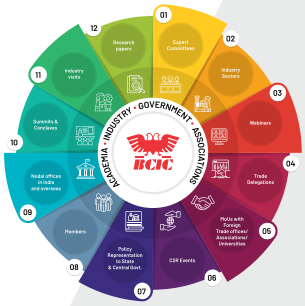
INDUSTRY AND GOVERNMENT FORCES MEET TO PARTNER PROGRESS

We have presently a membership of 880+ companies representing various sectors of Industry such as - Manufacturing, ITI/ITES Biotechnology, Engineering, Consultancy and Legalfirms etc.

BCIC plays an active and important role in promoting trade and investment in the State and has an excellent domestic and International network with MoUs with the leading Chambers of Commerce across the globe. Being the apex Chamber of Commerce in Karnataka, BCIC organises Seminars / Workshops and Interactions with Senior Government Officials both from the Centre / State on critical issues concerning trade and industry from time to time.

BCIC - Partner in Progress

• Outreach • Government Interaction • Eminence
• Special Projects • Governance and Member Services



MoUs with Foreign Trade Offices/Associations/ Universities and Colleges

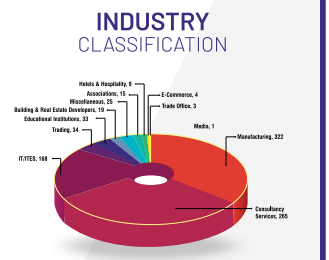
- BCIC and The Association of People with Disability (APD)
- BCIC - Brigade Skill Development Academy
- BCIC - MS Ramaiah Institute of Management
- BCIC - Institute of Indian Interior Designers,
- Bangalore Regional Centre, Bangalore (IIID)
- BCIC - Best Cluster of Indian Institute of Science
- BCIC Tokyo Office MoU: BCIC, Japan External Trade Organisation, Toyota Tsusho India Private Limited, Inter Trade K K, India Research Institute Pvt. Ltd
- BCIC and Bangalore International Mediation, Arbitration and Conciliation Centre (BIMACC)
- JSS Science and Technology University, Mysore

Industry Focus

- Aerospace and Aviation
- Agro and Food Processing
- Automotive
- Banking, Financial Services and Fintech
- e-Commerce, Retail, Logistics & Warehouse
- Infrastructure: Energy, Environment and Water
- IT & Cybersecurity
- Pharmaceuticals
- Real Estate
- Semiconductor, Electronics and Telecom
- Start-Up
- Tourism, Hospitality and Facility

Our Offices (Domestic and International Office)

Cross Section of Our Members



Start-up Hub Programs and Activities

- Fireside chat with eminent entrepreneur
- Mini Conference - Thematic Start-up conference Techonology Commercialisation
- BCIC Annual Start-up Award 2022-23
- Start-up Conclave
- Series of Start-Up Showcases

Major Summits and Conclaves

- BCIC Economic Analysis Research Report
- Report on Direct Tax Administration and Capital Gains Tax Regime
- Direct Tax Recommendations-Policy Paper
- Approach Note to Transfer Pricing
- Human Capital Index in Karnataka
- Co-existence stakeholder model for effective healthcare delivery in the backdrop of pandemic
- Chief Financial Officers – handbook
- Synergy
- Annual Report

Policy Advocacy and Government Interaction

- Request for easing the pain points of industries operating at Chikkaballapura District
- Request for exemption on levy of road tax, registration fees on purchases of all forms and types of EVs up to March 31, 2030 andto extend the benefits of Karnataka Electric Vehicle and Energy Storage Policy, 2017.
- Matters requiring attention for enhancing Customer experience of using Indian Railways for Bangaloreans
- BCIC Policy Paper in Relation to Income Tax Matters
- BCIC Pre-Budget Memorandum 2023-2024 on Customs
- Recommendations on Direct Taxes- both at Policy level and Tax Administration level.
- Note on Difficulties faced by LLPs with MCA V3 system
- Request to expedite the construction work at Bengaluru-Mysuru Expressway
- Request to empanel BCIC to support Govt. in infrastructure planning and management in times of distress, caused due to flooding

Research Report and Publications

- BCIC Economic Analysis Research Report
- Report on Direct Tax Administration and Capital Gains Tax Regime
- Direct Tax Recommendations-Policy Paper
- Approach Note to Transfer Pricing
- Human Capital Index in Karnataka
- Co-existence stakeholder model for effective healthcare delivery in the backdrop of pandemic
- Chief Financial Officers – handbook
- Synergy
- Annual Report

Membership Privileges

Thought Leadership
- Dissemination of Industry best practices
- 27 Expert committee – Workshops, seminars, Industrial site visits, training and skilling
- Access to resources and opportunities

Industry Voice - Business Support and Advocacy
- Strong advocacy with Union and State Governments
- Representation to Government in consultation with Industry to support Ease of Doing business

Foreign Collaboration
- Collaboration with Foreign Embassies and Trade offices
- Regular interaction with foreign offices for opportunities and hassle-free business interactions
- Regular hosting of trade delegations from abroad and facilitate business delegation visits to foreign countries to business expansion

Networking, Outreach and Visibility
- Networking opportunity with ThoughtLeaders and Professionals from Large, Medium, Small Industries, Educational Institutions and Government organisations
- Networking events to exchange and validate innovative ideas with Industry professionals
- Foster collaboration with members for expansionof business interests

Women Empowerment and Leadership and Start-up Awards

1st Edition of BCIC Emerging Star Awards on February 5, 2021.

BCIC Maiden Women Leadership Award 2020-2021 on August 19, 2021.

2nd Edition of BCIC Emerging Stars Start-up Summit and Awards Ceremony on July 19, 2022.

2nd Edition of BCIC Women Leadership Conclave and Award Ceremony held on August 5, 2022.

Overview of BCIC

Our Industry Focus

- Agri Business and Food Processing
- Automobiles and Components
- Apparel and Readymade Garments
- Aerospace and Aviation
- Electronics Energy Enviroment
- IT/BT
- Tourism
- Machine Tools
- Human Resource
- Startups/Innovations
- Real Estate
- Pharmaceuticals
- Precision Engineering
- Telecommunications
- Consultancy
- Women Enterpreneurs
- 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
- Foregin Embassies, Consulates and Trade Missions
- Trade and Inverstment Promotion Organisations in India and abroad Financial Institutions

Expert Committee:

- Aviation and Aerospace
- Agro and Food Processing
- Banking, Financial Services and Fintech
- Corporate, Economic Affairs and Legal
- CSR & Societal Branding
- Direct Taxes
- Ease of Doing Business Council
- Environmental, Social, and Corporate Governance
- e-Commerce, Retail, Logistics & Warehouse
- Human Resources & Women Leadership
- Healthcare, Wellness and Regional Culture
- Hospitality, Tourism & Travel
- Indirect Taxes
- Industry 4.0
- Industry-Institute Interface and Edutech
- IT & Cybersecurity
- Infrastructure: Energy, Environment and Water
- International Business
- Leadership Forum
- Manufacturing
- MSME
- Publications and Corporate Banding
- Real Estate
- Semiconductor, Electronics and Telecom
- State Coordination
- Start-Up
- Start-Up Hub

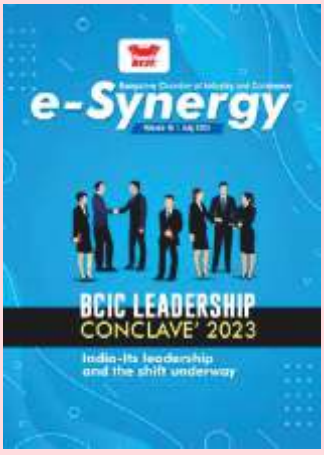
The Functions of BCIC are driven by exceptionally-enabled Apex Advisory and Expert Committees comprising of senior Industry representatives from Core Sectors.

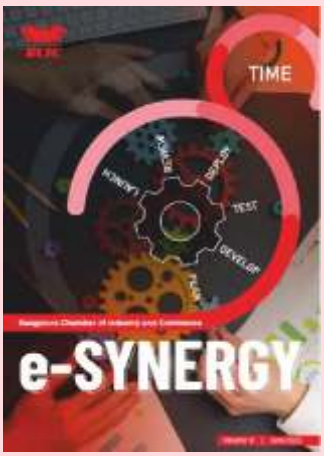
Expert Committees

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

Apply for membership at https://members.bcic.in/

BCIC Publications: Connecting with Members





DISCLAIMER

This newsletter is published by an Editorial Desk on behalf of the President, Sr. Vice President and Vice President of BCIC. Best efforts have been made to ensure that errors and omissions are avoided. This newsletter is not intended to hurt any member or their families. If there is any mention of a character or a person it is purely coincidental and does not have any bearing on the resemblance or character of the person. Wherever, sources of data or information is used as an extract they are mentioned on the same page as a secondary data or information. None of the editorial desk members take any responsibility for the editorial content for its accuracy, completeness, reliability and disclaim any liability with regards to the same.

Bangalore Chamber of Industry and Commerce

101, Midford House,
1, Midford Garden, M.G. Road, Bengaluru - 560 001
Tel: +91 80 25583325 / 26 / 27 / +91 80 25582232 | Fax: +91 80 25580062
Email: info@bcic.in

BCIC BRANCHES	:	Mysore and Dharwad
BCIC INTERNATIONAL OFFICE	:	Tokyo, Japan
MEDIATION CENTER	:	Tie-up with BIMACC, Bengaluru
START-UP AND INCUBATION CENTER	:	MG Road, Bengaluru