



Anil Saboo  
President, IEEMA

Dear Friends,

The month just passed was an eventful month for IEEMA, our first technical Conference E-Trafotech was a big success. The e-Conference witnessed registrations of over 1000+ with the participation of 1500+ delegates combined in all 3 days. The participants were across all section of stakeholders from utilities, PSUs, Electricity Regulators, Testing and Research Institutes, Consultants, Utility service providers, Manufacturers of Transformers and Policymakers, Academia and Students.

A virtual meeting of all leading association was chaired by Hon'ble Commerce and Industry Minister Shri Piyush Goyal to discuss policy initiatives to boost demand & getting the Economy back on the growth path. IEEMA also suggested effective implementation of recently amendments announced as well on bank guarantees & payments. He advised to also focus on quality & productivity to achieve Aatm Nirbhar Bharat mission of Government.

After the challenging year of 2020, it is very relevant now to focus on elevate 2021 and it is all about dealing with transformation and uncertainty. There is a need to develop connectivity in a more vibrant way amongst the membership and with all stakeholders.

IEEMA has been recommending Aatmanirbhar Bharat for long and now Hon'ble Prime Minister has coined this phrase as a headline of the new initiatives by government for a self-reliant India. It is a great opportunity for the Indian industry to ride on this initiative for sustainable growth.

Privatization, freedom and competitive market are key focus areas in 2021. With the active support of the membership, the key goal is to make IEEMA

amongst the 3 top association by maintaining a sustained communication, sharing strategic road map and regular updates.

The Five pillars which will make IEEMA position strong in the global scenario are localized manufacturing, Digitalization and Innovation, Global penetration, IEEMA Capability and Government partnership.

IEEMA has the highest technical know-how within the membership and we must become one-stop-shop solution about all in electrical and electronics to go on to become the global encyclopedia for these sectors. We are working on a new website with contemporary technology and information is under development which will connect all stakeholders globally with ease of access to information. Technology Innovation and R&D will be the key drivers for success, especially for SMEs.

I wish you a Happy New year and safe year ahead!



Anil Saboo