



Anil Saboo
President, IEEMA

Dear Friends,

The Prime Minister's call for AatmNirbhar Bharat is clarion call, not just for the electrical equipment industry, but also to its Consumers. While on one hand the concept of AatmNirbharta is rooted in the Patriotic passion of post independence India and on the other it is backed by a modern 21st century India in step 2020 with global trends and technologies more than ever before. And to make India Self-Reliant, instantly we have to adopt new Technology, Innovation and R & D.

While we have seen several examples of companies that have successfully grown into Indian multi-nationals occupying prime position not just in Indian but also in overseas markets, there are many companies which have not been able to grow to such positions of imminence. Almost 90% of industrial output in our country is generated by MSMEs (micro small and medium enterprises) and it is these MSMEs which face the greatest challenges towards becoming global leaders in their product categories supplying not just to India but also the World.

There are few factors need to be addressed properly so that we can achieve higher growth and better global standing. One is the availability and affordability of international certifications such as UL, VDE etc. Secondly the alignment of our national standards with international standards more specifically with IEC, this will ensure that we all are producing and consuming as per international standards.

Import substitution initiatives by large Indian enterprises, will give us double benefit by reducing imports as well as we can develop products for export to

the global users. In a sense we will be leveraging our own market to create future export potential.

Talking about an interesting initiative which we started in ELECRAMA 2020 this year was about Women Empowerment. Today women represent just 16 percent of board members in the top 200 power utilities, and few women have access to the sort of education and support systems that would allow them to pursue careers in energy. The number of women in the industry may be small, but it is growing, and they have a great track record across the industry.

The energy industry, in particular, needs to be deliberate about making sure women are represented in the field. This year IEEMA has created a Women Empower Committee which shall facilitate to empower the women in power sector.

Focusing on IEEMA's engagement with the government, I am glad to share that we have been invited by the various arms of the government to share our views and suggestions on numerous issues concerning the power sector. Recently we had an interaction with Shri Piyush Goyal, Hon'ble Minister of Commerce & Industry, Government of India and Shri Prakash Javadekar, Hon'ble Minister, Ministry of Heavy Industries & Public Enterprises. IEEMA made a presentation on the overview of Electrical Equipment and the way forward. I am happy to inform that our suggestions were appreciated by both the ministers.

I look forward for active participation and involvement of all IEEMA members and stakeholders to achieve our Mission.

Thank You.



Anil Saboo