

Editor's Point – In Search of JOB !

Creating 1.5 Crore Jobs every year to sustain economic growth is a big challenge wherein the placements of professionals in Engineering and Management personnel is too small to count. But some of these people are to be motivated to multiply Job OPPORTUNITIES rather than run for them. We can't expect everyone to be a job creator but method of job search should be intelligent one? A request for GET position in my LinkedIn account had no meaning. IBF does not offer jobs. The students must undertake a survey of probable corporates in both small or large segment where they could fit-in.

India is proud to lead creation of startups numbering over 3000 but these are mostly in commercial and IT segment. Manufacturing needs a different approach where a little initiative by a few MSME could create a new culture. INTRAPRENEURSHIP is a substitute for Entrepreneurship where Industry and Students will have to learn the finer details..

In our attempt to introduce leading corporates, TOSHIBA is the name for this month. There are few appreciations for our effort and an interesting feedback is for the HINDI issue of Sep 2015.

TOSHIBA : Acquainting with a few Facts !

Known primarily as an Electronics and Electrical Engineering company, it is surprising to learn that TOSHIBA India acquired major stake in UEM India to strengthen its **water and wastewater management business**. We should at least know the product profile and services offered by prominent Corporates. Tanaka Seizo-sho (Tanaka Engineering Works) was set up in 1875; it changed its name from **Tokyo Shibaura Denki** to **"TOSHIBA Corporation"** in 1984.

TOSHIBA is generally known for electrical / power electronics; AC motors; AC variable speed drives; digital soft starters; high voltage vacuum contactors; relays; control & instrumentation; DCS, loop controller, PLC and industrial computers; flow and density meters; x-ray thickness gauges, etc and has 5 major groups -

Energy & Infrastructure Group offers solar, geothermal and wind power generation facilities in



renewables space along with thermal, hydroelectric and nuclear power generation systems; power transmission and distribution systems; rechargeable batteries; smart grids, next-gen energy distribution systems combining power infrastructure with communications infrastructure etc.

← The picture shows Steam turbine for thermal power plant

Community Solutions Group is dedicated to city infrastructure solutions making use of big data; advanced POS systems etc. Supported by ICT and cloud technology, power systems and social infrastructure to facilitate management of energy, water and other essentials for comfortable lives

Healthcare Systems & Services Group incorporates TOSHIBA's patient-friendly diagnostic imaging systems, employs dose-reduction technologies and contrast-**agent-free imaging**. It facilitate early detection of diseases and is pursuing –

- a) Heavy-ion radiotherapy, a powerful new tool for non-surgical cancer treatment.
- b) Glasses-free 3D display systems ideal for surgical planning and securing informed consent.
- c) Application of new generation of sensing devices in healthcare to monitor patient health, and supporting provisions of effective medical and nursing care in the home.

Electronic Devices & Components Group Caters to big data, NAND Flash memories, the key storage devices—drawing the-broad strengths in NAND, HDD and SSD etc.

Lifestyle Products & Services Group offers TVs, Blu-ray Disc™ players, PCs and Tablets etc. and a host of domestic appliances comprising refrigerators, washing machines, vacuum cleaners, and value-added products that emphasize comfort, convenience, and environmental performance.

News & Thoughts for the Month!

1. US-based industrial gas manufacturer **Praxair** is putting up 80 ton per day *non-cryogenic vacuum-pressure-swing-adsorption technology based oxygen* plant for *blast furnace* of **Gerdau** in Tadipatri, Andhra Pradesh. **Gerdau** is one of the largest producer of long steel products in US and has an installed capacity in India to produce 300,000 ton special steels per year, primarily for automotive, defense, railways and related industries
2. Indian Oil Corporation Ltd (IOCL) has been permitted by Petroleum and Explosives Safety Organization (PESO) under DIPP to set up **Hydrogen manufacturing** and dispensing facilities in its R&D centre at Faridabad, Haryana. IOCL will undertake dispensing of **Hydrogen-CNG blend** for its own use for demo purpose. In addition licenses and approvals have been issued by PESO for filling and storage of **compressed bio-gas** in cylinders and licenses for dispensing of **coal bed methane based natural gas** as a fuel in automotive vehicles. (BS May 16, 2015)

Small is beautiful but not in Industry that often struggles for survival barring a few exceptions. Role of micro, small and medium enterprise (MSME) segment is appreciated as creator of JOBS and Exporters. However, when it comes to addressing the issues faced by industry, the segment with over 45 million units does not have a strong voice. The national manufacturing policy (NMP) of 2011 envisaged that the contribution of MSME to GDP has to be raised from about 16 % to 25 % by 2025 and the sector is expected to generate 100 million new jobs. Is that happening in Manufacturing ?

This is possible only when the existing MSME units plan massive EXPANSION and new Entrepreneurs are brought in. The second option is rather difficult, and an alternative could be INTRAPRENEURSHIP but this can't be a social service by Industry. Every unit participating in the mission must have its own expansion plan. Industry-Academia cooperation is suggested to improve quality of technical education but this also needs to be integrated with GROWTH mission of Industry to succeed.

Every small unit has potential to grow and we need not refer to history of multi-national corporations for inspiration. PATANJALI, the manufacturing unit of desi GHEE in Haridwar that started with a capacity of 10 Ton per day has achieved 125 Ton per day capacity in a short span of time. Besides adoption of latest AUTOMATION technology, the brand is going ahead with implementation of a hologram and a unique code to prevent duplication of its product.

No preaching alone, PATANJALI has created over a Lakh jobs through 'Make in India' mission. IBF has plans to share with group of industries or engineering institutions to build a BRIDGE between the two STAKEHOLDERS. Contact vngrover@gmail.com for details.

FEEDBACK !



sudhir_mittal@yahoo.com, Sep 12, 2015 To: Virendra Grover

Good to see the September issue. I was wondering, how much of this effort is benefiting people. Do you have any data about the number of hits on the web page? Explore avenues like sending link to a large database of III and IV year students of Engineering colleges. There may be large WhatsApp groups..

[WhatsApp groups are welcome to support Udyog Sanchetana being a FREE initiative]

SUSHANT KUMAR, student at Govt. College of Engineering & Technology, Udaipur, Rajasthan says - The HINDI edition of newsletter is very useful for students like us. I liked your view on "Placement is ultimate MISSION!". An option in Hindi is a appreciable step because there is a lack of Hindi articles and contents in the field of technology. "Udyog Sanchetana", is easier to grasp being in mother tongue. - Sent from LinkedIn for Android <http://lnkd.in/android>



[Readers are welcome to visit <http://ibf.org.in> for referring to old issues of Udyog Sanchetana (English); Feedback on contents is welcome to make it more relevant]

Compiled by Virendra Grover and Kirti Chopra for the Ispat Bharti Foundation (IBF)