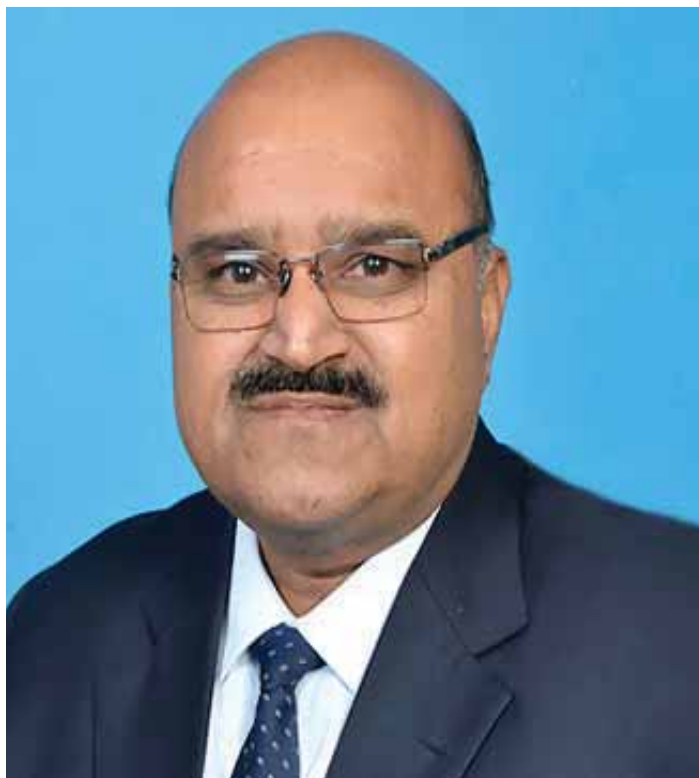




# President's Message



I understand I have a challenging task before me as my predecessor has set the bar high. Now the new team has to set and achieve even higher goals and carry the IIF standard forward.

Dear Fellow Foundrymen and Friends,

I consider it a great honour and privilege to don the mantle of presidentship of this great institution and accept the same with a deep sense of humility. With blessings of the Almighty and all my seniors, I will always strive to fulfil your expectations and live upto the name, stature and responsibilities of the title.

I understand I have a challenging task before me as my predecessor has set the bar high. Now the new team has to set and achieve even higher goals and carry the IIF standard forward.

Friends, each industry comes with its own set of hurdles to overcome. The foundry sector over the past couple of years had remained largely stagnant due to a host of complex issues:

1. Price Realisation
2. Skilled Manpower
3. Raw Material Price variation
4. Pollution
5. Technology adoption & resource availability

The main focus for my team is to overcome these challenges and build up resources and solutions to help tackle them as now the industry has started

showing signs of improvement.

One of our prime challenges is getting the right price from the customer. Furthermore, the prices of pig iron and scrap are continually increasing on a daily basis, which is not factored in by our customers. For our combined growth, we need to work in conjunction with our customers at each level.

The gap between demand and availability of skilled manpower is about 15-20%, and this gap is widening, every year. To bridge this gap, my team aims to rope in experts to bring in low cost automation in micro and small foundries, which are the most affected.

Another issue we must look into seriously, to find a solution for, is frequent Raw Material price variation and escalation. One of the ways this can be tackled is by collective buying. This has proven to be very successful in one of the cities in the North and our Treasurer has been very instrumental in implementing this. We intend to work with his expertise to implement this system in all our Chapters.

Our environment is changing, and we being in the industry, are obliged to work towards reducing the stress on it. Working under stricter environmental norms day by day for the small sized foundries and offsetting compliance cost for medium and large

## President's Message

foundries is becoming a challenge. This is the challenge which is also acting as a barrier to our industries' growth. Me and my team aim to face this issue carefully and strategically.

The last challenge for us is adaptation. We cannot deny how fast the world and technology is changing. We change our mobile phones as quickly as in six months to a year, upgrade software(s) every two to three months. In this day and age, we cannot deny or remain ignorant to progress and changing technology. With Electric Vehicles, automated systems and rapidly changing world, change is considered as the only permanent factor today.

If we pledge to remain focused on maximising the operational efficiency of our business, we can tide over most of these challenges.

Presidential Theme of the year: Let's Cast It Together – Mission Zero Defect.

I am aware that Mission Zero Defect is very difficult to achieve, but if we continue working to reduce our defects, we can progressively reduce them and ultimately reach near our goal. By reducing rejections, we get a hidden benefit of increasing profits. That is the reason I have thought to give continuity to the call given by my predecessor. I have a vision to move ahead from where my predecessor has left to achieve the Mission Zero Defect. This year also we plan to have Defects Clinics, Study Tours and Tech Support Groups.

It is my aim that this year, we build upon the idea of development of Pricing Index for Castings conceived by my predecessor. In addition, we also plan on having regular Cast Source Meets and various troubleshooting sessions at the Chapter level.

When world is moving to IT and online, our industry and IIF cannot be left behind. Taking a cue from Reliance, we have tried to put your business in your smart phone KAR LO DUNIYA MUTTHI MAIN or I can put it this way, that through our IIF APP - KAR LO BUSSINESS MUTTHI MAIN.

In our APP you can find credentials of IIF members across the country. Members can update their record on real time basis, besides making online payments. Not only this, you can even buy / sell your products / old machineries and also get notifications on the various happenings in IIF across the country. Each Chapter & Region can put up their events on this APP so that every member across India knows what is happening where and when. This will help to generate a healthy competition among the Chapters and Regions. Sometimes our members complain that they are not getting the Indian Foundry Journal which is sent through India Post. I am pleased to inform you that with the

concurrence of Mr Ravi Sehgal, Chairman, Editorial Board of IFJ, henceforth all our members can also read the journal on the IIF APP. To make it more convenient for our members, they can also purchase IIF publications through this APP by making online payments.

I am hopeful that by using our APP, our members will feel more connected to the Institute. My team will make their best endeavour to serve the members so that they really feel that the Institute is a fundamental partner in their growth. This year, I will request you all to join together and enrol more and more new members to the IIF fold or let me put it this way EACH ONE GET ONE.

It is a world of smart phones & smart TV's, everything is becoming smarter these days with advent of IT. By using IT Tools, we will enable our HO and Regional Offices to become smarter and faster than what they are today. This will enable us to give prompt and efficient service to our valued members.

To fulfil the mission for green foundry drive this year, also we will have Urja Sanchay Project and Energy Audits.

This year, we plan to take Yogyata Vikas ie Skill Development to each and every Chapter of IIF besides having Foundry Innovation & New Tech Summit and Foundry Excellence Workshops.

Friends, no performer can succeed without his team. Before I close, I would like to introduce my new team. I have with me enthusiastic and ever smiling, systematic and hardworking person with a vision for building brand IIF Mr Sanjay Shroff as my Vice President. I am fortunate to have Mr Vinit Jain, a vibrant and dynamic young technocrat to assist me as my Hon Secretary. I also feel very lucky to have Dr. Dewan D. Lal Chopra -a man with a vision, who is a foundryman as well as a practising Chartered Accountant to assist me as the Hon Treasurer of the Institute. Young and vibrant Mr Amish Panchal, as Immediate Past President will be a good resource in the team to provide vibration and energy.

Friends, I would like to conclude with the following words of Mr Ratan Tata -

"If you want to walk fast walk alone.

But if you want to walk far walk together.

So friends, let's all walk together because we have long long way to go!"

With warm wishes for the exciting year that lies ahead!

**Shashi Kumar Jain**

President 2018-19

The Institute of Indian Foundrymen