

# AUTONEWS

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Bi-Monthly Newsletter of Automotive Component Manufacturers Association of India



## ACMA Automechanika 2022 .05

**INSIDE:**

**ACMA's 1st Farm Equipment &  
Implements Localisation Expo .07**



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## Editor's Note

During the April – May, 2022 session ACMA, successfully hosted two major events, ACMA Automechanika and the Farm Equipment & Implements Localization Expo. Both the events were huge success.

Especially ACMA Automechanika, which was held virtually from February 25-28, 2022. The mega show attracted buyers from 31 countries and featured 50 companies from India and abroad. The event was a huge success, and ACMA is optimistic that the event will grow in strength, when it will be held physically in first quarter of 2024.

The Farm Equipment & Implements Localization Expo held from April 6-7, 2022. The expo showcased the latest developments in auto component technologies for farm equipment by domestic component manufacturers. The expo was a success, and ACMA plans to make it an annual event.

These two events are a testament to the strength of the Indian automotive industry. ACMA is committed to supporting the industry and providing a platform for businesses to connect and grow.

In addition to these events, ACMA also held a number of training and mentoring activities for its members during the same period. These events were held to keep the automotive fraternity up-to-date with respect to technological and process advancements, and to aid them in adopting the latest manufacturing techniques and becoming a global powerhouse in manufacturing.

I hope you enjoy reading this edition!

**Vinnie Mehta**  
**Director General, ACMA**  
**dg@acma.in**

**ACMA**  
**AUTONEWS**

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**ACMA AUTONEWS**

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# ACMA Automechanika, 2022

*'We already have potential buyers from 200 cities of 31 countries who have registered for the show. This augurs well for the bi-annual event.'*

**Question: What is the industry's response toward an all-digital event? Do you think it is viable to conduct such event virtually?**

Answer: Keeping in mind the ongoing uncertainties, the aftermarket industry has taken it up really well by extending its support to the virtual trade. We have received a positive response since the announcement of the virtual show; around 50 companies have confirmed the participation so far.

We are very optimistic for these numbers to grow from India and abroad as we move closer to the event. Our rationale behind the 'virtual exhibition' is that an organisation, we must adapt to the new normal in an evolving economy. By offering a focused B2B digital marketplace for buyers and sellers, we continue to provide a professional and meaningful trade platform.

**Question: Could you give an idea about some of the leading exhibitors participating?**

Answer: While Schaeffler India has confirmed to be the 'Principal Partner' others key exhibitor include Ajit Industries, Benara Udyog, Deisel World, Esteem Auto, Farad Italy and Super Circle among others.

**Question: Are seminars on electronic & smart manufacturing been conceptualised to run parallel to the show?**

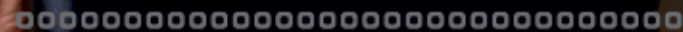
Answer: Seminars at the ACMA Automechanika New Delhi are always a big draw. Even this time around, we have planned four seminars during this two day event. These webinars will focus on outlook of the aftermarket for the next decade, how India can leverage the global aftermarket opportunity through exports, how to bridge the skill gap in the aftermarket as it evolves, and lastly, how digitisation can be leveraged to help evolve the aftermarket and enhance its value proposition to the customer.

**Question: Would we get to witness ACMA's Safer Drives Campaign at 2021 edition of the show:**

Answer: whilst we continue with our safety campaign throughout the year and across multiple forums, the aforementioned seminar on the outlook for the aftermarket for the next decade will cover some of the aspects of this safety campaign.

**Question: How do you see the efforts of Messe Frankfurt and ACMA in organising this event in such trying times?**

Answers: While a few B2B exhibitions in the traditional format have taken place in the country since January 2021, we are quite confident to





that ACMA Automechanika New Delhi would also happen as planned. Unfortunately, the number of COVID cases has steadily been on a rise since the last week of February and therefore, in the wake of worsening situation, we decided to move to a virtual forum as responsible organisers.

Moreover, as the country braces itself for the second wave of the pandemic, many regional governments such as Maharashtra have started to implement new restrictions/ partial lockdowns, which do not allow for face-to-face engagements, such as exhibitions.

We believe that our efforts will allow for meaningful trade interactions on the virtual platform; we already have potential buyers from 200 cities of 31 countries who have registered for the show. This augurs well for the bi-annual event.

**Question: Could you take us through the process of outsourcing the technology and back end IT support for the event?**

Answer: The platform being used is one of the leading digital platforms for the virtual and hybrid events, and is powered by artificial intelligence (AI). In fact, it was recently awarded the best 'Virtual & Hybrid Event Engagement and Connectivity Platform 2020' at the Software & Technology awards. The platform allows for interaction between all attendees based on information that is

captured to a registration forms, and automatically mapped in the back-end system by the virtue of various defined parameters. This is further refined through the online behaviour of the attendees when browsing the platform.

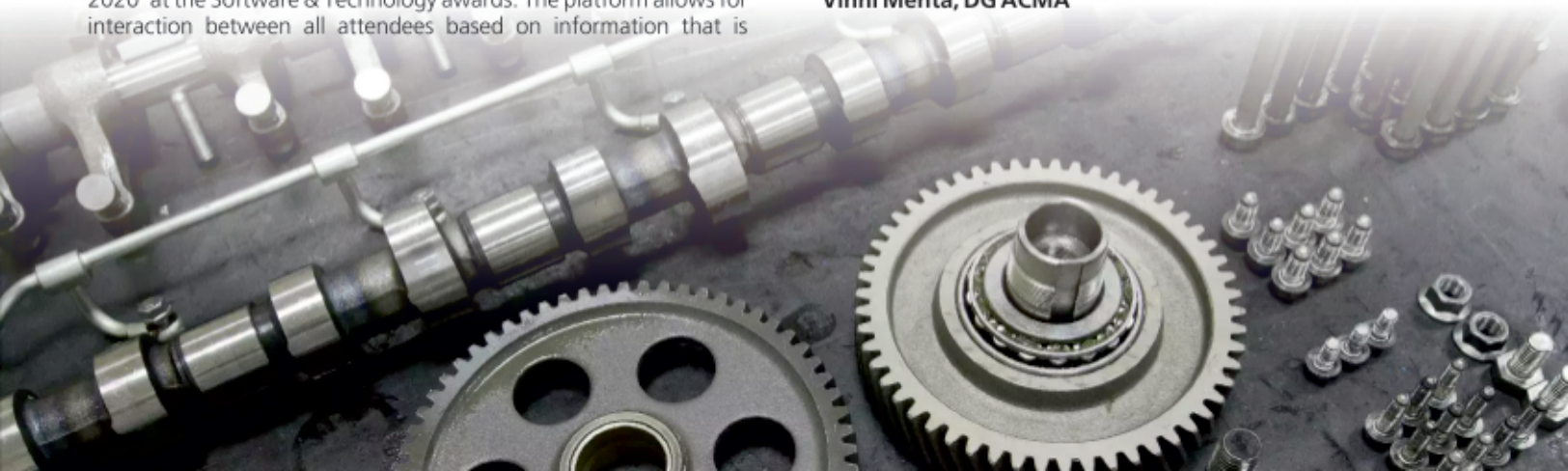
**Question: Do you see a future where large-scale events would ideally be preferred in a hybrid 'phygital' format?**

Answer: Whilst physical events have their own charm, one has to continuously add value to the offering to retain customers. In that sense, I believe hybrid solution can facilitate greater value addition to both exhibitors as well as business visitors. A hybrid format help establishing contacts, increasing reach and network throughout the year, also increasing the efficiency of investment.

If we were to just consider our partners Messe Frankfurt, which is global leader in this space, the company has been investing in digitization of its event for over two decades. Customers are offered versatile packages of digital formats, which have now been strengthened by the digitisation push across the industry.

This virtual aspect will continue to be an integral part of the physical event even after the pandemic, to offer valuable enrichments to the exhibitors as well as visitors.

**Vinni Mehta, DG ACMA**





# BUSINESS DEVELOPMENT

## 1 | BUSINESS DEVELOPMENT

### ACMA'S 1st FARM EQUIPMENT & IMPLEMENTS LOCALISATION EXPO TO ENCOURAGE LOCALIZATION & IMPORTS REDUCTION LUDHIANA

The Automotive Component Manufacturers Association successfully hosted the 1st ever edition of the ACMA Farm Equipment & Implements Localization Expo on 6th & 7th April, 2022. The expo is aimed at showcasing latest development & excellence in auto component technologies for farm equipment by domestic component manufacturers. The expo will be an annual feature of ACMA, as it endeavors to provide a unique platform to all the stakeholders for better business prospects and to develop a highly localized, resilient and robust supply chain.

Commenting on the need for sustainable development of the industry, Sunjay J. Kapur, President ACMA & Chairman Sonacomstar said, "The farm equipment industry across the world is transforming itself in light of the challenges on the front of energy security, concern for the environment and reducing carbon footprint. With India declaring to achieve carbon neutrality 2070, the Automotive and the farm sector, together with all other verticals of the industry will have to work in unison towards the realization of this national goal. Further, I am confident that the component manufacturers, with their eye on the changing landscape of the industry, are suitably investing to stay on the cutting edge of technology and relevant."

Speaking on the occasion Vinnie Mehta, Director General ACMA said, "The agricultural sector has shown promising growth despite the pandemic, it recorded a sale of 9.6 lakh units in FY 20-21 and another over 9 lakh units in first 11 months for FY 21-22. Indeed, we are very Automotive Component Manufacturers Association of India 2 proud of our tractor industry as it is world no.1 in terms of units produced as also a significant exporter. That apart, although the farm implements sector is at a nascent stage in our country, however it also holds great potential."

The expo witnessed participation by more than 50 leading component suppliers with their latest products & technologies at display. The expo evinced keen interest from leading farm equipment manufactures and OEMs such as TAFE, Mahindra & Mahindra, John Deere India, Escorts Group, Swaraj, CHN Industrial, JCB India among others.



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1<sup>st</sup> ACMA FARM EQUIPMENT & IMPLEMENTS LOCALISATION EXPO (AFFILE)  
April 2022  
(Punjab)







# 21

## GOVERNMENT AFFAIRS & STRATEGIC INITIATIVES

### WESTERN REGION

#### 2nd BATCH - ONLINE GST CERTIFICATION PROGRAM

ACMA, Western Region, organised the 2nd Batch of online GST Certification Programme (18 days, 40 hours) from 03rd to 24th May, 2021. The objective of the session was to impart knowledge about GST, in a systematic manner and to enhance analytical & problem-solving skills for decision making.

The program was conducted by CMA, Rahul A Chincholkar, a prominent faculty of GST at Pune Chapter with rich experience in GST.

**Following topics were covered during 18 days and 40 hours session:**

- Day 1:** Constitutional Background of GST, Concepts of GST & Definitions in GST, Taxable event.
- Day 2:** Meaning of Supply, Scope of Supply Under Schedule I, II, III
- Day 3:** Valuation under GST, Valuation rule
- Day 4:** Place of Supply of goods and services
- Day 5:** Time of supply

- Day 6:** Zero Rated Supplies, Mixed Supply, Composite Supply, Imports and Exports
- Day 7:** Composite supply, mixed supply, Composition Scheme, Composition rules, persons not eligible for composition
- Day 8:** Classification, HSN, SAC
- Day 9:** Input Tax Credit
- Day 10:** Input Tax Credit
- Day 11:** E way Bills
- Day 12:** Basic Procedures and Registrations
- Day 13:** RCM, ISD, TDS, TCS and other misc. provisions
- Day 14:** Return under GST
- Day 15:** Accounting under GST
- Day 16:** Annual Return and Audits under GST
- Day 17:** Penalties and Prosecutions
- Day 18:** Payment, Tax invoice, Debit Note credit note etc., Transitional provisions, Assessment

The 18 day long program was appreciated by all the participants, and the feedback received remained encouraging.





# 3 | SKILLING & MENTORING

## ONLINE TRAINING SESSION ON VALUE ANALYSIS & VALUE ENGINEERING

ACMA, Eastern Region, organised an online training on Value Analysis & Value Engineering on 10th May, 2021. The objective of the session was to look at how to reduce 'manufacturing cost' without compromising and sacrificing the functions.

The faculty for this workshop was, Mr. Ranjan Vasishtha, who comes with over 40 years of rich experience in production, production engineering, supplier & dealer up-gradation and assembly.

In his welcome address Anil Kumar Unni, Regional Secretary ACMA(ER), said value analysis & value engineering is a very important part of improvement for companies, and it is the value that a customer looks for in terms of business / value for money. Value analysis and value engineering is the key part to stream line the processes and how to derive profitability within own resources, he further added.

In his presentation, Mr. Vasishtha, gave the brief history of Value Engineering and discussed in great detail with examples, the basic philosophy behind Value Analysis & Value engineering.

Faculty also gave the definition of value engineering as systematic application of recognized techniques by multi-disciplined team. He also discussed the objective and application of value analysis & value engineering.

He also discussed the unnecessary cost existing due to

- Crisis Management
- Rush Jobs.
- Lack of information availability
- Communication gap
- Habit, Resistance to change
- Explosion of Technology

The highly interactive session made sure that all the participants were personally involved. Key take away points were, that by initiating, practicing and implementing VAVE, companies could:

- Reduce piece cost and total cost
- Improve operational performance 20-30%
- Improve product quality between 30-50%
- Reduce the manufacturing costs up to 30%
- Improved customer-supplier relations
- Cost avoidance on future programs
- Reduction in product variations

The online session was well attended by 22 participants from 8 companies. The verbal feedback received remained excellent.





# NORTHERN REGION

## TWO DAYS E-CERTIFICATION PROGRAM ON REDUCING SCRAP

ACMA, Northern Region, organised a training program for the members of Delhi NCR zone, on Reducing Scrap by Process Capability Cpk Improvement on 07th to 08th April, 2021. Cp & Cpk are commonly referred to as process capability indices, and are used to define the ability of a process to produce a product that meets requirements.



The programme was conducted by Mr. Ravi Vadamalaiappan Thiruvengadanathan. A Bachelor in Mechanical Engineering and a QA professional having more than three decades of experience.

The training session targeted officials of the manufacturing units, who are working to minimize the scrap, increase the profit and maintain the quality.

### The objective of this program was to:

- Impart the skill of Continual Improvement
- Reduce process completion time
- Improve Process efficiency and quality
- Conceptual understanding of variation, process capability estimation and using it for process improvement & cost saving

The faculty, trained the participants on processes framework via case studies presentations. Question & answer session was also held to access the participants understanding of the issue.

## 20th BATCH OF SIX SIGMA BLACK BELT CERTIFICATION PROGRAM

ACMA, Northern Region, launched the 20th batch of Six Sigma Black Belt Certification Program on 12th & 13th April, 2021. The Project facilitation session is to be held on 28th & 29th April, 2021. Thereafter, the second module of the training will be held on 11th & 12th of May, 2021.

Mr. Ram Narayan, a mechanical engineer and a post graduate



diploma holder in business administration was the faculty for the program. The Six Sigma training is imparted with an objective to inculcate an Improvement culture in the organisation. Systematic thought process with specific tools in Six Sigma helps organization to solve problems, reduce costs and increase productivity.

A total of 15 personnel from six (NR) membership companies attended the training. The training will continue for another six months, spending two days of virtual training every month up till October, 2020. During the period, the participants will undertake two shop-floor improvement projects, guided by the faculty.

The Six Sigma certification Program has received an excellent response from the ACMA members, and Northern Region in particular has successfully completed 19 out of 42 Batches organized, so far, by the ACMA.

## E-CERTIFICATION ON REDUCING SCRAP BY PROCESS CAPABILITY IMPROVEMENT (Cpk)

ACMA, Northern Region, organised in-house training program on E-Certification on Reducing Scrap by Process Capability Improvement (Cpk) on 19th to 20th April, 2021 at Imperial Auto Industries Ltd.

The training was provided by Mr. Ravi Vadamalaiappan Thiruvengadanathan, a bachelor in Mechanical Engineering and Q & A professional having more than three decades of experience. The Cp & Cpk, commonly referred to as process capability indices that are used to define the ability of a process to produce a product that meets requirements.

ACMA's training on reducing scrap by process capability improvement targeted officials from the manufacturing units, working together to minimize the scrap and increase the profit for maintenance of the Quality.





The following topics were discussed as a part of the training course during the webinar:

- What is TQM ?
- What is Hoshin Kanri ?
- What is DWM
- Advantages of having an effective DWM system
- PDCA & MPCP
- Practical session for making individual MPCPs
- Problem Solving, CAPA & 7 QC Tools
- RCA- Root Cause Analysis & QC Story

The emphasis of the webinar was to prepare every participant for individual MPCPs - Managing Points & Checking Points with the whole approach to change the participants from REACTIVE to PROACTIVE.

### E-CERTIFICATION SESSION ON EMPLOYEES ENGAGEMENT & HR RETENTION STRATEGIES

ACMA, Northern Region, organised virtual training program on Employees Engagement & HR Retention Strategies on 06th & 07th May, 2021.

psyll



The 1st day of the training was conducted by Mr. Shivom Chakravarty, a B.Tech from NIT, Karnataka & M.Tech in Human Resources Development & Management from IIT, Kharagpur. While the 2nd day session was conducted by Mr. Krunal Ramesh Kalbende, an IIT, Kharagpur alumni & currently Founder of Aotom Technologies, a tech oriented development & service Provider Company in the field of Drone Technology, Geophysical services, AI technology, Data analytics, Face recognition technology and Blockchain technology.

The faculties covered the following topics during the course of the training-

- Employee engagement process - is it mandatory or optional
- Employee engagement in Key HR Processes
- Career Planning Process for an employee

The objective of this program was to:

- Impart the skill of Continual Improvement
- Reduce process completion time
- Improve Process efficiency and quality
- Conceptual understanding of variation, process capability estimation and using process improvement and cost saving.

The faculty, trained the participants on processes framework and also shared case studies to enable the participants understand the framework and ably guided the participants during the question answer sessions.

### E-CERTIFICATION PROGRAM ON DAILY WORK MANAGEMENT

ACMA, Northern Region, organised a two days long E-Certification program on Daily Work Management on 29th & 30th April, 2021 for its Northern Region membership. DWM is a system that provides the ability to manage departments, functions, and processes, wherein processes are defined, standardized, controlled, and improved by the process owners. The faculty for this training was Mr. Ranjan Vasishtha, with over 42 years of rich experience in production, production engineering, supplier and dealer up-gradation.



- Understanding Team Dynamics
- Use of Technology in Employee Engagement.

The sessions were well attended by ACMA NR Membership & a comprehensive interaction was also conducted at the end of day 2.

**E-CERTIFICATION PROGRAM ON NEW PRODUCT DEVELOPMENT & PRODUCT DESIGN**

ACMA, Northern Region, organised a two days long E-Certification program on New Product Development & Product Design on 13th & 14th May, 2021. The objective of the session was to understand the customer requirements /legal requirements/other requirements and ensuring product/process design to meet all customer/regulatory requirements in timely manner and at lowest cost.

The objective of this program was to understand: The main stages of designing & manufacturing a product; The main activities involved in testing & refining a new product and then launching and selling it; Explain the concepts of life cycle costing and the product life cycle; to become an Active product owner and to have an efficient product road map.

The faculty for the training was Mr. Akash Batra, a B.E (Mech) Hons., from MMMEC, PGDBA in Advance Diploma in Fire & Industrial Safety.



The faculty covered the topics during the training on New Product Development & Product Design which included; definition of New Product Development & its requirement; Product development planning, Product development Inputs and manufacturing process design inputs, Product development controls, Product development outputs and Manufacturing process Design outputs and Product development changes.

The training turned out to be a meeting point amongst the participants who exchanged various innovative ideas already implemented at their manufacturing facilities. The participants emphasised that they were able to take away various good shop-floor best innovations.





## SESSION ON YOGA FOR HEALTH & ENHANCING IMMUNITY

ACMA, Northern Region, organised a virtual session for its members on Yoga for Health & Enhancing Immunity in collaboration with ISHA Foundation on 21st May, 2021.

Amidst the 2nd wave of Covid surge, the biggest challenge in India's fight against COVID-19 is its population health and mental wellbeing. YOGA, as a discipline is based on an extremely subtle science, which focuses on bringing harmony between mind & body. It is an art and science of healthy living, which leads to a perfect harmony between mind & body, man & nature, individual consciousness and universal consciousness. Yoga helps to build up psycho-physiological health, emotional harmony and manage daily stress and its consequences.

Addressing the participant, Mr. Sumit Bhatnagar, NR HR Forum Chairman, welcomed participants and thanked ISHA Foundation, for their exemplary work towards building a strong physical, mental and spiritual health system across the Globe.

He also paid gratitude to all the frontlines warriors irrespective of work area, who have devoted their valuable life for the well-being of others & kept the humanitarianism thriving still.

The Session was moderated by Mr. Keshav Singla, a volunteer from ISHA Foundation who guided participants on Yoga for Health & Enhancing Immunity by exploring the fundamentals of health with powerful practices. He taught Isha Kriya, Simha Kriya and other yogic techniques to enhance immunity and lung capacity.

The event received an overwhelming response and total 685 delegates having registered for the session.

## E-CERTIFICATION TRAINING PROGRAM ON COST OF POOR QUALITY (COPQ)

ACMA, Northern Region, organised training program on Cost of Poor Quality (COPQ) on 27th & 28th May, 2021. The cost of Poor quality (COPQ) is the aggregate impact of an organization's errors and defects on the company. It includes costs associated with scrap,



rework, inspection, data management, data collection, redesign, warranty claims, lawsuits, lost sales, loss of reputation, additional inventory, and any other expense that is incurred to make sure customers are not stuck with products that don't work.

Mr. Ranjan Vasishtha, Ex-DGM, Maruti Suzuki India was the faculty for the training program.

The faculty covered the following topics during the two days course of the training on Cost of Poor Quality which included:-

Definition of COPQ, Internal Failure and External Failure Costs, Appraisal Costs, Prevention Costs, different elements of COPQ, understanding Good Costs and Bad Costs, and the calculation of COPQ.

## SOUTHERN REGION

### 3 - DAY ONLINE CERTIFICATION PROGRAM ON SUPERVISOR DEVELOPMENT

ACMA, Southern Region, organised a three day long online Certification program on Supervisor Development on 08th to 10th April, 2021.



Mr. Ranjan Vasishtha, a bachelor in Mechanical Engineering from BITS Pilani (Rajasthan) and Diploma in Management from IGNOU remained the faculty for the session. Mr. Ranjan, in his training session mentioned that for the development process of the supervisors, it is essential to adopt 'ABL' philosophy:

- Awareness: Improve Awareness of supervisors on various topics which would help them in improving their performance parameters

- Belief: To develop a strong belief in them that improvements are possible
- Leadership: To develop leadership qualities and become more effective in ensuring actual implementation.

He covered the topics like; Change Management, Roles and duties of a Supervisor, 5S, Kaizen, Safety Control, Lean Manufacturing (Toyota Production System), 7-Wastages; 3M; TAKT Time vs Cycle Time Study, Production Control; Shop Floor Control; TPM; Kanban, Quality Control, 7 QC Tools; TQM; Quality Control vs Quality Assurance; Poka Yoke; JIDOKA, Problem Solving Techniques; HANSEI; QC Story, PDCA and target control.

The training saw sessions including quiz on the topics covered to gauge the level of understanding. Companies were asked questions individually and saw all the participants participate actively. This was followed by a highly interactive Q&A session.

The webinar witnessed 15 participants from seven companies.

### ONLINE QUIZ COMPETITION ON QUALITY & BUSINESS

ACMA, Southern Region, organised an online Quiz competition on Quality & Business on 27th April, 2021. The Southern region is organising this competition with a vision to not only test the knowledge of the participants but also help them gain knowledge. The Quiz Master for the competition remained Mr. V. Thiagarajan, who has more than 35 years of experience in companies like HAL, Sundaram Clayton and Wabco.



The quiz had two stages - 1. Preliminary 2. Final.

The Prelims included an online test wherein participating teams were given a link with 30 questions to be answered within 30 minutes. Thereafter, 7 teams were selected for the final stage based upon the marks scored in the preliminary test.

The final quiz had six rounds of questions namely QC Tools Knowledge, Fill in the blanks, Quality Gurus, Guess what is hidden, Simple Calculations, Various Problem Solving Methodologies. Every team participated actively and gave tough fight to the competitors.

**The top three Winners were announced as**



<b>WINNERS</b>	ZF WABCO India Limited
<b>1st Runner up</b>	ZF WABCO India Limited
<b>2nd Runner up</b>	Rane TRW Steering Systems Pvt Ltd

The competition witnessed 20 teams from 10 companies.

**SESSION ON COVID19: WHERE ARE WE HEADING?**

ACMA, Southern Region, organized a Special Session on COVID19: Where are we Heading? on 14th May, 2021.

Renowned virologist Dr. V Ravi, Retired Professor of Neuro Virology, NIMHANS was invited to address & answer the queries of the industry on the present Pandemic and related questions including the beyond the current situation and on vaccines.



This session was moderated by Dr. Kalyanasundaram, Senior Consultant Psychiatrist and Hon. Advisor Richmond Fellowship Society Bangalore.

Addressing the participants during the inaugural session, Deepak Jain, President, ACMA & Chairman & MD, Lumax Industries Ltd. thanked & welcomed Dr. Ravi & Dr. Kalyanasundaram for the session. He mentioned that in these current times of pandemic we are facing lockdown all over the country either partial/complete and has crippled the entire supply chain. Many OEMs have announced preponed their annual maintenance shut down, however, as component manufacturers it is important to run the supply chain with the manufacturing being safe & with balance for livelihood. So, it's important to know the nature of virus we are dealing with in the future.

Proposing his welcome address Mr. Satish Machani, Member, Executive Committee -ACMA & Managing Director, Stumpp, Schuele & Somappa Springs Pvt. Ltd introduced the speakers & mentioned that this Covid has put a lot of questions in the mind of the people & that this session was organised to address those queries as it is as important as donating masks, PPEs, providing oxygens & creating beds to share knowledge & create awareness on this Covid.

Moderating the session Dr. Kalyanasundaram mentioned that people should understand what is essential & what is relevant in these pandemic times & added it is the behavior of the people that contributes to the survival of virus instead of allowing the virus

dissipate.

Dr. Ravi in his presentation explained what is corona virus, how it is being spread, what are the proper measures to be taken to be safe & how important & effective vaccination is, Comparison on vaccines across countries, Myths & facts on 2nd wave, 3rd wave expectation, Prevention measures & road ahead.

This webinar saw a very interactive Q&A session where the speakers answered the queries that were posted upon by the participants. It was well attended by over 500 participants from the members & Non-member companies.

**ONLINE TRAINING PROGRAM ON VALUE ANALYSIS AND VALUE ENGINEERING**

ACMA, Southern Region, organised online training program on Value Analysis & Value Engineering on 17th May, 2021.

Mr. Anil Kumar Unni, Dy. Executive Director & Regional Secretary, ACMA (SR), welcomed member companies to the training program and mentioned that VAVE is systematic approach on how to reduce manufacturing cost without compromising on functions. He then introduced the faculty, Mr. Ranjan Vasishtha, a Bachelor in Mechanical Engineering from BITS Pilani (Rajasthan) and Diploma in Management from IGNOU.

**Value Analysis**



Mr. Ranjan, in his training session mentioned that VAVE weighs the cost/benefit ratio of every single function and component of a product. It brings in specialists from across your organisation to propose alternative materials, designs, manufacturing and more - it reduces costs while maintaining and (often) improving functionality. If you can increase the value of a product to a customer by increasing or maintaining the function, or by reducing the cost, or by a mixture of both, he further added.

**The topics that were covered in the training included:**

- Concepts and Approaches of VAVE
- Difference between Traditional Cost Reducing Approach and VAVE
- Understanding the concept of Function and Cost
- Systematic Approach to understanding of Cost Reducing Techniques
- Understanding of Importance of Function of the Product and aiming towards 'No Compromise in Function'
- Understanding of Costs which have no relationship with Customer needs and Customer desires.



**Day 3:**

- Target Costing
- Pricing Decision

The program was appreciated by all the participants, and a total of 22 participants participated in the session, feedback received remained encouraging.

**SESSION ON THE ART OF CONVERSATION**

ACMA, Western Region, organized online session on The Art of Conversation on 19th & 20th April, 2021. The motive behind organizing the session was to impart knowledge of conversation skill which is the most important aspect of managerial and leadership skill. Also, to develop the ability to communicate with peers, superiors and colleagues.

The session was conducted by Ms. Trupti Shrimali, a MBTI certified practioner, behavioural facilitator & consultant.



**Following key topics were covered during the session:**

**Day – I:**

- Introduction of the topic
- Icebreaker & Expectation sharing
- Techniques to build rapport in a conversation
- Behavior and its impact in a conversation
- Perceptions / Biases and other barriers in communication

**Day – II:**

- Is listening an overlooked Leadership Tool?
- Assessment on Listening Skills
- Heart of Listening and Journey from Hearing to Listening to Active Listening
- Levels of Listening
- Questioning and Listening Skills
- Barriers to Listening and overcoming barriers
- Conclusion and wrap up

This online interactive session was appreciated by all the participants, and a total of 53 participants were present in the session.

**1st EVER SIX SIGMA COMPETITION**

ACMA, Western Region, organised its 1st ever Regional Competition on Six Sigma on 13th May, 2021. The idea behind the session was to bring all the companies together who have implemented the improvement methodology to one common platform for cross learning and continuous improvement.

ACMA plays a proactive role in implementation and nourishing of SIX SIGMA culture in various Organizations. ACMA's Six sigma Black Belt (Level-1) Certification program is unique in nature and is designed for easy adaptability in Indian Auto Component Manufacturing industries. Many successful projects related to defect reduction, cycle time reduction and cost reduction had been completed using this approach.

Congratulating ACMA and the winners at the valedictory ceremony, the Chief Guest Mr. Kalpesh Pathak, Sr. Vice President, Purchase & Supply Chain Management, Fiat India Automobiles Pvt. Ltd , said it's a very nice platform ACMA, has created which ultimately gives opportunity to showcase the experience and capability .

**The eminent panel of Jury included :**

- 1) Mr. Rangarajan Veeraraghavan, Divisional Manager – Supplier Quality - Fiat Chrysler Automobiles India
- 2) Mr. Paresh Vaidya, Master Process Pro- Lean Six Sigma, John Deere India
- 3) Mr. Ramnarayan Proprietor - World Class Manufacturing Solutions
- 4) Mr. Maneesh Tahilramani – Head Business Excellence, Farm Division – Mahindra & Mahindra Ltd.

The Competition saw 23 case study presentation from leading companies such as Abhijeet Techno-Plast, APTIV Components, Bharat Forge, Bosch Chassis, Brembo Brake, Endurance Technologies, Gabriel India, KSPG Automotive, Kasturi Foundry, Shriram Foundry, Menon & Menon, Yazaki India, TACO and Takshi Auto.

**The following teams were announced as winners:**

TOP 3	
1st	Lakshya - Kasturi Foundry Pvt Ltd., Ashta
2nd	Extreme - Endurance Technologies Ltd., Aurangabad
3rd	Shriram - Shriram Foundry Pvt Ltd., Kolhapur
RUNNER UP	
1st	Menon Warriors - Menon & Menon Ltd., Kolhapur
2nd	MCD II CI1 - Bharat Forge Ltd., Pune
3rd	Chaser - Tata Autocomp Systems Ltd., IPD

## SIX SIGMA BLACK BELT CERTIFICATION PROGRAM (LEVEL – 1)

Certification Programme – Level 1, which will have Total 20 sessions, spread over a period seven months between 14th May to 16th November, 2021.



## Lean Six Sigma Black Belt

The motive behind organizing the program is to provide a platform, where one can learn all the process improvement tools. Also, to help in developing the skills required in tools and techniques used for deploying Six Sigma in the organization.

Mr. Ram Narayan, a mechanical engineer, post graduate diploma in Business Administration and Six Sigma Master Black Belt remained the faculty for the program.

At the end of every session a quiz was held, in which participants answered the quiz questions using Kahoot Application for better understanding of the topics.

ACMA, Western Region, announced online Six Sigma Black Belt

A total of 10 participants submitted their projects and presented the same.

## WORKSHOP ON INCREASE PROFITABILITY THROUGH REDUCING COST OF POOR QUALITY

The workshop was conducted by Vishal Singh, a Master degree in Production & Materials Management.

Following key topics were covered in the workshop:

### Day 1:

- What is cost of Quality?
  - Relationship between Quality and Productivity
  - What is Cost of good quality and Poor Quality?
  - Failure Costs
    - Cost of Conformance
    - Cost of Non-Conformance

### Day 2:

- Hidden Cost of Poor Quality
- Examples of all costs
- 1-10-100 rule
- How to reduce cost of poor quality
- Case studies

The two-day online program was appreciated by all the participants, and a total of 29 participants participated.

ACMA, Western Region, organized workshop on Increase Profitability through reducing Cost of Poor Quality on 27th & 28th May, 2021.





## DIGITAL SUB - PILLAR

### SHARING OF BEST PRACTICES OF DIGITAL INITIATIVES PROGRAM LAUNCHED

ACMA, Digital Committee, launched its 1st ever session on sharing of Best Practices of Digital Initiatives on 29th April, 2021. Metalman Auto Pvt. Ltd. shared the best practices of Digital Initiatives adapted in their Organization.

Ms. Neeraja Raj, Director, ACMA, welcomed all the participants and introduced the speakers Mr. Sri Karumbati, Chairman, ACMA Digital Committee & CIO, Stumpp Schuele & Somappa Springs Pvt. Ltd. and Mr. Nishant Jairath, Co-Chairman, ACMA Digital Committee & ACMA YBLF, and Deputy Chairman & Director, Metalman Auto Pvt. Ltd.

Setting the context Mr. Karumbati thanked Mr. Jairath for his brilliant idea of conducting the sessions for all member companies where organizations/people can come and share the best practices taken by them in digitizing their organization. He also said that Digital is going to play a major role in the coming years, we have been using more digital technologies in the past one year and this is going to stay, he also mentioned the sooner we adopt the better.

Mr. Jairath, made a presentation on Metalman's Digital Journey along with his IT head Mr Saurabh Srivatava. They shared their experience on the various digital initiatives that were implemented. Mr Nishant, spoke about the challenges faced while implementing. He emphasised the need to define and stream line the process, assign responsibilities and set timelines for efficient tracking.

He further added that he took digitization as overall mission and prepared a strategy and roadmap. He shared the roadmap of his organization and described that they divided the whole process in four phases 1. Data Collection, 2. Analysis and utilizing the data, 3. Writing algorithms (ML & AI) and allowing machines to take their own decision 4. Action and the sustenance part.

He also presented a live demo of the software for the practical understanding of the participants.

The session ended with a highly interactive Q&A session. The session was found useful and received positive feedback from the participants.

Many participants who were interested to attend the next session and also suggested few topics that are related to Digitization in Auto Component Industry.

The session was attended by 65 participants from member companies, participating virtually.



## **INTERNSHIP CERTIFICATE CEREMONY, '1st INTERNSHIP COLLABORATION WITH ACADEMIA'**

ACMA in collaboration with Christ University, initiated Internship Project by the Digital committee on the Development of 'Digital Technologies Service Providers Database' for ACMA member companies.

The project is developed under the guidance of Mr. Vinod Khode, Project Lead, Member of ACMA Digital Committee & CIO of Varroc Group and Mr. Ranganathan Iyer, Project Lead, Member of ACMA Digital Committee & Group CIO & EVIT-IT of JBM Group.

Ms. Neeraja Raj and Ms. Muskan Jain, from ACMA secretariat facilitated the committee members and interns to complete this project from beginning to end with effectiveness.

For this project four MBA students were selected from Business Analytics and they started working on this project from November, 2020.

Ms. Anchal Aneja, Ms. Nithya Chalapathy, Ms. Rikita Basu and Ms. Sindhura S are were the interns of this project. They have done a tremendous job and prepared a database which is going to help many Automotive Companies.

The internship project got successfully completed on 20th April, 2021. The virtual certificate ceremony was scheduled on April, 30th, 2021.



# MEMBERS ROOM

## NORTHERN REGION Ordinary Membership

**Toughla Automotive Pvt. Ltd.**  
Front Ground Floor, Building No-177,  
Anand Industrial Estate, Arhala,  
Ghaziabad, Uttar Pradesh-201007

SSI/Large & Medium/Etc.: SSI  
Products Manufactured: Brake Linings, Disc  
Pads, Brake Shoes, Tractor Brake Lining.  
Certification to ISO 9000 & QS 9000 :  
ISO 9001:2015 by DBS

**HYCO ENTERPRISES**  
PLOT NO 127 & 128, SECTOR-37,  
PACE CITY-1  
GURUGRAM, HARYANA-122001

SSI/Large & Medium/Etc.: SSI  
Products Manufactured: Door Visor,  
Designer Mat, Roof Carrier, Moulded Floor  
Mats, Carpet Mat Assembly, 3D Floor Mats,  
And Customized Accessories.  
Certification to ISO 9000 & QS 9000: IATF  
16949:2016 by TUV RHEINLAND  
ISO 14001:2015 by IAF

## Associate Membership

**Hi Tech International**  
Plot 18, Sector 6, IMT Manesar,  
Gurgaon-122052, Haryana

SSI/Large & Medium/Etc.: NA  
Products Manufactured: VCI Packaging  
Products, VCI Liquids Certification to ISO  
9000 & QS 9000: NA

**CENTURY METAL RECYCLING LTD**  
802-803, SSR Corporate Park,  
8th Floor, B, 13/6 121003,  
Mathura Rd, Sector 27, Faridabad,  
Haryana-121003

SSI/Large & Medium/Etc.: NA  
Products Manufactured: Aluminium Alloys  
& Zinc Alloys  
Certification to ISO 9000 & QS 9000: NA

## SOUTHERN REGION Affiliate Membership

**Valliammai Society**  
Department of Mechanical Engineering  
Easwari Engineering College  
Ramapuram, Chennai-600089

Legal Status: Society  
Total No. of Members: 18

## WESTERN REGION Ordinary Membership

**PIONEER INDUSTRIES**  
Plot No-125, G.I.D.C., WAGHODIA,  
Vadodara, Gujarat, 391760, India

SSI/Large & Medium/Etc.: SSI  
Products Manufactured: Fasteners  
Certification to ISO 9000 & QS 9000: ISO  
9001:2015 by TUV India



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