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Presents

**‘उद्योग उत्सव’  
“THE FESTIVAL OF MANUFACTURING”™**

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## THE FESTIVAL OF MANUFACTURING 2.0: CELEBRATING 10 YEARS OF MAKE IN INDIA!

The Festival of Manufacturing recently concluded its second edition at the Dr. Ambedkar International Centre in Delhi. The event celebrated India's vibrant manufacturing sector and the Make in India initiative, convening industry leaders to discuss progress and future visions. With over 1,200 attendees from conglomerates, ministries, MSMEs, startups, and more, it showcased India's manufacturing prowess across various sectors. **Shri R.K. Singh**, Union Minister of Power and New & Renewable Energy, Government of India, graced the event as Chief Guest and he credited government initiatives for the success of Make in India in his address.

By Nisha Shukla



**T**he Festival of Manufacturing, popularly known as Udyog Utsav, returned with its second edition, celebrating India's industrial prowess and the Make in India initiative. Held on 7th March at Dr Ambedkar International Centre, Delhi, the one-and-a-half-day event gathered the industry's finest minds, celebrating India's vibrant manufacturing sector while enabling meaningful discussions and deliberations to step up India's game on a global level.

The theme for the 2.0 edition revolved around 'Celebrating 10 Years of Make in India', initiating dialogue about its impact across various sectors such as construction equipment, automotive, defence and aerospace, electronics, and more. Discussions also delved into progress made, existing challenges, and



outlined a vision for the next decade.

The 'Presenting' Partner for 'The Festival of Manufacturing 2024' was ExxonMobil Lubricants, and the event was 'Co-Powered By' Ace Micromatic Group. Lenovo served as the 'Technology' Partner, whereas igus India was the 'Associate' Partner. Kandui Industries served as 'Masterbatches & Compounding' Partner, and Marposs India as 'Quality' Partner. The 'Supporting Partners' for the event were Zeiss, Omega Seiki Mobility, Tally Solutions, and The Timken Company. The Media Partners for the event were ET Now, The Machinist Magazine, and ET Polymers Magazine, and Bennet University served as 'Education' Partner.

The daylong event held on March, 7, 2024, drew over 1,200 attendees, bringing together conglomerates, key ministries, MSMEs, startups, associations, financial, R&D, and educational institutions, showcasing India's burgeoning manufacturing sector under one roof.

Additionally, Shri RK Singh, Union Minister, Ministry of Power and New & Renewable Energy, Government of India, graced the event as the Chief Guest, and Shri Atul Dinkar Rane,

OS & Director General, BrahMos, DRDO and CEO & MD, BrahMos Aerospace, graced the occasion as the Guest of Honour.

The event kicked off with an inaugural ceremony followed by auspicious lamp lighting ceremony attended by esteemed guests, including Shri RK Singh, Union Minister, Ministry of Power and New & Renewable Energy, Government of India; Shri Atul Dinkar Rane, OS & Director General, BrahMos, DRDO and CEO & MD, BrahMos Aerospace; Sujay Baisya, Vice President – Indirect Sales (North), ExxonMobil; TK Ramesh, Managing Director, Ace Designers Group; Venu Nuguri, Managing Director & CEO, Hitachi Energy in India and South Asia and Rahul Kamat, Editor – B2B Division, Worldwide Media, The Times Group.

After the inaugural ceremony, Shri R.K. Singh, Union Minister of Power and New & Renewable Energy, Government of India, addressed the audience. The key highlight of his address revolved around the significance of the manufacturing sector in generating vast employment opportunities in the country. He elaborated on how government initiatives have played an instrumental role in doubling the power generation capacity. *(Detailed coverage on page no: 39)*

Following the Chief Guest's address, the Guest of Honour, Shri Atul Dinkar Rane, OS & Director General, BrahMos, DRDO, and CEO & MD, BrahMos Aerospace, delivered his address: *(Detailed coverage on page no: 40)*

Apart from Shri Atul Dinkar Rane, Pujya Dr Gnanvatsal Swami, Life Coach & Eminent Speaker, BAPS Swaminarayan Sanstha, offered insights on the topic of 'Reinvent, Evolve & Lead' *(Detailed coverage on page no: 41)*. This was followed by Lt Gen VG Khandare, Principal Advisor, Ministry of Defence and Sujay Baisya, Vice President – Indirect Sales (North) at ExxonMobil, who presented their keynote addresses to the audience. *(Detailed coverage on page no: 42 & 43)*





#### **GALA DINNER:**

On March 6th, 2024, a day before the event, an invite-only Gala Dinner unfolded at Radisson Blu, Delhi. The evening sparkled with a perfect ambiance, offering a blend of inspiration, glamour, laughter, and engaging conversations, setting the stage for camaraderie. As it was 8 PM, luminaries from the country's manufacturing sector graced the red carpet, leading to the banquet hall hosting the prestigious Gala Dinner for the Festival of Manufacturing.

Padmashri Awardee, Shital Mahajan, an Indian extreme sportsperson, and holder of eight world records in skydiving, alongside stand-up comedian Pratyush Chaubey, graced the evening with their esteemed presence. The festivities commenced with Rahul Kumar, Editor of the B2B Division at Worldwide Media, The Times Group, outlining the evening's agenda.

Subsequently, a series of over 10 inspiring stories emerged from the realm of manufacturing, illustrating the dedication of individuals—from shop floor workers to CEOs—in making production a reality. Among these narratives, certain stories resonated deeply, shedding light on the transformative journey of those who, with effort and resilience, carved a path for

themselves and transformed their lives with the support of manufacturing. The Festival of Manufacturing shared these inspiring stories, evoking emotions that brought tears to the eyes of both speakers and listeners, showcasing the evolution and impact of this sector.

Following the emotional journey of these inspiring individuals, Padmashri Awardee Shital Mahajan Rane shared her daring adventures in skydiving, including jumps from the Everest peak, Himalayas, North and South poles of Earth, and more.

Following the inspiring and ambitious journey of the female skydiver, stand-up comedian Pratyush Chaubey entertained the entrepreneurs and manufacturers with his spontaneous and rib-tickling act, leaving the audience in splits.

The Gala Dinner also provided a platform for participants to reconnect and network with each other, fostering relationships and collaborations beyond the event.

#### **PANEL DISCUSSION**

The second edition brought together key players in the manufacturing industry to discuss innovations, challenges, and opportunities shaping the sector





through the lens of Make in India.

Concurrent sessions covering a range of industries, including electronics, construction, automotive, renewables, defence, and aerospace, were held in the two halls of the Dr. Ambedkar International Centre, Delhi, namely Bhim and Nalanda. Renowned speakers from leading manufacturing companies shared valuable insights, delved into progress made and existing challenges, and outlined a vision for the next decade.

#### 'A DECADE OF MAKE IN INDIA: ACHIEVEMENTS, CHALLENGES, AND LESSONS LEARNED'

The first-panel discussion, which took place in the Bhim Hall, focused on 'A Decade of Make in India: Achievements, Challenges, and Lessons Learned.' Industry leaders deliberated and reflected on key achievements, advancements, and challenges encountered throughout this decade-long journey of Make in India, delving into its forward-looking perspective.

The panel, moderated by Rahul Kamat, Editor, B2B Division, Worldwide Media, included stalwarts from the industry, such as Claudio Maffioletti, CEO and Secretary-General of the Indo-Italian Chamber of Commerce and Industry; TK Ramesh, Managing Director, Ace Designers Group; Sujay Baisya, Vice President of Indirect Sales (North), ExxonMobil; and Prashanth Doreswamy, President, and CEO of Continental India. *(Detailed panel discussion on page no: 44)*

#### 'MAKE IN INDIA 2.0: A CEO'S VISION FOR THE NEXT DECADE'

The second-panel discussion centered around the theme 'Make in India 2.0: A CEO's Vision for the Next Decade.' The deliberation saw industry leaders sharing their perspectives on this enlightened journey.

Eminent panellists for the CEO panel, including

Mahesh Gupta, CMD of Kent RO; Ramashankar Pandey, CEO of Tata Green Batteries; and Mihir V Shah, Executive Director & CFO of Vipul Organics Limited, shared their insights, strategies, and foresight for the next decade within the framework of the Make in India initiative under the moderation of Vinit Goenka, a former Spokesperson for BJP Delhi, Governing Council Member of CRIS, and author. *(See page no: 46 for a detailed panel discussion)*

#### 'REVOLUTIONISING THE RENEWABLE POWER LANDSCAPE: A DECADE OF MAKE IN INDIA'

With Industry 4.0 and now 5.0 taking centre stage, the need to adopt energy efficient solutions to create a stronger impact on the global economy has become more crucial than ever. The third panel discussion revolved around the topic: "Revolutionising the Renewable Power Landscape: A Decade of Make in India." Industry leaders deliberated on the renewable journey through the lens of Make in India.

Moderated by Abhijeet Sinha, Technocrat, National Program Director for Ease of Doing Business, and Project Director - NHEV, Ex-CAG, the panellists comprising Preeti Bajaj, CEO & MD, Luminous Power Technologies, Amar Variawa, Vice President and Country Head, Vestas India, Rakesh Sarin, President - Corporate Development, Suzlon Energy and Rahul Bhutiani, Head- Marketing and Sales, Adani Solar, discussed the need for innovation and efficiency in the renewable power sector. Additionally, the importance of tapping into the market to make renewable energy accessible in rural India was a major theme throughout. *(See page no. 47 for a detailed panel discussion.)*

#### 'REVOLUTIONISING INDIA'S AEROSPACE AND DEFENCE LANDSCAPE: A DECADE OF MAKE IN INDIA'

An engaging panel discussion on the transformation

of India's aerospace and defence sectors was hosted in the Bhim Hall as part of the 10-year celebration of Make in India. The esteemed panellists comprising Amol Suryawanshi, Sr. Director – Operations, ideaForge; Col Rajneesh Ralli, Vice President - Growth Operations, Dhruva Space; Maneck Behram Kamdin, SPV and Business Head, Godrej Aerospace; Satyabrata Satapathy, CEO & Co-Founder, BonV Aero; Yogesh Ramanathan, Founder & CEO, Vinata Aeromobility Pvt Ltd; AK Kapoor, Outstanding Scientist & Director DRDO (Retired) & Emeritus Scientist; shared valuable insights into the challenges and opportunities within the defence and aerospace sector.

Moderated by Anagh Singh, Assistant Vice President at Invest India, the discussion kicked off with a recognition of the pivotal role that aerospace and defence play in India's economic growth trajectory. (See page no: 49 for a detailed discussion.)

### REVOLUTIONISING THE CONSTRUCTION EQUIPMENT LANDSCAPE: A DECADE OF MAKE IN INDIA

Moderated by Samir Bansal, General Manager of Off-Highway Research, in the Nalanda Hall, the panel comprising Sanjay Saxena, COO, SANY India and South Asia; Navneet Sethi, Executive Vice President – Operations, JCB India; Shalabh Chaturvedi, Managing



Director, CASE Construction Equipment, India & SAARC delved into the significance of construction equipment in India's development and how self-reliance in equipment manufacturing is the need of the hour. (See page no: 51 for a detailed panel discussion.)

### REVOLUTIONISING THE ELECTRIC AND ELECTRONIC LANDSCAPE: A DECADE OF MAKE IN INDIA

Under the moderation of Nisha Shukla, Assistant Editor, B2B Division of Worldwide Media, The Times Group, industry stalwarts gathered at the Nalanda Hall to share insights on the journey and challenges of domestic electronic manufacturing. The panellists comprising Vivek Yadav, Executive Vice President, Havells India; HS Bhatia, MD, Kelwon Electronics and Appliances Private Limited; Sushil Virmani, Managing Director, Best Power Equipments; and Abhijit Vaish, Executive Director, Instapower Ltd, delved into the transformative impact of Make in India over the past decade on electric and electronic manufacturing, exploring challenges and achievements in the sector. (See page no. 52 for a detailed panel discussion.)

After the panel discussion, an elaborate felicitation ceremony was held to recognise The Machinist Best Brands in Metal Cutting 2023 and Champions of Manufacturing 2024.

In summary, the Festival of Manufacturing 2.0 delineated India's trajectory towards becoming a manufacturing powerhouse, bolstered by the Make in India initiative. The second edition concluded with the promise of returning next year bigger and better with industry-specific concepts and continuing the tradition of celebrating achievements and exploring opportunities for further growth and development of the manufacturing industry. 🎉

