

DAY 2: JANUARY 19, 2020



ELEC RAMA - 2020

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A DAILY UPDATE ON THE HAPPENINGS OF ELEC RAMA 14th EDITION FROM JANUARY 18-22, 2020 AT GREATER NOIDA EXPO MART

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ELEC RAMA 2020 opens to a dazzling start



Team Forever News

Union Information and Broadcasting Minister Prakash Javadekar who uses an electric vehicle himself was upbeat at ELEC RAMA 2020. He was addressing the fourteenth edition of ELEC RAMA a conference for discussion on new trends and innovation for energy transition at India Expo Mart in Greater Noida. The Union Minister of Heavy Industries and Public Enterprises, said, "Elecrama 2020 is a great opportunity for exchange of ideas and learning. We understand that the industry's cause should translate to a societal cause. We look forward to the industry's recommendations for nation

development"

The flagship initiative of the Indian Electrical & Electronic Manufacturers Association (IEEMA), the apex electrical industry body, the fourteenth edition saw other dignitaries like Shri R. K. Singh, Union Minister of State (IC) Power, New & Renewable Energy; Shri Satish Mahana, Minister of Industrial Development, Govt of UP, along with Mr. R K Chugh, President, IEEMA; Mr. Anil Saboo, Chairman, ELEC RAMA 2020 and others.

"I didn't have electricity in my

home till I reached class four. I know the importance of it," he said.

"ELEC RAMA 2020 is a great opportunity for exchange of ideas and learning. We understand that the industry's cause should translate to a societal cause. We look forward to the industry's recommendations for nation development" - Union Information and Broadcasting Minister Shri Prakash Javadekar

Electricity, he pointed out is a tool which empowers every individual

and the Government is committed to empowering every household with electricity connection.

He later went on to tweet a part of his speech saying "MakeinIndia is not just manufacture in India but it is come, innovate, invest, make in India and sell with pride in India."

He pointed out how electric vehicles are the future of the country as they are eco-friendly and helpful in reduction of carbon footprint. Mr Javadekar mentioned as to how Saubhagya Yojna benefitted 3.5 crore households through electrification. Speaking on the occasion Union Minister also said that electrification of

(Continued on page 2)

ELECRAMA 2020 opens to a dazzling start

(Continued from page 1)

18,000 villages was done under Saubhagya Yojna within the time

“In last 2 years we gave 1.2 Cr. new connections in the state. The state government has a target to add 2000 MW of solar energy every year. The UP Government is looking forward to strengthen its bond with the industry. We warmly welcome the industry to invest in the largest state of India.” - Minister of Industrial Development, Govt of UP, Shri Satish Mahana.

Shri R. K. Singh, Union Minister of State (IC) Power, New & Renewable Energy, added, “India is a sunrise country and we are the sunrise, despite all the hiccups India is the fastest growing large economies. India has achieved 367 GW installed power generating capacity. We have connected India to one unified grid, the largest in the world, and we are still adding to the capacity.”

Speaking on the occasion, Mr. R K Chugh, President, IEEMA said “IEEMA cuts across verticals

look back on the exponential growth of the platform. Explaining how ELECRAMA has grown over the years, Mr. Anil Saboo, Chairman, ELECRAMA 2020, said “Energy is prosperity. The journey of from 1990 to 2020 is exponential as the exhibition has expanded from 9000 to over 1.10 Lakh sq. meter. Also exhibitors grew from 100 to over 1370 in 2020.

Elecrama has been a matchless platform to Indian electrical industry to increase horizon worldwide.”

Over 300 International and 1000 Indian exhibitors are showcasing a host of technological

innovations covering the complete electricity ecosystem from generation, transmission, distribution, power electronics, renewables, e-mobility, automation, and power storage.

The five day congregation will also see national and international industry experts and policy makers

deliberate upon industry challenges, innovations, and business models through a series of leadership summits and meetings. Also, the premier showcase event will host world’s largest confluence of power transmission and distribution community at the 5th Reverse Buyers Sellers Meet and Domestic Buyers Sellers Meet. Since its first edition in 1990, Elecrama 2020 will exclusively focus for the first time on the role of women in the industry, building

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stronger electrical systems for homes, offices, and industries, and discuss the way forward for complete electrification of railways. Digital technologies, IoT and AI powered electrical systems,

span. Mr. Javadekar also said that Government has incentivised use of LED Bulbs which has decreased substantial amount of power consumption also resulting in greater savings for the consumers.

ELECRAMA 2020 will have the largest public showcase yet of industry innovations by over 1370 exhibitors from India and abroad from January 18th to 22nd 2020. It was only befitting then that the event saw a digital launch with the help of a QR code. Welcoming ELECRAMA 2020 to the state, Minister of Industrial Development, Govt of UP, Shri Satish Mahana said, “In last 2 years we gave 1.2 Cr. new connections in the state. The state government has a target to add 2000 MW of solar energy every year. The UP Government is looking forward to strengthen its bond with the industry. We warmly welcome the industry to invest in the largest state of India.”

“The journey of from 1990 to 2020 is exponential as the exhibition has expanded from 9000 to over 1.10 Lakh sq. meter. Also exhibitors grew from 100 to over 1370 in 2020. Elecrama has been a matchless platform to Indian electrical industry to increase horizon worldwide.” - Anil Saboo, Chairman, ELECRAMA 2020.

\$42 billion of top-line products in the country. We support the vision of Government’s \$5 trillion economy and we aim that our top-line should reach the target of \$1 billion by 2024-25. Towards the same, we are focusing on upgrading skills with the view of complete reskilling of workforce and incorporating technological advancements, such as AI and IoT, into various segments. These are the hallmark of ELECRAMA 2020.” This was also an occasion to

“IEEMA cuts across verticals in electrical and electronic and it comprises of 55% capital goods and \$42 billion of top-line products in the country. We support the vision of Government’s \$5 trillion economy and we aim that our top-line should reach the target of \$1 billion by 2024-25. - Shri. R K Chugh, President, IEEMA.

and other smart-tech solutions are being showcased at the event. Completing 30 years of being the only industry platform of the kind, Elecrama 2020 is supported by the Ministry of New and Renewable Energy, Ministry of Power, Ministry of Heavy Industries and Public Enterprises, and Ministry of Micro, Small and Medium Enterprises. While Uttar Pradesh is the host state partner, Germany is the country partner to the 14th edition of the initiative.

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Shri R. K. Singh, Union Minister of State (IC) Power, New & Renewable Energy inaugurating the BHEL pavilion.



Union Information and Broadcasting Minister Shri Prakash Javadekar and dignitaries inaugurating ELECRAMA 2020 by lighting the lamp.

Upskilling: The future of technology

Times are changing and changing fast. So much so that it is estimated that 50 per cent of the current jobs be defunct by 2050. It is the need of the hour to upgrade one's skill sets and be future ready.

Little surprise then that upskilling is not seen as expenditure but an investment for the idea for any industry is to thrive and not just survive. At the first day of ELECRAMA 2020, EtechNxt organised

an extremely engaging workshop on Upskilling in Technology.

With industry experts sharing their insights and expert views, the audience was captivated to say the least. Mustafa Wajid, Meher Group, Convener EtechNxt drew on the need to change with the times and understand the pulse of the times.

Ritu Shree, Track Chair, who convened the session underlined the fact that upskilling is too large a challenge to handle and needs a collaborative approach. Process knowledge, she added would not be required. We are getting into areas where data would be important. We have to understand data, and what to do with it.

Babu Babel, Non Executive Independent Director at Secure Meters, RR Kabel, Kryfs Power, Udaipur Urja & Past President IEEMA, spoke on how knowledge is very important but equally important is what we do with it "Research is the best way of upskilling yourself, of finding something new.

Technology of today and tomorrow will be very different," he said. He



also pointed out how the industry is willing to fuel this change, what is however missing is sharing of expert knowledge. "I see enormous opportunity for industry that said, not enough is being done to teach people about technology."

Sighting his own example he said, he tells himself he will learn something new each day. "There is no age for learning. Fear of unknown is what kills."

Drawing on change he recounted his personal example when he recalled an incident when one day his grandson who was watching TV with his mother saw that the television was taking a while to change channels, he said, "Wait it is uploading it takes time", next when it was still taking time, he said, "Maybe the bandwidth is not right."

Ananya Singhal, Joint managing director, Secure Meters systems, made an extremely engaging presentation. He drew attention on how the world is changing and so is the way engineers look at

the world. Speaking specifically of India, he spoke on how the climate

is changing; a warmer climate he pointed out will result in huge ecological and human upheaval. The cost of energy in India is rising, the Indian population is growing and India is urbanizing rapidly.

He also drew attention on how there is a paradigm shift in the grids.

The grid historically had the following features:

- Electricity flow was relatively simple so was, generation transmission, distribution and use
- Generation was relatively stable
- Use followed the conventional demand curve
- Domestic use was not controllable
- We had to lag indicators to run the grid
- Change was slow and involved heavy engineering.

Things have changed rapidly. The grid in the future are:

- Electrical flow is multi directional and constantly changing
- Generation is distributed
- Generation mix is complicated and changing

- The duck curve is variable
- Domestic use is now analysable and controllable

-Real and near real time data is available

-Better use of sensors and actuators can allow us to manage change through software.

Speaking of changing of duck curve r, he spoke about the need to flatten the back, lower the head and tail, generate more and adapt fast.

As engineers, he said, there is the need to understand if we

can make sense of all the changes. "Engineers need to put people in the centre. We need to become experts at understanding and empathizing with people. Engineers become to become cross functional."

Rainer Schmdt of Harting technology group spoke deeply on SPE technology. The new technology, he pointed out, is expanding limitation of links.

Lim Say Leong, Technical Director and Chint Ambassador, Sunlight Electrical Pte Ltd

Company of CHINT Group, China, spoke on the need of sustainable development and how renewable energy, micro grid, energy storage and prosumers are the new buzzwords.

He said electrical and electronic devices represent the biggest share in global trade. Everyone is connected and how "made in a country" is no longer important.

The idea is to cooperate and move ahead.

We couldn't agree more!



Energy Storage – The game changer for Indian RE sector & future grid

The government of India has come up with an ambitious plan to deliver 175 GW of renewables by 2022, committing to generate 40% power from clean energy sources by 2032. Power for all by creating an efficient, resilient and financially sustainable power sector has become the centre of all economic development and environment.

High deployment of renewable energy and its use requires technical as well as commercial solutions and a variety of policy decisions around minimizing the impact of intermittency and enabling grid integration of renewable energy. The falling costs and rising efficiencies of the supporting technologies, such as energy storage, are already making the generation of renewable power compete with conventional thermal power. Such technological advancement and cost reduction in both renewable energy and energy storage options will facilitate the exploitation of abundant renewable resources.

IESA estimates the market for energy storage in India to be US \$2.8 billion in 2018 and forecasts it to grow at a CAGR of 6.1% by 2026. The total annual MWh addition in 2018 hit 24.4 GWh and is expected to grow to 64.5 GWh by 2026.

Several policies supporting the growth of energy storage in grid-scale application are in the draft or proposal stage, and likely to get approved in the short term and expected to drive the market. Demand for energy storage

in behind-the-meter (BTM) applications will account for 68-77% of the cumulative market during 2018-26. Inverters and telecom towers have a major share of the BTM market. SLDCs/RLDCs or Discoms would need to be mandated / incentivized to procure a minimum percentage of their reserves needed for frequency regulation through electric storage. 2018-19 witnessed several renewable plus storage projects being floated by NTPC, SECI, US-ASSIRT, state utilities/agencies such as BSES Yamuna, BSES- Rajdhani DSM settlement, energy shifting, and voltage support. Large ESS tenders such as the 3.6GWh SECI project announcements indicate the growth of the market during the forecast period. Recent draft policy by MNRE on Renewable Energy –Round the Clock (RE-RTC) will boost energy storage adoption for RE Integration and hybrid projects.

Currently, forecasting, scheduling and DSM are the only drivers for wind integration application. Central Electricity Regulatory Commission (CERC) plans to introduce market mechanism for ancillary services market. IESA suggestion to the Commission was to introduce ESS for secondary and fast tertiary regulation ancillary services as it provides faster response and more regulation per MW. In 2019, the first grid-scale ESS project was commissioned at Tata Power Delhi Distribution Ltd (TPDDL), Rohini Substation in

New Delhi for 10 MW – 10 MWh for application such as peak load management, frequency regulation and Energy shifting. Distribution deferral becomes a key application for ESS in metros where grid expansion becomes difficult.

IESA requests the Finance Ministry that consideration to be made in the Union Budget for creating a subsidy, similar to that recently applied to EV sales, where a modest reduction in income tax can be given to homeowners of IR2.5 lakh (US\$3,500) on loans for installation of Rooftop Solar+ energy storage system. This will enable to “fast-track” the adoption of Rooftop solar-plus-storage in behind-the-meter applications.

Rooftop PV policy subsidies, dropping battery prices and increasing electricity tariffs, energy storage with rooftop solar is expected to pick up in the short term. The rural electrification sector majorly constitutes the solar home lighting systems under Saubhagya scheme, solar streetlights under AJAY scheme, and microgrids. In 2018-19, market was driven by Saubhagya SHLS deployment; however, the sector looks grim due to lack of policies existing in the market to drive it beyond 2020.

Presently, India has already installed 16 MWh of large-scale storage for grid and renewable integration though pilot and demonstration projects at different locations. Apart from these commissioned projects, 100+ MWh of energy storage projects

in India are on the verge of tender allocation or at construction stage. Islands like Andaman & Nicobar and Lakshadweep are seeing a large number of tender announcement on energy storage by difference agencies like SECI, REIL, NTPC and others. IESA had strongly protested the cancellations and delays in implementation of the storage projects, and is hopeful, that this time the government will prioritize these projects and see them through to implementation. We are also seeing strong leadership from private commercial and industrial consumer to develop storage projects for behind the meter applications for different commercial and industrial hubs to create private projects.

India is expected to attract investment in 3 to 5 giga-factories for advanced Li-ion batteries, attracting over \$3 billion in investments in the next 3 years. Already, over 1GWh of annual assembling capacity is being set up for converting imported Li-ion cells into battery modules by various Indian and global companies in India. Opportunities include manufacturing, assembling, equipment and raw materials supply, R&D of technology enhancement and much more. In this regard, many Indian companies are eyeing India's storage market while a few Indian companies are also diversifying their existing business into energy storage.

Debi Prasad Dash, Executive Director, India Energy Storage Alliance (IESA)

Fast changing LED

There will be changes in 'on board technology' due to the use of IC based drivers to support touch based technology, which is the need of the hour for smart lighting systems. This, in turn, will reduce the number of components used in traditional drivers. Use of fewer components can reduce costs, while enhancing the efficiency of the final product.



There will be higher usage of chip scale packaging (CSP) or 'Flip Chip' packaging technology to enhance lumen output while increasing the reliability of the final product.

Use of CSP eliminates the traditional sub-mount, enabling manufacturers to directly attach the LED die to the PCB, allowing for overall system cost reductions.

The introduction of driverless low voltage direct current (LVDC) operated products will enable energy saving by reducing AC-DC current conversion losses. This will also make the products compatible with solar photovoltaic systems, and help them run as LED-solar hybrid systems, which will be very useful in India.

The shift in manufacturing techniques from through-hole to surface mount technology (SMT) will enhance efficiency while reducing operational costs. This, in turn, will help to achieve a breakeven point (BEP) quickly, in spite of relatively higher capital expenditure.

CEO SUMMIT



In conversation with Mr. Kapil Dev at CEO Summit organised on the evening of ELECRAMA 2020.

"Thousands of people who lead you to achieve success in life": Mr. Kapil Dev, winning Captain of the 1983 World Cup Team as the Chief Guest at CEO Summit. #Elecrama2020 #30yearsofElecrama

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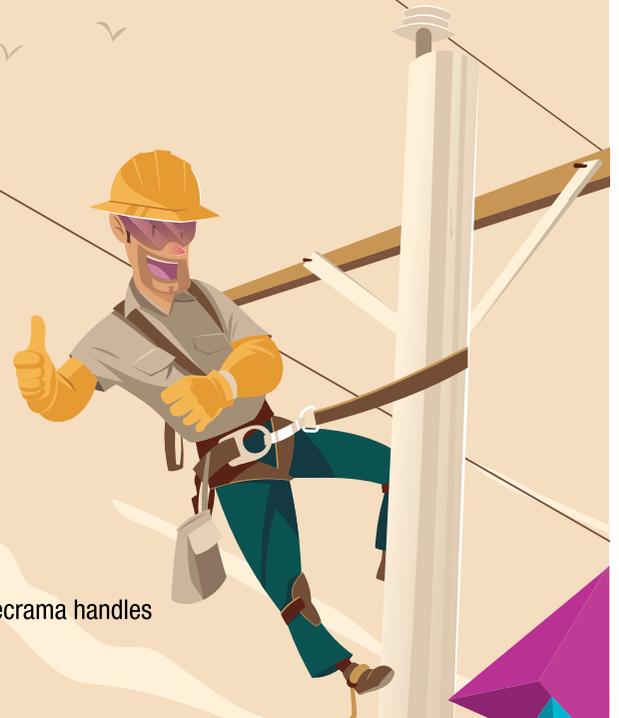
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Green initiatives by Elektrolites Power Pvt Ltd works for 3E's Energy, Environment and Education



The basic objective of Elektrolite is to raise awareness about the protection of Earth and share its resources with future generations. We should put affordable clean and renewable energy within the reach of all and must look for changes in our lifestyles that would make us less dependent on energy and more sustainable in our consumption. It is equally critical to launch a global education programme that prepares our next generation to protect and conserve the Earth.

Go Green and Save the Earth. Anil saboo CMD, Elektrolite

Electric mobility space changing at rapid pace

In freewheeling chat with Awadhesh Jha, VP - Charge & Drive & Sustainability, Fortum India brings out the possibilities in the electric mobility space and the business insight.

Sector progress and expectations

The electric mobility space has fared quite well during this year. It came center stage from being confined to discussion level in the past few years. Reduction in GST on EV as well as charging equipment, launching FAME-II for demand creation, incentivizing passenger EV for individuals, clarity on charging standards, and steps to set up 1000 charging points in next couple of years are boosting adoption of EV. More than 10 states have come out with their policies to create supply and demand of EV. Equal number of state electricity regulators have designed EV specific tariff for Charge Point Operators, which is another good step towards adopting EVs.

While EV will surely gain upfront price parity with ICE vehicles sooner than expected, consumers would be hesitant to use EV unless they are confident about charging the vehicles as per their convenience, at the location of their choice, and at a price which is cheaper than petrol/diesel during the initial days when upfront cost is higher. So, we need to add lakhs of charging points every year to

cater to customer's expectation.

Augmented electricity infrastructure would be required at local network level even though at national level this will not be significant. Besides, EV charging would be a different proposition. Unlike oil and CNG, this has interdependency on battery and electricity. This necessitates that charging infra must be smart; this would also warrant smart grid. What is needed is greater and urgent push for upgradation and strengthening of electricity infrastructure along with charging infra.

Business scenario and plans for 2020

Fortum operates in four business areas in India - Solar power

generation, e-mobility, Bio2X and emission reduction of thermal plants. This year has been great in terms of collaborations with some of the key stakeholders in the segment. We have established India's first public charging network of 50 kW DC chargers in partnership with MG Motors. We have already witnessed an uptake in adoption of EVs in the last one year through our existing charging network of 15/20 kW DC001 chargers. This collaboration will further bolster this growth.

Under the partnership, starting with the national capital, we have installed four public 50 kW fast-charging stations in south Delhi, west Delhi, Noida and Gurugram.

Besides, six more public 50 kW DC fast chargers have been installed at MG's dealer locations in Mumbai, Bengaluru, Hyderabad and Ahmedabad. Additionally, we are running two projects in Hyderabad - one with Indian Oil Corporation and the other with Hyderabad Metro Rail (HMR).

Potential growth opportunities

Shifting modes of mobility could launch new business opportunities. These would emerge in areas such as charging and swapping infrastructure, service, or integrated transport. In India, energy players have entered the mobility sector, while some traditional power companies are exploring possibilities in charging infrastructure, and infrastructure companies are getting into the battery business.

In order to promote e-mobility in India and achieve the targets set by the government by 2030, various supportive policies, incentive programs, technology improvement and charging infrastructure will have to be provided in order to create an enabling ecosystem for e-mobility. Further, all these will have to be done in a time-bound and organized manner.

Interview by: Ashok Thakur, Chief Editor-ETN





The electronics behind IoT

Each of the IoT devices will require, at the very minimum, a microcontroller to add intelligence to the device, one or more sensors to allow for data collection, one or more chips for connectivity and data transmission, and a memory component. The connected devices that transmit information across the relevant networks will rely on innovations from semiconductor players—highly integrated microchip designs, for instance, and very low-power functions in certain applications.

A new class of System-on-Chip (SoC) based devices, with provision for optimal power and connectivity features as well as with sensor

integration, will be in demand to support the wide adoption of IoT. The first generation of such chips is already on the way, although it will probably be a few generations before chips can deliver all the functionality required.

A new array of sensors based on micro-electromechanical systems (MEMS) technology are rapidly being developed to enable IoT applications beyond motion and image sensing to include those that measure humidity, altitude, food calorie composition, and human health indicators. This is a result of the increasing variety of consumer IoT applications such as wearables and clustered systems.



Key opportunities and trends for the Indian Electronics industries

The Indian Electrical and Electronics industry is fast changing and adapting to the new technology to compete the global giants. Here is an overview about the industry.

What are the factors likely to shape the Indian electronics industry in the coming year and beyond? We talked to industry members about the trends expected to impact businesses in this sector, and the developments and opportunities companies can look forward to.

India's electronic system design and manufacturing (ESDM) sector continues to be a critical force for growth, innovation and disruption, across multiple segments. Perhaps nothing demonstrates this more clearly than the widespread application of electronic components and products in sectors like lighting, automotive, communications, etc. Electronics has become an agent of change in these segments, enabling the creation of products that enhance efficiency. We anticipate even more opportunities for the electronics industry to meet the needs of the various sectors electronic products are used in.

Market projection

The Indian electronics market is one of the largest in the world and is expected to reach a turnover of US\$ 400 billion in 2022, up from US\$ 69.6 billion in 2012. According to an Indian Brand Equity Foundation (IBEF) report, the market is projected to grow at a compound annual growth rate (CAGR) of 29.4 per cent during the period 2015-2020.

Total production of electronics hardware goods in India is estimated to reach US\$ 104 billion by 2020.

The growing customer base and the increased penetration in the consumer durables segment has provided excellent scope for the growth of the Indian electronics sector. Also, greater digitisation could lead to increased broadband penetration in the country and open up newer avenues for companies in the electronics industry.

Applications that will drive the market

LED lighting applications will be the major driver for the Indian electronics market in the coming financial year. Considering the huge demand for communication and

broadband equipment, including mobile handsets, this segment is also likely to drive the demand for electronic components and products. The market will also see demand from the automotive electronics segment. According to the survey participants, future growth in the electronics industry will predominantly come from the following top three demand-generating sectors

1. LED lighting
2. Communications and broadband equipment
3. Automotive

Technologies that will shape the market

The electronics industry is going through an exciting phase due to revolutionary changes in technology, the launch of innovative products and the challenge of global competition. This has made it necessary for electronic product and component manufacturers to focus on continuous improvements in order to stay ahead of the pack. Survey participants also shared some insights about emerging technology trends that will shape

the market in India, and create more efficient, user-friendly products by using better production techniques. Here is a collation of their views and our analysis.

Evolution of components and products

Miniaturisation: This refers to the creation of smaller devices or components for mechanical, optical and electronic products. Convergence is helping manufacturers to integrate multiple devices. The demand from consumers to reduce the size of the products, so that they are easy to manage, has also led to these products becoming smaller in size. The greater density of components in these products is usually made possible through VLSI designs. This also enables a lower cost of production, which translates to lower overall product pricing. Miniaturisation is on the rise and will impact the traditional components market as most of these components will get replaced by chip components and integrated circuits.

“Technology is an extremely important area for us”

Energy is the backbone of any economy. IEEMA (Indian Electrical and Electronics Manufacturers' Association) not just understands it but also lays focus on it with a



Mr. RK Chugh, President, IEEMA

host of activities and interactions. ELECRAMA is an extension of this. ELECRAMA is the biggest showcase of the world of electricity organised by Indian Electrical and Electronics Manufacturers' Association (IEEMA) at India Expo Mart in Greater Noida from January 18 to 22, 2020.

It brings together complete spectrum of solutions that powers the planet, featuring equipment and technology and peerless

thought leadership platforms for technical conferences and industry summits.

Each year, the exhibition looks at breaking new grounds and this one is no different. In its 14th

INTERVIEW

year, ELECRAMA 2020, focuses on technology and upscaling. In an exclusive Interview, Mr R.K. Chugh, President – IEEMA spoke on what makes ELECRAMA 2020 special and the challenges ahead.

What is the main focus of ELECRAMA 2020?

Technology is an extremely important area for us and ELECRAMA 2020 is looking at addressing it. A host of jobs right now, will not outdated in times to come, thanks to automation and artificial intelligence.

We are focusing on upgrading skills with the view of complete reskilling of workforce and incorporating technological advancements, such as AI and IT, into various segments. These are the hallmarks of ELECRAMA 2020.

A host of Micro, Small & Medium Enterprises are participating in ELECRAMA 2020, how will this exhibition benefit them?

MSMEs are our backbone. Eighty three per cent of our members are MSME. For the first time, we have an MSME clinic where experts can help with problem solving. Small scale industries needs technology they need to learn how to do marketing. Both things being provided at the clinic.

Besides this, there will be skilling tracks for MSMEs where they can see working models, this will help in better understanding as seeing is believing. Here they can learn and see and ask experts. Because there are also foreign exhibitors at ELECRAMA 2020, they will not just see national but also international technology.

Tell us something about Women's pavilion?

Sadly power sector sees a very small number of women as compared to other sectors. We understand the dynamism women bring to any field.

The women's pavilion will not just salute women in the energy sector but also encourage others to join in. We will have discussions, on the spot speaking, interactions and

We are focusing on upgrading skills with the view of complete reskilling of workforce and incorporating technological advancements, such as AI and IT, into various segments. These are the hallmark of ELECRAMA 2020.

much more.

What are the expectations from ELECRAMA 2020?

We will see more than 500 b2b at ELECRAMA 2020. We expect Rs 30,000-crore business to be generated at the 14th edition of ELECRAMA. Take for example the fact that last year 40 per cent of enquiries translated into business. IEEMA cuts across verticals in electrical and electronic and it comprises of 55% capital goods and \$42 billion of top-line products in the country. We support the vision of Government's \$5 trillion economy and we aim that our top-line should reach the target of \$1 billion by 2024-25.



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- ◆ Create a **45 seconds video** in two parts. **First 30 seconds** talk about what your brand or leadership thinks about what the future will look like. Second **10–15 seconds** state that the future is at #Elecrama2020 and that one experience it at your stall (stall number).
- ◆ Post the Video on your social media handle with **#Elecrama2020**



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