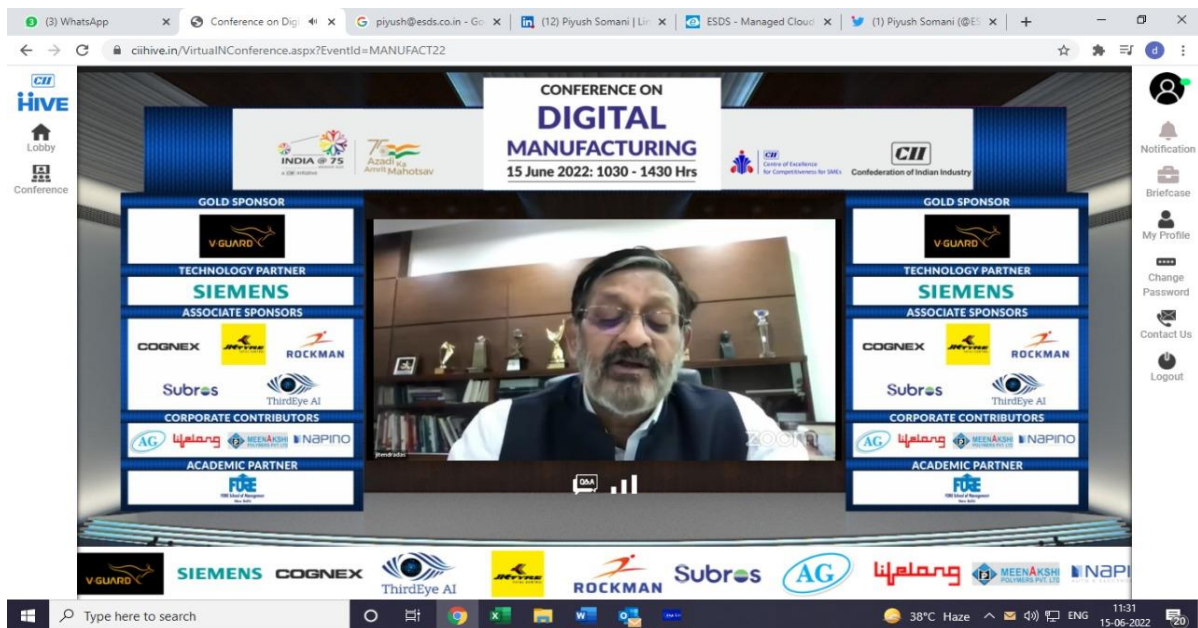


## Conference on Digital Manufacturing Embracing the Technologies to boost Production & Competitiveness Wednesday, June 15, 2022

Confederation of Indian Industry (CII) recently Organised CII Digital Manufacturing Conference: Embracing the Technologies to boost Production & Competitiveness held on Wednesday, June 15, 2022, in virtual mode. FORE School of Management was an Academic Partner in this event. The conference was focused on industrial digital transformation in manufacturing, emerging technologies for shop floor transformation in India, and the current challenges in digital transformation. About 300 participants from industry and academia attended the conference.

**Dr. Jitendra Das, Director, FORE School of Management** was a Session Moderator in Panel Discussion I titled Industrial Digital Transformation in Manufacturing – What’s New, and What’s Next? scheduled during 1130 – 1230 hrs in this event.



Dr. Jitendra Das, speaking at the Conference

Dr. Das, said “There is an availability of massive floor data in every sector. Data analytics, machine learning, and artificial intelligence are throwing up new opportunities but also creating new challenges. The pressure to succeed is enormous. In order to adapt to the digitalization of any activity, the focus should always be to leverage the value chain. Organizations need to figure out how to increase the production capacity using new techniques that are available now, reduce

material cost, improve customer service & delivery lead time, achieve higher employee satisfaction, and reduce the environmental impact or carbon footprint”.

Industrial digital transformation in manufacturing is a revolution for companies to be able to benefit from, realize their potential and obtain the results. The transformation is more than investment in technology and the installation of state-of-the-art hardware and software. The first point of concern for any organization is its employees. In a rush to implement the new manufacturing technology, organizations should not forget that there are systems already in place and people as a result of this system might resist change. Therefore, the frontline leaders must put the people first while implementing technological change in their companies. This includes training and education of employees, incentivizing the approach, or carrying out activities to promote the transformation intent through a clear and bright spirit. Communication should be the backbone of implementing this strategy.

Two or three years back, digitalization in the manufacturing sector was not on the priority list except for a few industrial leaders. By and large, the effort towards digitization was limited to the proof of concept and the R&D labs. The reason for an aggressive adaption to digitalization now is multifaceted such as the challenge of a market condition, missing relevant internal expertise, knowledge gaps, segregation of budget, etc.

One problem with automation is that things become more rigid. In order to achieve business targets, digitalization needs to offer flexibility and agility. There will be new requirements at every juncture and automation will need to evolve along with it. So, the most important aspect is that it must be user-friendly. There is also a need to have an integrated approach and one common agenda to change or improve a process when there is a pool of data available on the factory floor.

Along with **Dr. Jitendra Das, Director**, FORE School of Management, New Delhi, the following were the eminent panelists:

**Mr. Kiran Deshmukh**, Chief Technology Officer, Sona BLW Precision Forgings Ltd;

**Mr. Jayant Singh**, Head - Business Solutions (Smart Infra), Larsen & Toubro Ltd;

**Mr. Rajiv Desai**, Head – Sales & Business Development, Product Management & Marketing Strategy, Tata Communications Ltd;

**Mr. Vinod Kumar Boggarapu**, Vice President – IoT Strategic Partnerships and Revenue, Vodafone Idea;

**Mr. Rajesh Vegad**, Regional Sales Manager – Electronics, Cognex Sensors India Pvt Ltd.

After the questions and answers, Dr. Das summed up the Session.

