

Automation is the Latest Concept of Manufacturing



Ganesh Jivani
Managing Director, Matrix Comsec

Matrix is a global leader in telecom and security solutions for modern businesses and enterprises with 500 channel partners in more than 50 countries. Its products range of cutting-edge solutions include IP Video Surveillance, Access Control, Time-Attendance, Unified Communication, Convergence, IP-PBX, Universal Gateways, VoIP-GSM Gateways and VoIP Terminals.

In conversation with MART, the visionary founder and managing director of Matrix Ganesh Jivani feels sustaining lower-tech platform industries and echo system is as much important as focusing on the growth of high-tech industries and that the Government is on the right track by promoting manufacturing in India and not manufactured by India.

Mr. Jivani, graduate in Computer Science from the Faculty of Technology, The M. S. University of Baroda, has over two decades of telecom acumen and expertise with which he has driven Matrix for customer specific solutions and innovative products which has earned the company many accolades in its field.

Manufacturing has grown exponentially. What are the latest technologies that are dominating Indian manufacturing?

Automation and Lean Manufacturing are two dominant trends. Automation and robotic manufacturing is replacing humans from repetitive manufacturing and working

in hazardous conditions. Lean Manufacturing is helping organizations improve quality, cost and delivery parameters by removing waste from the entire value-chain.

How is your company adapting the upcoming technologies?

We are in sync with modern product development and manufacturing methodologies and tools. We work with

consultants who help us absorb new methods. In addition, we also send our people for frequent training programs to upgrade our skills.

How much an engineer graduated from India is skilled to implement the latest trends in manufacturing? How gaps can be filled?

There is only so much you can learn in the classrooms

and from books. Moreover, manufacturing is more experiential learning. Our education system is more academic oriented. Obviously, our fresh engineers lack practical exposure to see, experience and assimilate manufacturing technologies and processes. Most people learn on the job. Fortunately, most organizations are investing time and resources in



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training their engineers.

Indian SMEs are the most prominent part of manufacturing. Are they ready with the latest technologies to deliver global competent products? The challenges SMEs face in implementing these technologies?

Let us face it. Indian technology-product development and manufacturing is at nascent stage. We will need a lot of determination, efforts and resources to build this. It is one thing to talk about globally competent products and quite another to actually build such products. It is not only about SME, enterprises or government. Technology development, product design and manufacturing are important aspects of a nation's capabilities. They need vision, determination, sustained efforts and large investments.

How much the Government of India is helping the Indian SMEs to work in a progressive and competitive environment?

The government is trying everything possible. There is serious intent and drive from the top to grow manufacturing

in India. But make no mistake, the Government is focused on manufacturing irrespective of whether it is an Indian SME or MNC enterprise. I believe this is the right way to go. We don't have the luxury of time or resources to favour "Indian" companies. Government is ready to help whoever is ready to manufacture in India.

What, according to you, are the dominant changes that should be made immediately in the Indian manufacturing scenario to make it globally acceptable and competitive?

We need to improve all three deliverables – quality, cost and delivery. Again, it is not possible to chase one factor independently because all three are connected. For example, better manufacturing practices such as lean manufacturing improves quality and cost and reduces delivery time. Similarly, working on DFM (Design for Manufacturing) also brings benefits in all three. Overall, we need knowledge, skills, equipment and infrastructure to make Indian manufacturing globally competitive. I believe this is surely doable with the right amount of belief, intent, energy, inputs and patience.



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Do you think the new age start-ups are well equipped when it comes to technological trends like Big Data, IoT or Predictive Analytics?

Yes, one thing very good about most start-ups is that they are all focused on a specific technology and business model. In today's technology world, depth is more critical than width. Instead of doing ten things, it is more important to do one thing better. Start-ups have a natural advantage in keeping razor-sharp focus on their objective.

What are your views / comments with regard to Mr. Modi's campaign of Make in India? Do you have any suggestions to increase its effectiveness?

Make in India is all about manufacturing in India which is a necessity for many reasons including economic growth, jobs, internal consumption, foreign exchange, technology independence, etc. Electronics and telecom being high-tech industries, it is impossible to create sustainable manufacturing unless supported by lower-

tech platform industries and eco-system. Instead of spending time being attracted to very high-tech such as semiconductor boundaries, it is prudent to nurture manufacturing of basic passive components, PCBs, antennas, crystals, connectors, cables, etc. One serious and unfortunate side-effect of economic opening up in 1991 is that most such manufacturers have completely disappeared. We need to rebuild electronics manufacturing from the scratch. The right way to do is to focus on volume and not on particular technology.

Please give a brief about your industry, services and offerings?

Matrix is an indigenous product design-manufacturing company active in telecom and security solutions for modern enterprises and businesses. Matrix offers cutting-edge solutions such as Centralized IP Video Surveillance, Access Control, Time-Attendance, Unified Communication, Convergence, IP-PBXs, Universal Gateways, VoIP-GSM Gateways and VoIP Terminals.



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