

icEMA[®] Indian Construction Equipment Manufacturers' Association

Newsletter

Volume 5

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Message from President

Welcome to the fifth edition of ICEMA Newsletter.

In this edition, we would cover many "firsts" that ICEMA has achieved over the past one quarter with your help and I would like to thank you all for your active support and participation.

As you know, ICEMA, for the first time in collaboration with Ministry of Rural Development held their National Conference on Rural Roads on 26 August 2014. Shri Upendra Kushwaha, Minister of State for Rural Development was the chief guest at the conference. The conference was attended by 250 delegates and about 80 officials from Central and State Government. It was suggested that ICEMA would coordinate with the Ministry of Rural Development, NRRDA, State Government, contractors and extend their complete support and cooperation for developing technology for the construction of rural roads in India.

ICEMA has been regularly interacting with the Department of Heavy Industry (DHI) for the approval of the Test Centre for the Construction equipment Industry. Understanding the need for the same, the Cabinet Committee on Economic Affairs, chaired by Hon'ble Prime Minister Shri Narendra Modi, approved the "Testing and Certification Centre" for Earthmoving machineries.

Infrastructure Equipment Skill Council (IESC) for our Industry as approved by NSDC has already started its operations with the support from ICEMA.

This edition brings to you a brief note on the launch of the 'Make in India' campaign in New Delhi, on 25 September 2014 by the Hon'ble Prime Minister of India. This initiative is a giant leap towards making India a preferred investment hub for investors from across the world and within India.

I also want to take this opportunity to talk about "Swachh Bharat", another priority area specified by the Hon'ble Prime Minister. On 2nd October 2014, the mission was launched as a tribute to Mahatma Gandhi. Let's do our bit to this initiative as well.

I hope you enjoy reading this latest issue of the newsletter.

Wish you all a very Happy and Prosperous Diwali

Regards,

Amit Gossain
President, ICEMA



ICEMA Annual General Meeting

The Annual General Meeting of ICEMA was held on 26th August 2014 at New Delhi. Mr. Amit Gossain, President, ICEMA presented the activity report of the association for the financial year 2013-14. He briefed on functioning of various panels of the association and major initiatives of ICEMA during the year 2013-14. Highlights of the activities included setting up of Infrastructure Equipment Skill Council and proposed test centre for the construction equipment industry. A series of meetings with the concerned Government/ Departments/Ministries were organised to raise industry issues. An 8-member ICEMA delegation visited to CONEXPO CON/AGG, in Las Vegas during 4-8 March 2014. ICEMA made a presentation at the Session on Emerging Market in India.

Seven new additions were made to the Membership Panel of ICEMA in 2013-14.

The Annual General meeting was followed by Cocktails.



Annual Industry Report - 2014

ICEMA, in collaboration with AT Kearney, has brought out an Annual Industry Update on ECE Industry recently. A detailed presentation on the Industry Update was made by Mr. Mayank Bansal, Principal, AT Kearney at the Annual General Meeting of ICEMA held on 26th August 2014 at New Delhi. The report mainly covered the industry performance during the course of last 2 years and outlook for the future.



Overall, the ECE industry declined by sharper rate of 22% from FY13 to FY14, compared to 13% decline from FY12 to FY13.

The report also highlighted the initiatives taken by the new Government for speedy implementation of stalled projects and announcement of new projects.

Soft copy of the Report is available with ICEMA Secretariat

National Conference on Rural Roads

ICEMA, in collaboration with the Ministry of Rural Development, organized a National Conference on Rural Roads on 26th August 2014 in New Delhi. The conference was organised concurrently with the Annual General Meeting of ICEMA.



The Conference was inaugurated by Shri Upendra Kushwaha, Minister of State for Rural Development.

Hon'ble Minister, in his inaugural address, mentioned that Government of India has been making a lot of efforts to work closely with the State Governments, contractors and equipment manufacturers for building high quality roads in rural area. He suggested that equipment manufacturers should be actively involved in these initiatives. Ministry of Rural Development would be happy to coordinate with the equipment manufacturers for adopting advanced technology and developing equipment suitable for construction of rural roads. He also suggested that Government would look forward to ICEMA's support in the area of skill development and operator training for village youth.



Shri Rajesh Bhushan, Joint Secretary, Ministry of Rural Development and DG, National Rural Road Development Agency (NRRDA), in his address, highlighted the need for rural connectivity and achieving desired target for construction of rural roads. He shared that the PMGSY scheme was first started in the year 2000 - the target was to connect 1,78,000 habitations. Over 1,00,000 habitations have so far been connected by the rural roads and lot have to be done. The Government would make all efforts in overall development of rural roads across the country. He also mentioned that ICEMA could play a very important role for organising workshops on regional basis involving 4-5 States to deliberate on the application of appropriate technology and equipment. Government of India would extend their support in organising these workshops.



ICEMA's Participation in Conex Korea 2014

Conex Korea 2014-an international exhibition on construction equipment & technology was held in Seoul, South Korea from 24th to 27th September 2014. Coinciding with Conex Korea 2014, Korean Construction Equipment Manufacturers Association (KOCEMA) organised a Seminar on India on 25th September. ICEMA was invited to take part in the Seminar and make a presentation on Indian Construction Equipment Industry & Emerging Market for construction equipment in India. Mr T R Bharathan, Chief Adviser, Puzzolana Group & Member of the Governing Council, ICEMA made a detailed presentation on the Indian Construction equipment industry, present trends, growth prospects, upcoming projects & construction equipment market in India.



The presentation was well received by the participants and a lot of questions were raised on upcoming projects in India and construction equipment market. The Seminar was attended by over 120 participants from the construction equipment industry, construction companies, consultants and international visitors.

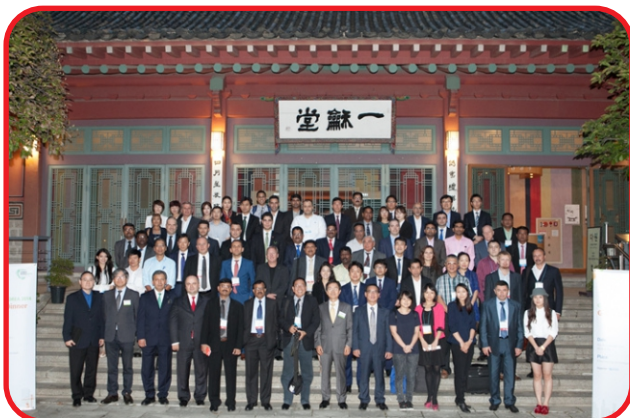
Presentations were also made by Confederation of Indian Industry and Builders' Association of India. These presentations mainly highlighted Indian economy, investment opportunities and upcoming major infrastructure projects in India.



ICEMA also had a meeting with Mr Sung - OK Lee, Executive Vice Chairman, KOCEMA to discuss on possible areas of cooperation between India and Korea. KOCEMA also organised a Gala Dinner on 25th September which was attended by over 100 overseas visitors including Indian delegation. Delegations from overseas industry associations also joined the Gala Dinner.

Infrastructure Equipment Skill Council

ICEMA's proposal for setting up Sector Skill Council has been approved by National Skill Development Corporation (NSDC). The council has been renamed as Infrastructure Equipment Skill council (IESC). The Council has been registered under Societies Act XXI of 1860. Memorandum & Rules of the Council has also been registered. The Governing Body of the Council include representatives from equipment manufacturers, construction companies / associations, Department of Heavy Industry and NSDC. Mr. Glenville da Silva is the Chairman of the Council and Mr. Vikram Sharma - the Co-Chairman. Mr. H S Mohan has joined as the CEO.





22 members of ICEMA have so far joined the Council. A logo contest was conducted by ICEMA to finalise the logo of IESC. Out of 59 entries received by ICEMA Secretariat, the logo created by Schwing Stetter India was selected.

The Council organised a full day Workshop in July 2014 to discuss on the plan of action and steps to be taken towards setting up of National Occupational Standards (NOS) and other action points. NSDC representative attended the workshop and made a detailed presentation on the steps to be taken for skill mapping and manpower training.



The first meeting of the Governing Body was held on 18th September at New Delhi. Several resolutions were passed for opening of bank account, authorised signatories, appointment of auditors, service tax registration, etc.

Test & Certification Centre for construction equipment industry

ICEMA's proposal for setting up an independent test & certification centre for the construction equipment industry has been approved by the Cabinet Committee on Economic Affairs chaired by the Hon'ble Prime Minister Shri Narendra Modi on 15th September 2014. By setting up this test centre, the import of second hand and outdated machinery could be restricted through mandatory testing and certification. In addition, the centre would facilitate evaluating the performance, statutory and

regulatory requirement of construction and mining machinery/equipment.

ICEMA has been closely working with the Department of Heavy Industry for the last two years for setting up a Test Centre for the ECE industry. In this regard, a feasibility report was prepared by ICEMA and the same has been submitted to the Ministry for funding this project. Mr. R K Singh, Joint Secretary, Department of Heavy Industry informed at a meeting that the Government would consider the entire funding of this project.

Regulatory framework for Construction Equipment Industry

The Technical Panel of ICEMA had a meeting with Department of Heavy Industry in July 2014 to review the CMVR Rules and regulatory framework for construction equipment industry. Department of Heavy Industry had advised ICEMA to prepare a proposal for creating an independent Rule / Act (similar to CMVR) for the construction equipment industry. Technical Panel had a series of meetings on this subject and prepared a draft proposal for the construction, earthmoving, mineral processing and mining equipment (CEMM) Act. The draft Act was presented at the ICEMA Governing Council for discussion. Governing Council has cleared the draft with some minor corrections. The proposal would now be finally presented at the Technical Panel Meeting for further inputs from members. The final draft will then be submitted to the Department of Heavy Industry.

Swachhh Bharat Abhiyan: Industry Participation

Acknowledging the importance of cleanliness for better living, the Hon'ble Prime Minister Shri Narendra Modi launched the 'Swachhh Bharat Abhiyan' on 2nd October at New Delhi. In this regard, a number of awareness drives has been initiated by the Government at various level with the objective to make all out efforts to Clean India.

Shri Venkaiah Naidu, Hon'ble Minister of Urban Development, Housing & Urban Poverty Alleviation and Parliamentary Affairs has sent a letter to President, ICEMA for supporting this initiative and taking active role for the Swachhh Bharat Abhiyan.

Members of ICEMA may send their suggestions on the Swachhh Bharat Abhiyan to the ICEMA Secretariat.

ICEMA's Forthcoming Activities

- (a) ICEMA Conference on Infrastructure Equipment - Re-scripting the Growth Story : 16th December 2014, Greater Noida. Detailed information about the Conference is available on ICEMA website.
- (b) ICEMA will have a Stall at bC India Exhibition (15-18 Dec 2014).

- (c) ICEMA Technical Panel Meeting : 6th Nov at New Delhi - to discuss and finalise the draft proposal for the Regulatory Framework of construction equipment industry.
- (d) ICEMA to attend the CECE Congress on 15-17 October 2014 at Antwerp, Belgium and take part in the interactive session.
- (e) ICEMA to submit its proposals for the Union Budget 2015-16 in November 2014. Members may send their points and suggestions to ICEMA Secretariat by 28th October 2014.
- (f) ICEMA to take part in IMME 2014 at Kolkata and to hold the General Body Meeting.

Hon'ble Prime Minister launched 'Make in India' initiative

Hon'ble Prime Minister Shri Narendra Modi launched the ambitious 'Make in India' campaign on 25th September at New Delhi in the presence of global and domestic CEOs.

The 'Make in India' campaign is aimed at making India a manufacturing hub, and the government is pulling out all stops for ensuring smooth sailing for investors, by setting up a dedicated cell to answer queries of business entities. It will also closely monitor all regulatory processes to make them simple and improve the overall experience of investing.



Key office bearers and senior members of ICEMA attended the event.

On the occasion of this campaign, 28 sectoral papers were released. These papers give various information on the investment, growth drivers, statistics, FDI policy, etc on the respective sectors and initiatives of the Government. These sectoral papers includes Roads & Highways, Mining, Construction and Railways. These papers are available on the website : www.makeinindia.com/sectors/.

