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Supported Under :  
MSME Financing & Development Project  
(MSMEFDP)

## 'BDS Bazaar' workshop to promote business development services in Rajkot cluster

Place : Conference Hall, REA, Rajkot  
Date : 28 March 2010

A workshop titled 'BDS Bazaar' was organized by TERI on 28 March 2010. The participants comprised BDS providers across a range of service categories such as marketing & export assistance, soft skills training, IPRs and copyrights, accounting and financial services, product quality testing, and quality certification. Others who participated included local industry entrepreneurs and office bearers of local industry associations.

The main objectives of the workshop were to:

- Promote local BDS providers and encourage the engineering industry entrepreneurs to avail their services
- Provide a platform to BDS providers to present in detail the various types of services provided by them to the industry.
- Give the BDS providers an opportunity to interact with local industry entrepreneurs and come up with viable options/solutions that would enable growth of MSMEs in the cluster.
- Strengthen liaison between select BDS providers and the industry so as to expand their markets for mutual benefit.

The TERI team provided details on various courses offered by local ITIs (Industrial Training Institutes) to enhance the technical knowledge and skills of industry personnel, especially on CNC (computer numerical control) and CAD/CAM operation and programming. The courses are customized to the needs of the industry; students who successfully complete their courses obtain reimbursement of their fees.

The BDS providers described in detail the various kinds of services they have been providing to MSMEs in the cluster. Mr. Bhavin Parekh of Rudram Consultants outlined the various soft skills training programs offered by his organization. The programs mainly focus on developing skills like time management, leadership, motivation, etc.



### BDS Bazaar program

Mr. Shailesh Goswami of Labh Consultancy elaborated on the diverse services offered by his agency, such as consultancy and support related to ISI mark, BEE star rating, and GEDA (Gujarat Energy Development Agency) schemes for pump industries. Mr. Mitesh of Prompt Services spoke on the intricacies involved in export-import registration and documentation. He also described the services offered by his agency such as import- export registration, preparation of documents, payment and duty drawback services.

The TERI team threw light on the benefits of the DBC (divided blast cupola) and the initiatives taken under the project for fabricating DBCs and training of new fabricators. The use of DBC in place of conventional cupola could lead to a reduction of 20-30% in coke consumption depending upon the base case.

The TERI team encouraged the participants from the industry to use professional BDS services to facilitate growth of their units. During the lively discussions that followed, the BDS providers expressed their enthusiasm in participating in the project for the benefit of MSMEs and of the Rajkot cluster as a whole.

Till now 20-25 entrepreneurs have benefitted from BDS services.

## New DBC installed at Rajkot foundry

A new 21-inch TERI-design DBC has successfully been installed at Steelcon Metal Cast, a foundry unit in Rajkot cluster. This unit manufactures grey iron sand castings ranging from 0.150 kg to 200 kg per piece. The unit specializes in producing castings for induction motor bodies, pump parts, automotive hubs, valve components, etc. The molding is done on pneumatic molding machines, while cores are made with help of cold box core shooter, etc.

Earlier, Steelcon Metal Cast was using a conventional coke-fired cupola for melting metal, which gave rise to problems such as grade inconsistency, excessive dependence on the skills of the operators, and so on. Faced with the fiercely competitive international metal & castings markets, Steelcon Metal Cast had to find ways to improve cost effectiveness and achieve grade consistency in order to survive and compete in the export market. Hence, the owner of the unit, Mr Rohan Kotecha, was looking for better melting equipment. A frequent participant at the various workshops organized by the project, Mr Kotecha was quite excited to learn about the benefits of installing a DBC and the savings it would generate for the unit. After seeking and obtaining favorable reports from a number of Rajkot foundries that are already using the DBC, he finally decided to acquire a TERI-design DBC having the following salient features:



View of energy efficient DBC

- Cupola size designed to average melting requirement
- Increased stack height to utilize heat in flue gases
- Proper selection of cupola blower
- Proper distribution of blast air
- Required high temperature for small pump parts and motor body castings

The new DBC was designed, manufactured and successfully installed at Steelcon Metal Cast by a BDS provider, Mr Chandubhai of Devkrupa Industries. The DBC has the following specifications:

- Internal diameter : 21 inches
- Melting capacity : 2.5 MT per hour
- Mode of tapping : Continuous, manual
- Raw material charging : By elevator (with charging bucket)

The DBC performance has been monitored following its installation, and the results clearly show the benefits in terms of better melting rate and lower coke consumption:

- Melt rate : 2250 to 2700 kgs / hour
- Average melting rate : 2.5 MT per hour.
- Coke to metal ratio : 1:13.88 (The DBC has reduced coke consumption by nearly 35%)

## BEE star labeling: building capacity of local BDS provider

One of the major findings of the diagnostic survey of the Rajkot cluster was the complete non-availability of consultants in regard to Bureau of Energy Efficiency (BEE) star rating. A BEE star rating ensures better quality to the consumer, and also increases the market for the manufacturer. As the manufacturers in the cluster were unaware about the procedures for getting a BEE star rating for their products, the project organized an awareness program on the topic in the cluster. The program generated considerable interest among the entrepreneurs, who



**BDS provider guiding entrepreneurs on BEE star rating**

requested the project for further advice and support on the various procedures etc. for obtaining the BEE star rating.

Keeping in view the project policy of serving the industry, and to cater to the urgent demand of the manufacturers, the project team identified a potential BDS provider for BEE star rating: Mr Shailesh Goswami of Labh Consultancy, a local consultant in the field of submersible pumps who was providing consultancy services related to ISI marking and other government schemes. The project team convinced Mr Goswami to develop his capabilities and become a provider of consultancy services on BEE star rating. The project then approached BEE in order to arrange a training program for the consultant on 'How to apply for Star Labeling'. The training program, conducted by BEE, was customized to suit the needs of the Rajkot manufacturers whose products mainly comprise submersible pumps.

As a result of this capacity building initiative, the local pump industry now has a trained consultant who can guide and assist them in applying for BEE star rating. Labh Consultancy is now able to advise Rajkot pump manufacturers on:

- assessing the energy saving potential of their products
- projecting the cost saving potential of their products, thereby improving their marketability

- preparation of documents for applying for BEE star rating
- filing an online application (E-filing) for BEE star rating

Two local manufacturers have already applied for BEE star rating for their submersible pump through Labh Consultancy. They are:

1. Rotec Pumps Pvt. Ltd., Samrat Indl. Area, B/h. S.T. Workshop, Gondal Road, Rajkot-360 004
2. Falcon Pumps Pvt. Ltd., 39/4, Vavdi Indl. Area, Gondal Road, Vavdi, Rajkot 360 004

Another 10 pump manufacturing units are getting their documents prepared by Labh Consultancy for BEE star rating of their products. Indeed, being the only consultant in the region offering expertise in BEE star rating, Mr Goswami has witnessed a tremendous increase in his business after expanding his consultancy services to cover BEE star rating.

### **Learning from the best: Rajkot cluster entrepreneurs visit Coimbatore engineering cluster**

**Date:** 9-11 April, 2010

**Place:** Coimbatore Industrial Estate, Techno4 2010 Exhibition, Coimbatore

A team of 7 delegates from the Rajkot cluster visited Coimbatore a hub of engineering industries from 9<sup>th</sup> to 11<sup>th</sup> April, 2010. The visit was organized by the project. The delegates comprised entrepreneurs and BDS providers associated with Rajkot pump manufacturing industries and foundries

During their tour the delegates visited Industrial Estate, Coimbatore, which has a large number of industries manufacturing various types of pumps with contemporary technologies. The delegates visited prominent local industries like Marothi Industries and Ganapathy Pumps, which produce about 1000 pumps a day, and obtained a vivid view of the processes and machineries in these industries. They were deeply impressed by the high level of quality maintained in the plants, and by the exemplary work culture.

The delegates interacted with the office bearers of Coimbatore Industrial Infrastructure Association (COINDIA) a very dynamic and successful association of MSME entrepreneurs of Coimbatore, who shared their experiences with the visiting delegates and also inspired the office bearers of the Rajkot Engineering Association (REA) to replicate their own successful strategies. The delegates were particularly fascinated by the development and manufacturing related services provided by COINDIA to the local industry such as testing & training, sand reclamation facilities to small foundries, rapid prototyping and tool room facilities. The delegates also visited Small Industries' Testing and Research Centre (Si'Tarc), an NABL-accredited testing and calibration laboratory having facilities of testing and developing of pump designs.

The highlight of the tour was a visit to 'Techno4 2010', one of India's most exciting technology events that incorporates four engineering sectors in one exhibition. The trade show was organized by Orbitz Exhibitions in association with SIEMA (Southern India Engineering Manufacturers'



Rajkot team at Techno4 2010 exhibition, Coimbatore



Rajkot cluster team at COINDIA, Coimbatore

Association). The exhibition showcased the latest innovations and a wide range of products, services and technologies in pumps & ancillary equipments, motor and rotating machines, foundry and light engineering industry.

Business persons from all over the world were present at the exhibition. The visitors included CEOs, senior executives from industry, engineering companies, consultants, research & development professionals, manufacturers, technocrats, advisors and policy makers, government representatives from energy-related departments including state ministers, etc. There were around 200 exhibitors, 50 overseas participants and more than 100,000 global visitors

The Coimbatore tour was indeed a great learning experience for the delegates from the Rajkot cluster, many of whom have been inspired to bring about a change in the operation and management of their factories. The impact of the visit has been such that the competitive strength of Coimbatore manufacturers has become a topic of daily discussion.

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