

# Blog for Syrma Technology

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## Syrma CEO Discusses India's Electronics Future at ELCINA Conference

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Syrma Technology CEO Sreeram Srinivasan played a prominent role at a panel discussion presented at last month's annual Electronic Industries Association of India (ELCINA) conference in New Delhi. Marking the influential organization's 50-year Golden Jubilee, this theme of year's conference schedule was 'Electronics for Humanity'. Sreeram was invited to participate with other notable senior business leaders in the panel session entitled 'The Road Ahead for Electronics Manufacturing', outlining industry objectives for India's continuing prominence in the electronics sector.

### **Design and Manufacturing: A Sleeping Giant?**

Most of the panelists expressed their position that continued subsidies and other generous government incentives were the primary means for India manufacturers to compete head-to-head with their Chinese counterparts in export electronics.

By contrast, Sreeram asserted that India is currently *underselling* what should be a major international selling point: added design and engineering expertise. Where Chinese manufacturers have achieved a reputation for cheap high-volume "snap and

bolt” assembly of product designs created elsewhere (the iPhone being one notorious example), India can leverage its formidable engineering resources to enhance OEM product designs in advance of the production floor. Thanks to India’s strong cultural emphasis on STEM education and prolific technical universities, India offers OEMs value-added end-to-end design and manufacturing solutions China simply can’t match—with or without government assistance. And now it’s time for India to spread the word.

### **New Solutions For Growing Problems**

Following the conference’s central theme of ‘Electronics for Humanity’ the panel next segued to manufacturers’ role in protecting society from two ever-looming threats—preserving our fragile environment while helping defend against terrorism. Sreeram brought to light a few sobering statistics:

- India presently accounts for 6.78 percent of global carbon emissions, while ranking third behind China and the US in worldwide greenhouse gas emissions.
- 13 of the world’s most industrially-polluted cities are in India, with air quality-related ailments growing among adults and children—while overall average life expectancy is dropping.
- Ground water tables in India are shrinking, with a current projected loss of 50 percent by 2030.
- Domestic terrorist attacks in India are on the rise, with 927 incidents claiming 17 percent more victims in 2016.

It’s time for India’s electronics sector to jump to the forefront and help engage these problems head-on:

- Set an example for the world with the promotion of electric vehicles and solar power to reduce air pollution.
- “Smart” water management technologies for industrial grey water treatment and more efficient irrigation in the nation’s vast agricultural regions.

- Taking the lead in advanced technology solutions of surveillance and security at borders and airports.

Innovative solutions to these important issues are estimated to represent a \$100 billion opportunity over the next decade.