



Kanara Industries Association
KIA Building,
Industrial Area Rd
Baikampady - 575 011
Ph. No. 824 2406780
W: www.kia.org.in

IND-SIGHT

March 2023

Vol # 01

Issue # 02

EDITORIAL BOARD

Mr. Ganesh Koran
Editor

Mr. Sharath Ravi
Co-Editor

Mr. Ananthesh V Prabhu
President

Mr. Sabarinathan
Vice President

Ms. M Athmika Amin
Secretary

Mr. Suresh B Karkera
Treasurer

Mr. Robin Jose
Joint Secretary

Ms. Sulaj Kini
Council Member

MEMBERS

VISION

To be the voice of the industrial community and the lead resource for information, education, networking and commercial opportunities for member enterprises.

MISSION

To facilitate industrial growth while balancing socio-economic environment in Dakshina Kannada district. Facilitate ongoing networking, communications, and commercial opportunities for the members. Provide members with the highest quality, industry-specific, relevant information. Ensure the finest infrastructural development and facilities with a futuristic edge. Be the most widely accepted resource for knowledge and standards regarding professional business practices. Promote research, development and production in the field of science and technology.

IND-SPEAK

We had positive feedback for the first issue of Ind-Sight and I would like to thank all the members for their support. It will be a constant endeavour of the editorial team to make the newsletter useful and relevant for SMEs. In the growth story of India, SMEs will play a crucial role. As entrepreneurs, we need to decide how to be a part of this growth story. India became the world's fifth largest economy, crossing the USD 3.5 trillion mark and the target of 5 trillion economy looks realistic. Around 6.3 Crore SMEs contribute over 30% to the GDP with a tremendous



potential for growth. 30% of GDP means that SMEs contribute INR 75 lakh crore to the GDP. With support from the MSME and DIC office in Mangalore, we can take benefit from the government schemes to be a part of this growth story. Marketing and finance are a

pain point for SMEs in the highly competitive market. Government Marketplace (GEM) is a government portal which can be used by SMEs to participate in government tenders. Government has 14 Export Promotion council which assist SMEs in exports. KIA strives to assist its members by sharing knowledge about the latest government schemes, notifications along with knowledge sharing. Members can contact KIA office for any kind of assistance. We will be looking



for more contributions from our members for the Newsletter.

Regards,
Ganesh Koran
Council Member & Chairman of the Editorial Cell

01



M/s. Durga Motors Co.

Authorized Dealer Ashok Leyland Heavy Commercial Vehicles

H.O & R.O.: NH 66 Kulur Junction, Mangalore-575013

Sales

Email: sales@durgamotors.com

Mobile: 9740681818



Service

Email: service@durgamotors.com

24Hrs. Helpline: 9900931818

H.O & R.O KULUR

Branches: Baikampady | Udipi | Kundapura | Ankola | Puttur | Hassan

OSHIMA – THREE DECADES OF TRUST

Baikampady, Mangaluru

Oshima Systems Private Limited was established in 1994, as a small-scale industry in Baikampady, Mangalore, earlier known as Classic Fusion Metals, by Shri K Ramachandra Bhat, an extremely passionate electrical Engineer.

Although from an agricultural background, Mr. Ramachandra Bhat had a strong vision to contribute to the Indian economy and generate employment opportunities to fellow country-men, rather than work for an established company. This vigor, combined with a strong parental backing led him to establish a welding electrode manufacturing Industry. Welding electrode is an industrial consumable product.

The first few years was a challenge to establish the market. "Century", the earlier brand had passed all the required quality criteria, but was not accepted in the market. When push came to shove, Mr. Ramachandra Bhat conducted a field survey to better understand the market requirements and then came up with a more customer friendly product

"Oshima".

The marketing criteria for Oshima was a combination of improved aesthetics, quality and price, with the tag "Best Quality Best Price". Since then, it has been widely accepted by the customers and is now considered to be the welder's choice. The company has grown since and now has its presence in more than 5 states. It holds more than 70% market share in many parts of Karnataka.



The company has also diversified by taking over a lead acid battery manufacturing unit in 2017 and now manufactures batteries under the same brand name. The company was further incorporated as a Private Limited firm in 2019 with four active directors as "Oshima Systems Private Limited (OSPL)". As a part of the succession plan, a policy decision was made to induct Mr. Sharath Ravi (M.Tech, Chemical Eng.), a young generation member into the Board. The current Executive Director, Mrs. Nirmala Kunder,



has been a part of the company since its inception and has been an instrumental part of its success story. She was recently recognised by Union Bank of India and bestowed with "Enterprising Woman Entrepreneur" award.

Apart from industrial growth, the company has also contributed to the society and environment, show-cased by its solar power installation and rain water harvesting systems. Owing to this, OSPL has won the prestigious "Environment award". The company is also a two time "Kar Sanman" awardee instituted by the Department of Central Excise for complying towards statutory requirements which demonstrates its ethical business practices.

The company always believes that it has been a blessing to have a dedicated team who work tirelessly to make the visions come true.

This story is a great example that if you really believe in a cause, have a positive outlook and provide your complete dedication, success will follow.



ELITE ENGINEERING INDUSTRIES

442D, Road No. 12, Baikampady Industrial Area, Mangalore - 575 011

Manufacturer of Package Boilers, Pressure Vessels, Heat Exchangers, Storage Tanks

+91 824 2407870
+91 7259135751



info@eliteengineeringindustries.com
www.eliteengineeringindustries.com

DIGITAL MARKETING FOR SMEs



Marketing is an important factor in today's scenario. Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. In today's generation, digital and online marketing has made a tremendous impact to its customers. There are more than 5 billion users of internet on the planet and due to this reason, the expected reach and brand awareness created by digital marketing has expanded multi-folds.

To provide further insights on this hot topic, a session was organised by KIA on digital marketing and based on this, we have highlighted a few-points that should be considered by SMEs for marketing:

1. Define the objective of doing the marketing?

- ❖ Brand awareness: Do you want more people to know about your brand (or your products and services)?
- ❖ Acquisition or lead generation: Do you want to reach people who've never bought from you before, and bring them

into your buyer's journey?

- ❖ Growth from existing customers: Do you want people who've already bought from you before to buy more frequently or buy a different kind of product?

2. Set a goal/target you want to achieve

- ❖ Brand awareness: I want to get XXX no. of people in my website during Y no. of months to create awareness about my brand & services we offer.

- ❖ Acquisition or lead generation: I want to get XXX nos. of leads from my core target audience in next Y no. of months to sample our product or services

- ❖ Growth from existing customers: I want my X% of customers to upgrade to next level of services or repeat purchases in Y no. of months

3. Define your audience

- ❖ Think about who your customers are and group them into 3 or 4 buckets.
- ❖ Create a character from each of those buckets
- ❖ Give him or her a name, photo, personality, and few favourite hobbies.

4. Define your brand

- ❖ What do you stand for?
- ❖ What problem do you solve?
- ❖ What are your distinctive benefits?

- ❖ What are your strongest character traits?

- ❖ What will you always do for your customers?

5. Know your competition

- ❖ Direct competitors - those brands that offer the same products or services as you.

- ❖ Indirect competitors - brands that may offer different products but compete for the same

space or budget

- ❖ Comparators - these might have a similar look and feel like your brand or be other brands that your target customers use frequently too.

6. Measure against your goal/target you want to achieve

- ❖ Brand awareness: XXX no. of people visited my website during Y no. of months

- ❖ Acquisition or lead generation: XXX nos. of leads from my core target audience in next Y no. of months

- ❖ Growth from existing customers: X% of customers upgraded to

- ❖ next level of services or repeated purchases in Y no. of months

Source: Vintegra Phygital Marketing Solutions Pvt. Ltd., KIA hall on 30-11-2022, 2 PM - 4 PM



About ZED Certification

Motivating our MSMEs to adopt a quality driven ecosystem

VISION

To improve MSME manufacturing systems & processes, enhance MSME competitiveness, make them sustainable and transform them as National and International Champions.

ELIGIBILITY

All MSMEs registered with the Udyam registration portal will be eligible to participate in MSME Sustainable (ZED) Certification Scheme and avail related benefits/incentives.

PHASES OF IMPLEMENTATION

The ZED Certification is proposed to be implemented in 2 Phases:

PHASE 1

For Manufacturing MSMEs with Udyam Registration. This phase will focus largely on maximizing inclusion of manufacturing MSMEs and taking them through the journey of ZED

PHASE 2

Inclusion of Service Sector MSMEs. This phase will also strive to integrate those MSMEs (manufacturing and Service Sectors) who are registered under a State Government protocol/system but not on Udyam. This phase will also make provisions to align ZED Certification with the international certifications for its global acceptance.

ZED SUCCESS STORY

ND Sons Engineers Pvt Ltd.



ND Sons Engineers Pvt Ltd; was Established in the year 2003, they are well known in the field of Manufacture and supply of Industrial Chimney, high pressure Steam & utility piping, taking turnkey projects on Boilers & related works under the Indian Boiler Regulations 1950. The interaction was carried out between Sharath Ravi, Co-editor and the owner Mr. M.D Poojary.

Q: How did you hear about the ZED certification and who applied for it?

A: I heard about the ZED certification though DIC and applied for it myself. ZED has recently gained attention due to the awareness created by local bodies.

Q: There are three levels of ZED certification. Bronze, Silver and Gold. Which one did you apply for?

A: I have applied for and obtained the ZED Bronze certification. The certification cost was INR 10000 which was reimbursed as subsidy and hence was effectively free of cost.

Q: Was it easy to apply?

A: Yes. Earlier, the process was complex, however, the current online process is very simple, straightforward and I was able to apply by spending just a couple of hours of my time.

Q: Did you communicate with any ZED officials? If yes, what was

the experience like?

A: Oh yes, the communication with the officials was very smooth. I received an email with necessary contact information as soon as I registered into the portal. My queries on answered on time and their availability was not an issue.

Q: What are the various benefits that you have obtained from ZED?

A: The immediate benefit was improvement and re-validation of the management processes and systems, like manufacturing, quality control, customer complaint redressals, handling rejections, health and safety processes etc. Similar to ISO 9001, but much easier in terms of the application process.

Q: Are you expecting any further benefits?

A: I know that ZED supports with product certification, cost reduction in logistics, providing MSME's loans at a lower interest

cost, etc. I am yet to explore these possibilities and see how my company can benefit from this.

Q: Do you wish to upgrade your certification to "Silver" level?

A: We have been provided with a report on the current status and also steps on where we can improve ourselves. There are also guidelines provided with clear steps on how to proceed further and obtain the silver certification. So, yes, I am motivated to follow their advice.

Q: Do you have any further Comments?

A: ZED should be made into an internationally recognized body. This will improve ease of doing business between India and other countries.

Q: Lastly, do you suggest others get the certification? If so, why?

A: I suggest that all my fellow industrialists apply and get the ZED certification and imbibe its learnings onto the day to day activities. I think ZED greatly benefits manufacturing industries in particular. I believe that systems are very important and is key to leading a peaceful life for an owner. So, let us all join ZED's motto of "ZERO EFFECT, ZERO DEFECT".

Aiith Kamath
Mob: 98860 55725



AJITH ENTERPRISES
Manufacturer of Pre- Engineered Buildings

Q-22, Industrial Estate, Baikampady,
Mangalore - 575001

0824 2406672

ajithkamath@yahoo.com

www.ajithenterprises.co.in