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doing business





## GOI must Promote Joint Ventures with Existing Indian Manufacturers



**M Krishna**  
Managing Director, KAM AVIDA

Mr. M Krishna is the Managing Director of KAM AVIDA. KAM AVIDA , a group committed to bringing about mechanisation in the areas of cleaning and maintenance, in a country where this task has been traditionally carried out manually, using improvised tools and tackles.

Mr. Krishna points out that the positive sentiments are always good for growth and therefore they have plans to make best use of these opportunities by further enhancing the scope of offerings and through greater market penetration.

### The prospect of Make in India.

It's a welcome move to refocus on inviting foreign manufacturers to come and make in India. This is the only way that our manufacturing sector can gain greater competence.

### Would you look at expanding the manufacturing facility?

Positive sentiments are always

good for growth and therefore we have plans to make best use of these opportunities by further enhancing our scope of offerings and through greater market penetration.

### Is the focus on Import substitution or Export promotion?

Our products have traditionally been substitutes of expensive imports. Since the Indian

markets are growing we are currently focussing on scaling up our operation to service much anticipated increase in demand. Further as regard to exports we have been participating in many of the ICBs published from the neighbouring SAARC countries and have successfully executed the few contracts.

### What are the steps that the Government should take to

### promote manufacturing in India?

In an open market condition only the best will survive. For an Indian manufacturer (Engineering), it is axis to new technology that will enable them to compete with the rest. Therefore the GOI must directly or indirectly promote and encourage the creation of joint ventures with existing Indian

manufacturers rather than inviting and encouraging fully owned multinational to set up shops here.

### What are your suggestions for better productivity?

Compliance to various complexities and never ending statutory requirements is not only time consuming but an expensive operations both in terms of man-hours and money, besides, the unpredictability caused by the ambiguity of interpretation. Simplification of these processes with fewer human interventions will greatly minimize the cost of compliance and thus improve our productivity.

### How can India compete with the global Engineering market?

This can only happen when Indian manufacturers enhance their own product quality as an outcome of either through endogenous innovation through R & D up gradation or through joint venture route. Further to add the later will be far easier as we would not be required to reinvent the wheel.

### Problems faced while dealing with the Government authorities and how they can be eased.

We deal with the Govt. authorities in two folds 1. For compliance 2. As a customer. As an authority to that enforces compliance we suggest that the processes to be more automated rather

than people centric open for interpretation. This will make life a lot more predictable devoid of wasteful activity.

Secondly as a consumer the law must be equally applicable to them as it is to any other organization. AS of now they are completely immune to the laws of commerce therefore transactions are extremely one sided with very little opportunities for the recourse against them.

### Do subsidies reach the industry?

No comments as we are not recipients of any such subsidies.

### What is your take on our Prime Minister's urge not to see India as only a market but to see every Indian's potential.

Fully agree with the PM's sentiments as India not only offers a market in itself but whole basket of competencies and expertise which can be harnessed.

### Which do you think is preferable: concentrating on the SMEs of India or inviting foreign companies to invest in India?

The reality is a substantial part of our GDP comes from the contribution made by SMEs. It would only therefore be logical to focus on this sector and further strengthen them. Having said this one must also confirm that certain types of business that requires large investments and operational scale will be ideal for large players only.

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