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▼ 2013 (392)

▼ December (33)

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[Change is essential for growth with equity: Masano...](#)

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Monday, December 30, 2013

Change is essential for growth with equity: Masanori Nakano



From left, Mr. Masanori Nakano, Consul General of Japan, Chennai, Prof. Bhaskar Ramamurthi, Director, IIT-Madras, Dr. Sarita Nagpal, Principal Adviser, CII, Mr. M.V. Subbiah, past President, CII, and Prof. Shoji Shiba, Chief Adviser, Champions for Societal Manufacturing (CSM) Programme, releasing the book - '7 Dreams to Reality: Transforming Indian Manufacturing'

While change is inevitable to achieve growth, it is imperative for the change to bring about growth with equity. "Environment and social improvement should be kept in mind while thinking of increasing production," said Mr. Masanori Nakano, Consul General of Japan.

Speaking at the seminar on '7 Dreams to Reality: Breakthrough for Societal Manufacturing,' organised by the Confederation of Indian Industry (CII) in Chennai on December 18, 2013, Mr. Nakano referred to the advancements in technology which have enabled rapid developments in manufacturing, he underlined that greater manufacturing capability through innovation should not only bring greater income to the company but at the same time help in creating a better society by way of increased income and employment.

"Inclusive development is the order of the day. This will be possible only through an improvement in production, particularly improving the supply chain and back-end infrastructure, which in turn can create immense employment opportunities," he observed.

In India, the manufacturing sector constitutes about 16 per cent of the GDP in comparison to the service sector's share of more than 50 per cent. Citing these numbers, and distinguishing how the share of manufacturing in India's GDP is far less than what has been achieved in other Asian countries such as China, Thailand, and Malaysia, he emphasised the need to increase the share. Promoting and strengthening of manufacturing is also vital for stimulating and developing the other sectors like trade and transport and creating jobs.

Drawing the attention of the audience to the programme of Visionary Leaders For Manufacturing (VLFM) initiated by the Governments of India and Japan, Mr. Nakano explained how VLFM envisaged the transfer of Japanese manufacturing management and skills to senior leaders in Indian manufacturing.

He lauded the work of Prof. Shoji Shiba, Chief Adviser of Champions for Societal Manufacturing (CSM) Programme, and the author of the book, '7 Dreams to Reality: Transforming Indian Manufacturing' (Penguin), and hoped that the joint programme will be really effective in transferring the essence of Japanese management to India.

In his address, after releasing the book, Mr. M.V. Subbiah, past President, CII, and former Chairman of the Murugappa Group, recalled CII's association with Japan going back to



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- ▶ November (44)
- ▶ October (24)
- ▶ September (46)
- ▶ August (51)
- ▶ July (51)
- ▶ June (25)
- ▶ May (22)

the 1980s when Indian companies started to look for joint ventures with Japanese firms, especially in the auto and heavy industries. "The Total Quality Management (TQM) Division and the TQM cluster initiatives launched by CII in the 1990s were true examples of partnerships," he reminisced.

Mr. Subbiah further said that Indian manufacturing is going to the next level because of three collaborations. "One, the collaboration among the institutes such as the IIMs and IITs to create the best management of technology programmes. Two, the industry-academia partnerships facilitated by the CII for the CEOs, senior managers, and the supply chain. And, three, the collaboration between India and Japan, with full support coming from the highest levels continuously".

The speech by Prof. Bhaskar Ramamurthi, Director, Indian Institute of Technology - Madras, was on the imperative of innovative approaches to problems, going beyond the immediate goals. "India has unmet needs, and these are growing. Let us close the gap, and achieve growth with equity through manufacturing and service sectors. There must be enough growth, and there should not be stagnation where there is potential growth."

Earlier, in his opening remarks, Mr. Narayan Sethuramon, Chairman, CII-Tamil Nadu, noted that Chennai has been an attractive destination for investments by Japanese companies. He informed that the book jointly brought out by the Japan International Cooperation Agency (JICA) and CII symbolises the model of bilateral cooperation.

"Japan's assistance to India goes beyond aid to include soft infrastructure in the form of knowledge and know-how. Technology, innovation and management have been part of the overall Japanese package," added Mr. Sethuramon.

Posted by INDIAN BUSINESS REVIEW at 2:37 AM

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