

The UDAY-PRIDE programme in the TML Cluster, India

UNIDO in collaboration with Auto Component Manufacturers Association of India (ACMA) is running a supplier development programme in India which is funded by Ministry of Heavy Industries (MHI), Government of India, the **UDAY-PRIDE (UNIDO –DHI –ACMA Yojana - Professionalism, Responsibility & Innovation in Driving Excellence)**. The objective of the programme is to strengthen the capacity of small and medium sized automotive component manufacturers to meet the stringent quality requirements of vehicle manufacturers. The programme further seeks to enhance their productivity and performance levels to facilitate their inclusion into domestic as well as global automotive supply chains.

The UNIDO-ACMA-MHI partnership programme has been running since 1999 and providing its support to small and medium sized automotive firms in India. The previous phase, Phase I, which ran from 2014 to 2017 assisted 152 SMEs against the initial target of 120 (27% more) in 26 clusters at various geographical locations in India that cover the main automotive production hubs in North, West, East and South regions.

The current Phase II of the **UDAY-PRIDE programme (2019-22) which focuses on productivity and innovation seeks to cover 275 companies through shop-floor intervention counseling training programme along with lighter e-Learning online programme across various geographical locations in India.**

The TML cluster in Uttarakhand, India completed the programme in March 2021. It covered 5 supplier companies of TATA MOTORS that benefitted from the one-year UDAY-PRIDE cluster programme, namely, “M/s Panoram Automotive Industries Pvt Ltd., Pantnagar”, M/s. Imperial Auto Industries Ltd, Pantnagar”, M/s. Jaihind Autotech Industries, Pantnagar”, “M/s. Autolite Manufacturing Ltd., Pantnagar and “M/s. ACEY Engineering Pvt Ltd., Pantnagar”. These companies are mainly engaged in the manufacturing of Sheet Metal, Rubber Components, Tubular Components and Frames.

Outcomes of the initiative related to creating a sustainable & continuous improvement culture in the Indian automotive industries and other MSME sectors through the development of skilled manpower, capacity building, Total Employees Involvement, material flow cost accounting, web-based e-learning module, software and app-based system, low-cost automation and technology upgradation in enterprises. In addition, the programme has also helped in increasing the share of business with customers and provided greater visibility across the automotive value chain.



The key elements of the programme included:



Key Achievements:

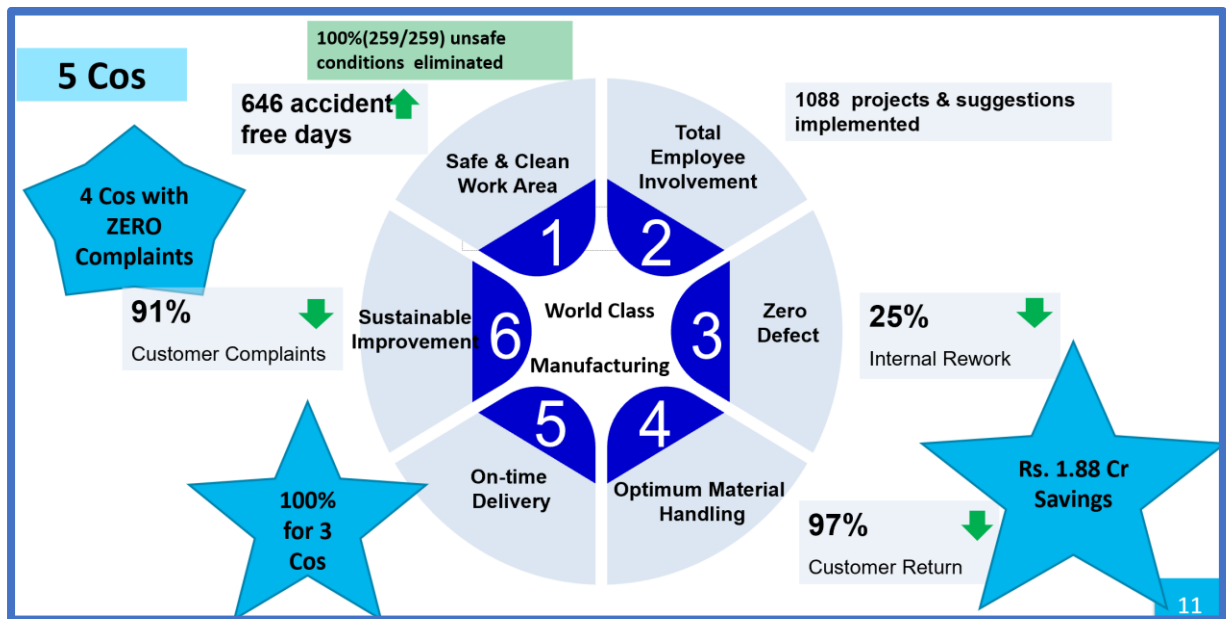
The programme resulted in qualitative as well as quantitative benefits to the companies. Qualitative benefits related to improvements in the involvement and ownership of employees, reduction in customer returns and in house rejections, reduction in non-value-added activities and improvements in cash flow.

Quantitative benefits included that the companies now register less absenteeism, shopfloors are now a safer place to work, space improvements, and many more. These companies have shown a significant improvement on various KPIs. For instance; citing an example from Jai Hind Auto Tech Industries, the company was able to increase productivity by reducing setup time. The company were able to save 16 minutes from one machine by implementing tool change. Similarly, the company implemented tool change in 126 in one month which resulted in time and money savings. Other benefits that the company achieved are as follows:

- Total Employment Involvement- 1088 projects and suggestions were implemented,
- Zero Defect- there has been reduction of Internal Rework by 25%,
- Optimum Material Handling- there has been 97% reduction in Customer Return.
- 3 companies have 100% on time delivery.
- Customer complaints have reduced by 91%. Four companies have zero complaints.
- The work area is safe and clean with 100% unsafe conditions eliminated.

Overall, the programmed resulted in a total savings of Rs. 1.88 crore ~ USD 253,265.

The programme resulted in Total Employee Involvement, marked change in the “Organizational Culture”, satisfied stakeholders and most favorable Supply Chain partner.





Cluster Closing:

The culmination ceremony of the programme held in March 2021 attracted local media, and the supplier companies were also appreciated by TATA Motors plant head by stating that these companies are role models and ambassadors for the improvement in the entire supply chain in Pantnagar. Dr. Rene Van Berkel, UNIDO Representative, India and Mr. Vinnie Mehta, in manufacturing. **The local media covered the closing programme in local newspapers:**

<https://gvartagroup.wordpress.com/gvarra-11/> <http://udaypride.in>

सिडकुल की कंपनियां सुरक्षा और बेहतर उत्पादन पर दें ध्यान: सिंह

एकमा यूनिटो बेसिक कार्यागारा पर हुआ मंचन

ग्रह टाटम मंत्रालय
भद्रपुर। एकमा यूनिटो बेसिक कारखाना का सफल अद्यतन नैशनल ग्रेट मिश्र एक होटल में किया गया। एकमा यूनिटो द्वारा आयोजित इस कार्यक्रम का शुभारंभ मुख्य अतिथि टटा मॉडर्स लिमिटेड, पंजाब सिडकुल के पायट हेड अजित विवक सिंह, अनुपम वर्मा, सुशील शर्मा, कोपो एस चक्रवर्ती एवं एकमा चोक कोणार्थ चक्रवर्ती द्वारा संयुक्त रूप से दौरा प्रशस्तिलत का किया गया।

कार्यक्रम में मौजूद अतिथि व अन्य लोग।

एकमा के अंतर्गत आने वाले सभी विद्युत के अनुपालन एवं क्रियकलाओं सहित निरखे एक वर्ष में हुए कंपनी को हूय ताली का निम्नत रूप से वर्णन करारक्रम के मुख्य अतिथि सिंह के समुक्त किया गया। सभी प्रतिभागियों को कार्यकुशलता को साहजने हूय सिंह ने अपने उद्बोधन में कहा कि प्रत्येक कंपनी को प्रगति के लिए अनेकों होत है जो वे क्रमेिके सुधा, उत्पन्न, दौक शौडर, प्रौद्यो बी, समीर आगत, दौक विष्ट, एबीव वमां, दौक वैं, विवक समेन, दौक चुनर, हेमंत धार, तीतु बी, कोमल, जगदीत आदि सहित में, पुराई सुख रूप में उपलब्ध है।

वर्षा राखन कंवरत एकमा यूनिटो कारक्रम दूरा सुनिश्चिा क्रिय वा सकता है। एकमा यूनिटो कारक्रम को सफल बनाने में मुख्य भूमिका निभाने वाले एकमा चोक चक्रवर्ती का टटा मॉडर्स सहित सभी प्रतिभागी कंपनीयों द्वारा विशेष अपभर वक क्रिय गया। इस कार्यक्रम में मुख्य रूप से प्रदीप सांगतन, आकाश गेवत, वैदमन वने, दौक शौडर, प्रौद्यो बी, समीर आगत, दौक विष्ट, एबीव वमां, दौक वैं, विवक समेन, दौक चुनर, हेमंत धार, तीतु बी, कोमल, जगदीत आदि सहित में, पुराई सुख रूप में उपलब्ध है।

एकमा यूनिटो बेसिक क्लस्टर समापन समारोह कार्यक्रम। Gवार्ता RDP

भद्रपुर एकमा यूनिटो बेसिक क्लस्टर समापन समारोह, कार्यक्रम का सफल आयोजन आज नैशनल ग्रेट मिश्र होटल रोडवहन ब्यू में किया गया, एकमा यूनिटो द्वारा आयोजित इस कार्यक्रम का शुभारंभ मुख्य अतिथि टटा मॉडर्स लिमिटेड, पंजाब के पायट हेड बी अजित विवक सिंह, अक-कण्ट हेड बी अजयम वर्मा, सुशील शर्मा जी, कोपो एस चक्रवर्ती एवं एकमा चोक बी कोपो एस चक्रवर्ती जी द्वारा संयुक्त रूप से दौरा प्रशस्तिलत करने क्रिय गया, दूरा मीके पर एकमा यूनिटो के सफल कार्ययों में अजयिद, अतिथिक इंस्टीट्यूट, सुशील शर्मा अजी, अतिथिक टटा मॉडर्स लिमिटेड, पंजाब अतिथिक डीएम प्रोडक्ट्स लिमिटेड, एसे इंजीनियरिंग के टीम सहित टटा मॉडर्स लिमिटेड, पंजाब अतिथिक कौडीटी टीम भी उपस्थित रही, विशेषके बाद एकमा यूनिटो बेसिक अक्षर के सभी सदस्य कंपनी के प्रतिभागियों द्वारा एकमा के अंतर्गत आने वाले सभी विद्युत के अनुपालन एवं क्रियकलाओं सहित निरखे एक वर्ष में हुए कंपनी को हूय ताली का निम्नत रूप से वर्णन करारक्रम के मुख्य अतिथि बी सिंह जी के समुक्त क्रिय गया, सभी प्रतिभागियों को कार्यकुशलता को सफलत हूय बी सिंह जी ने अपने उद्बोधन में कहा कि प्रत्येक कंपनी को प्रगति के लिए अनेकों होत है जो वे क्रमेिके सुधा, उत्पन्न, दौक शौडर, प्रौद्यो बी, समीर आगत, दौक विष्ट, एबीव वमां, दौक वैं, विवक समेन, दौक चुनर, हेमंत धार, तीतु बी, कोमल, जगदीत आदि सहित में, पुराई सुख रूप में उपलब्ध है।

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Certificate of Appreciation

This certificate is awarded to

Imperial Auto Industries Ltd.

For recognition of contributions made towards

ACMA UNIDO BASIC CLUSTER PROGRAM

- Best Quality Gate

We appreciate and value your contributions!!

Date : 28-09-2019

Supplier Quality Head
 TML, Pantnagar

Plant Head
 TML, Pantnagar

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NEWS TODAY

Pantnagar, CVBU
04th Oct '19

ACMA-UNIDO **development programme cluster** was launched with 5 suppliers (M/s Imperial , Jaihind, Acey, Panorma, & Autolite) in Tata Vendor park in month of **June-19**. It is a basic programme for 12 month in which they built the competency through training of trainers for enabling transfer of skills and know how as per roadmap and improve the overall operations at shop-floor level.

1st MRM was conducted on 28-Sep-19 at M/s Jaihind Auto Tech in which all cluster companies along with their senior management were present. Mr Anal Vijay Singh (Plant Head Pantnagar) was the Chief Guest in the event and the programme was conducted in presence of Mr. K. Chandrasekhar(ACMA UNIDO's National Program Coordinator), Mr. Anurag Verma (Supplier Quality Head - special guest).

All Companies presented their achievements and work completed during last 2 Months. Mr KPS Raghuvanshi (ACMA UNIDO's Chief Mentor) & Mr Rashpal (ACMA UNIDO's Counsellor) also presented the cluster achievement of last 62 days.

Based on the last 2 months performance & coordination with suppliers, ACMA & TML appreciated the Companies as well as the individuals for their good work. Plant Head Tata Motors encouraged them to make the cluster objective successful and appreciated channel partners for taking up improvement further towards excellence journey.

Testimonials from the Customer and Supplier:

Customers from TATA MOTORS:



Mr. Anal Vijay Singh, Plant Head, Tata Motors, Pantnagar

Mr. Anal Vijay Singh, Plant Head, Tata Motors, Pantnagar mentioned that he became speechless to see the improvements done by cluster companies under the guidance of Mr. Raghuvanshi & team.

He mentioned that 20% value addition done by TML where 80% is done by our supply partners, that's why he does like addressing them supply partners not vendors. They are basic building blocks of the country and fortune lies at the bottom of the pyramid. They build entrepreneurs.

Mr. Anal said that he was impressed with Quality performance & Inventory performance of these cluster companies. He gave compliment to UDAY-PRIDE team.

He also mentioned that he has not seen this kind of structured movement earlier and we can also learn the universal brotherhood cluster journey.

He could see the drastic change in these cluster companies and best part is employee involvement. Also, these companies have become the brand ambassador or the role model for the other companies across this industrial area.

He thanked the UDAY-PRIDE counselors Mr. Raghuvanshi & Ms. Nilu for their support and emphasized that true strength is when we sustain these improvements and suggested to keep this journey continued.



Mr. Anurag Verma, Head Supplier Quality, TML

Mr. Anurag Verma, Head Supplier Quality, Tata Motors, Pantnagar, thanked Mr. Raghuvanshi for his guidance and appreciated the effort of all cluster companies. He also mentioned that:

He congratulated all the participating companies for their efforts & the results achieved.

He appreciated all the cluster companies for Total team involvement & keeping the enthusiasm high throughout the cluster and same he is expecting from others.

He suggested all the companies to sustain & improve further with the help of the knowledge they have gathered from Mr. Raghuvanshi.

He suggested that ACMA – UNIDO cluster was basic cluster programme, now all companies should move ahead with customer specific projects. He thanked Mr. Raghuvanshi and appreciated his passion and relationship with all the companies.

Suppliers:



Mr. Mahipal Gupta, Chief Managing Director, Autolite

Albert Einstein has said – “Without changing your Pattern of Thought, we will not be able to solve the problems that we created with our current pattern of thought”

During the journey of UDAY-PRIDE programme, we have learned to redefine our pattern of thought for bringing quality of work in our thought, working and system and will keep continue our journey of excellence. On behalf of Autolite team, we are very much thankful to UNIDO-ACMA & TML for their continuous support throughout the Journey. It was a wonderful experience of transforming into a better organization.



Mr. N. Vinayagam, Plant Head, ACEY

We are thankful to TATA MOTORS team & ACMA-UNIDO team for the valuable guidance which enabled us improving many of our processes. The system of managing store was not so robust earlier as there was no recording of inventory. The ACMA-UNIDO programme helped us to bring a sea change in our Store Systems.

Now, we wish that all of our departments should work in a systemized manner where in we optimize all available resources. To achieve this, we have joined the next ACMA UNIDO cluster programme.



Mr. Tarun Lamba, CEO, Imperial Auto

We are extremely thankful to Tata Motors team for initiating such improvement drive. It's a great honor to be associated with ACMA-UNIDO cluster improvement drive.

We gain Total Employee Involvement, Behavioral Changes, Employee Motivation, focus on Women Empowerment, focus on Safety improvements, learnings on Waste Elimination, SMED, BIQ, 7QC tools, My machine My Responsibility and Knowledge & Skill Development etc.

We are thankful to ACMA-UNIDO team for their excellent guidance to initiate this continual improvement

Journey.

We promise to take forward and sustain this Journey of Continual improvement with utmost customer satisfaction. Keep flying high, Sky is the Limit! All the Best!



Mr. Tej. Baghel (G.M.), Jaihind Auto Tech

The Jai Hind Group's mission and vision is to pursue excellence, improving the quality of life and driving sustainability based on the Spirit of three Loves: a dedication to people, one's country, and a passion for work. We have been taking steps in our sustainability journey to improve our efforts, both in terms of scope and quality of reporting. Our employees are the bedrock of our success and we continue to focus and invest in them so that their talent and passion can constantly drive Jai Hind Group to become a stronger and more responsive organization. Further, the ACMA - UNIDO continuously supported and geared up to step-up our approach towards safety and health with the

addition of joyful workplace to promote employees' physical, emotional and social health. We

hope to become essential to each and every stakeholder, from employees and customers to business partners and investors, by contributing to better tomorrows in the communities around the globe that we are privileged to serve.
