



PRESIDENT'S DESK

Dear members

I am writing this message just after the completion of ELECRAMA 2010. The theme for this exhibition was "Power is here; future is now"! This was very apt since we witnessed the who's who of the global and Indian T&D sector participating as exhibitors. There were a number of visitors and delegations from many other countries as well.

One of our objectives was to ensure that the Ministers and key officials from the Ministry of Power and the Ministry of Heavy Industries (the two ministries which we as an industry need to actively interact with) participated in the exhibition so that we could show them the diversity and sheer range of products and suppliers who are all excited by the potential of the Indian power infrastructure sector. I am happy to inform that we had the presence of both the Union and Minister of State for Power as well as the Union Minister of Heavy Industries at different events during the exhibition. There was widespread appreciation for the organisation of the exhibition and the quality of the interactions held with visitors - the entire credit should go to the Organising Committee and the IEEMA Secretariat who had been working on this for more than eighteen months.

IEEMA will be using the momentum created by this event to take further steps to promote the "Made in India" brand as well as actively interact with the Government on the priority issues which include standardisation, continuous assessment of the health of the industry and factors affecting its competitiveness and to address the looming skills shortage which is beginning to impact all segments of our industry. I should particularly highlight the outstanding success of the "Engineer Infinite" project which motivated a record 400+ entries for the Students Pavilion competition. The innovativeness of some of the concepts displayed there was outstanding; in fact all the dignitaries and many visitors made it a point to visit this pavilion and motivate the "Generation Next" on whose shoulders the continuing growth of this industry rests!

With warm regards

Yours Sincerely,

Murali Venkatraman

