



## Indian Foundries: Slightly Subdued Due to Low Demand

Vikas Garg

President - Institute of Indian Foundrymen

With an aim to promote education, research, training and development to Indian foundrymen and to serve as a nodal point of reference between the customers and suppliers of the Indian foundry industry on a global scale, the Institute of Indian Foundrymen (IIF) was set up in 1950. Headquartered in Kolkata, IIF presently services the entire country through its 26 Chapters under four Regional Offices located at Kolkata, Delhi, Mumbai & Chennai. The Institute is a member of the World Foundrymen Organisation (WFO) and Confederation of Indian Industry (CII).

Currently Mr. Vikas Garg is the President of the Institute of Indian Foundrymen. He is also Managing Director, Forace Polymers (P) Ltd., India. Mr. Vikas Garg joined the company in the year 1995 as Director and was promoted to Managing Director in the year 2001. In 1995 when he joined the company, it was one product one company. Mr. Garg with his vision and continuous hard work has been instrumental in expanding the capacity and diversifying the product range, achieving the position of largest manufacturers of Resins and Coatings in India. He has received Uttarakhand Ratan Award in April 2014.

Forace Polymers is an ISO 9001-2008 certified company, founded in the year 1980, with the objective to fill the gap of a reliable source of resins in North India. Since then, this organisation has made exponential growth and has achieved a prominent place in the industry. Forace Polymers has grown to become one of the largest producers of Phenolic Resins in India and also exports its products to various countries around the world.

“Current scenario is slightly subdued due to low demand. However, the new Govt. is taking various initiatives for improving ease of doing business, fast tracking the infra projects, promoting investments & skill development etc.”, says **Vikas Garg, President of the Institute of Indian Foundrymen** in an exclusive interview to **Metalworld**. Excerpts:

### What are the present activities and objectives of the Institute of Indian Foundrymen?

IIF is actively engaged in promoting the competitiveness of the foundry sector by various interventions such as training & education, dissemination of information & knowledge, organizing technical seminars, publication of technical matter on various technology trends, best practices & providing technical solutions & Software simulation services to MSMEs, especially,

IIF also maintains & updates a large database and statistics &

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publishes Indian Foundry Directory which has useful information on the foundry units, equipment, material & service providers.

IIF also promotes business development & partnerships by participation in international events & exhibitions, organizing trade delegations & organizing annual Conference & International Exhibition which is largest of its kind.

Policy Advocacy for Foundry industry is other important activity which IIF pursues with the Govt. on various issues concerning the industry.

We also promote efficient energy management by conducting detailed energy audits & suitable recommendations & by conducting awareness programmes periodically & promote lean manufacturing programmes etc.

**How do you see the competition from China for Indian castings in the international marketing?**

Yes, the competition will always be there. The low cost of Chinese products is area of concern. However Chinese costs too are going up gradually due to increase in the cost of power & labor in China. But India has strength in engineered castings, consistency of quality & in good business practices.

The import of Chinese castings in India is not making significant impact on domestic markets. The OEMs in India which were importing earlier from China are back to domestic sourcing due to reliability, timely availability & consistency in product quality.

**As many foundries in the country are still technologically backward, what are the new initiatives of IIF in terms of technology upgradation & productivity enhancement?**

There are various kinds of foundries operating at various levels. Some of the Indian Foundries are comparable with the best in the world. Some of the foundries are having Deming's award & some others are working

for it. But large number of MSMEs need to invest in new technologies.

However, these units find difficult to invest due to low profit margins. Customers must treat them as partners in business & pay the reasonable prices so that these units can survive & grow & invest in new technology.

**What is the current scenario and future prospect of the foundry industry in the country?**

Current scenario is slightly subdued due to low demand. However, the new Govt. is taking various initiatives for improving ease of doing business, fast tracking the infra projects, promoting investments & skill development etc. FDI limits in various sectors have already been eased. Land acquisition, labor & tax reforms are being pursued. The new focus on "Make in India" will drive the demand of castings too. The medium & long term scenario is quite exciting.

