



IFO is Recognized as a Industry Association of Manufacturing Sector Including Foundry

- Dr. H. Sundara Murthy
President,
IFO

Dr. H. Sundara Murthy, B E (Metallurgy) IISC, M.E. (Mechanical- Casting Technology) IISC, Ph.D (Mechanical- Casting Technology) IISC. Experience : 15 years in various leading industries, 8 years as Professor- Mechanical Engineering PESIT, Present : Running a Non Ferrous Foundry, Fenfe Metallurgicals, Bangalore, India manufacturing Aluminium alloy castings up to 500kgs single piece.

- Has undergone extensive training in Molten Metal Filtration and Inclusion Investigation in US
- Has a patent in Aluminium Metal Processing
- Presented papers in Indian and International foundry congresses and published papers

Professional Bodies

1. President (2011-12), The Institute

of Indian Foundrymen (IIF),

2. Chairman, Energy Saving Commission, World Foundry Organisation (WFO),
3. Past Chairman, Indian Institute of Metals

4. Governing Council Member, Aluminium Association of India

5. Presently President, Indian Foundry Organisation

Academic

1. BOS Member, VTU (2008-2012)
2. Development Committee Member, Dayananda Sagar College of Engineering, Bangalore
3. BOS, PESIT, Bangalore
4. Governing Council Member, Malnad College of Engineering, Hassan, Karnataka

5. Presented Papers in several leading conferences and Papers published in American Foundry Society

(AFS) Transactions, Indian Foundry Journal etc.

Speaking to Sushma Upadhyay of **Metalworld**, Dr. H. Sundara Murthy talks about the present and future status of the Foundry industry.

Excerpts

What are the present activities and objective of Indian Foundry organisation?

Indian Foundry organisation (IFO) was established with the primary aim of Policy Initiatives for the benefit of Metal Manufacturing Units by interaction with Central and State Governments. IFO also promotes Sustainable Manufacturing practices in the Metal Manufacturing Units. With this main objective IFO has been interacting with various Ministries in Central Government and at the Development Commissioner, Principal

Secretary, Chief Secretary and Ministers level in various States. I am very happy to share that all the State Governments have recognized IFO as a Industry Association and inviting IFO to their programs. Today IFO is recognized as a Industry Association of the manufacturing sector including foundry.

IFO organized IFCON 2017 at ITC Sonar, Kolkata on February 3-4 2017, a major event jointly organized with Department of Heavy Industries (DHI), Government of India. The level of interaction was at the CEO and MD level of various Public Sector Units and at Secretary DHI level. It was a great success. IFO is now organizing IFCON 2018 & IFMET 2018 at Bombay Exhibition Centre, Mumbai, during March 14-16 2018. This is a major event being jointly organized with DHI. I am happy to share that Anant Geete, Union Minister for Heavy Industries is the Chief Guest. All of us are concentrating on organizing this event.



How do you see the competition from china for Indian castings in the International marketing?

Indian Manufacturers have established their own credibility and Technical competence in the International market. The main problem for Indian Casting Manufacturers is scale of operation. 85% of Foundry Units are in Micro and Small Sector (MS) and very few have moved upward to Medium Sector. The procurement quantity in all International Orders is not in the reach

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of MS Units. Hence we have not been able to establish in the International Scene like China. There is a need for Cluster Marketing activity in the Foundry Sector and IFO would like to play a predominant role in creating awareness of this concept and to motivate centers to form Marketing SPVs in association with MSME, EEPCC, NSIC and other agencies.

As many foundries in the country are still technologically backward, what are the new initiatives of Indian foundry organisation in terms of technology upgradation and productivity enhancement?

The main reason for the hesitation of Indian Foundries for scaling up is the marketing and realization of its products. There is ample skill in MS Units and with

Technology the scaling up will be easier. The economy of manufacture in MS Units will be its strength. I am sure that the activity proposed above will improve the position significantly and IFO is already in touch with NSIC for the above Marketing Cluster Concept. Lot of work needs to be done in counseling MS Units to change the mind set and creating collective leadership. Initially it may seem to be a big task but realizing the advantage the MS units will come forward. IFO has taken this challenge and sure to succeed.

What support you need from the government?

We are basically interacting with DHI and I am amazed with the follow up from the ministry on the task allotted to us. There is a marked change in the proactive perception of the problem from the ministry. We receive follow up mails from the ministry for the activities planned. Today the Office Bearers of Associations have to be serious on the issues, should approach with all details and knowledge to attend a meeting by DHI or any other ministry. I am very sure that the industries will benefit a lot with this change. The Government is ready to help provided the problem of the industry is communicated properly. The role of professional organizations is very critical and member will see the credibility of Office Bearers in solving their problems. In this respect, IFO is doing its best and will continue to bring advantages to the Metal Manufacturing Units.

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