

# “Localisation with digitalisation will be the way forward”



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**With the year 2020 now over and done with, what were some of your biggest learnings from the year? How will these learnings help you grow your market position in 2021?**

The year 2020 has been a huge learning phase for the entire human race. With regards to the industry, unemployment has been an overgrowing topic of concern. With the perception that automation is making workforce essentially obsolete, there's well-justified unrest in the masses. For this we have developed various digital and Industry 4.0 solutions, which are meant to improve the efficiency of production lines by empowering the workforce and not replacing them with automation. Going forward in 2021, we plan on standing strong on our principle 'Tech | People' and focus equally on the technology to provide our customers with the best results as well as the people.

**What is your outlook on the current state of the industry? Do you foresee a change in market dynamics? In what ways are you expecting the market dynamics to metamorphose in the coming year?**

Currently, the manufacturing industry is catching up with the sales dip along with maintaining the current client base, keeping the employees safe, either by following COVID-19 guidelines or work from home wherever feasible. Market dynamics will see a shift towards promoting locally manufactured goods as the imports would be reduced only to the necessities because of the pandemic. In 2021, we will see a growth in demand and subsequent growth in the manufacturing industry. As we usher into the era of Industry 4.0, digital services would start holding more value in manufacturing & assembly than they ever did. We strongly believe that 'localisation with digitalisation' will be the way forward in the coming years.

**What changes do you intend to bring into your organisation to ensure it adapts to the evolving market competition and meets the changing customer requirements in the future?**

'Change is the only constant' and we strongly believe in that.

Departments can no longer be confined to their field and will need to be prepared to take any role as the situation may demand. For this, our company tightly integrates sales, marketing and service teams for projects with proper communication channels. Lastly, for using digital means of approval/purchase, Jendamark is already one of the few companies conducting buyoffs and/or design approval meetings utilising AR/VR. The technologies can be accessed from any AR-enabled device according to the user's convenience. Training, technical working, using digital technology and having consistency in the face of the customers, either physically or virtually, will be the key. We look at the changing customer demands as an opportunity rather than a hassle. We intend to follow 'agile' manufacturing technologies to address changing demands.

**In the year 2021, what according to you will be some of the big ideas that would make their way into the market, in terms of advanced technology adoption, innovation, shop floor operations, workforce management, skilling, upskilling & reskilling, as well as supply chain management?**

As for advanced technology adoption, digital is the new smart, without a doubt. The amalgamation of IT and manufacturing will greatly benefit the overall industry. We have been working on training the operators of assembly lines using VR/AR, which have been implemented successfully in a few projects. VR/AR are one-time investments to upskill/reskill operators without common constraints, like space, part availability and many more. Flexible workforce management by having any operator work at any workstation & still ensuring consistent productivity & product quality will be a key. Management is made easier by deploying software solutions, wherein, the top-level management can directly look at all the automatically generated reports on their preferred internet-connected devices. Bottom line, digital transformation is no longer a 'nice to have'; it is a requisite. Companies which do not embrace this will undergo massive strain on bottom lines and face the real possibility of being extinct. □