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संपदा

SAMPADA



Marketing and Sales : Ensuring the ROI



Business Roadmap: Recuperation & Beyond



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With every epidemic, pandemic or endemic, mankind had adapted to evolve stronger, sharper, and smarter in comparison to the preceding generation. Adapt or perish, now as ever, is nature's inexorable imperative. In these unprecedented times, each nation demonstrated its prowess to showcase its resilience and India was no exception to it.

Major sectors in India faced the wrath of one of the most abrupt and stringent lockdowns during the pandemic where the manufacturing sector came to a gruelling halt. These resulted in disrupted supply chains, difficulty in the movement of goods & services and huge labour immigrations. This created a big void among manufacturers and consumers. Domestic and international travel restrictions limited physical interactions which facilitated connecting with the customers, physical inspections of goods and services and table collaboration for real-time problem-solving. The market witnessed multiple spikes in the raw material costs which adversely affected competitiveness in pricing among peers. Amid omnipresent chaos, the demand cycle and consumer confidence were completely shattered resulting in financial stress in numerous industries.

As rightly said by an evangelist: 'Every dark cloud has a silver lining' which affirms that with every challenge there's always a hidden opportunity. With growing restrictions on physical interactions, digital technology came as a saviour. No one can belittle the benefits of digital technology which had been the driving force to keep businesses up and running. The use of digital video-conferencing platforms helped to conduct remote inspections, virtual shop floor tours and digital audits. Digital QA and QC tools facilitated to capture documentation, ensure quality checks, and confirm approvals.

To minimize work disturbance and maintain business continuity, we empowered our employees with a 'Work from Home' environment with entire support for office set up at home, adopt virtual meetings and reviews while maintaining 100% compliance with the statutory guidelines. We enforced implementation of strict COVID protocol like temperature checks, oxygen level checks along with an intense vaccination drive to ensure almost 100% safety for Praj's workforce. At Praj, our prime focus was on maintaining business continuity, providing employee health care, extending support to our customers, while generously lending a

helping hand to government and society. Customer-centricity is one of the core values at Praj! During the pandemic, we proactively shared timely updates about the COVID-19 situation and its impact on the market with our customers. We conducted virtual periodic customer connect meetings. To increase customer engagement, we created a series of monthly and quarterly KRA-based meeting systems. We organized virtual customer day events where leadership teams from our clientele shared moments of customer delight, success stories and positive testimonials from numerous geographical locations across the globe.

In an exemplary display of customer commitment, adhering to the guidelines, a team of our engineers travelled over 1000 km from Madhya Pradesh to Gujarat, to commission a pharma-grade ethanol plant, considered as one of the life-essential products. Notwithstanding the lockdown, Praj's O&M engineers deployed at a steel plant ensured zero liquid discharge of effluent and thus facilitated smooth functioning.

As rightly said, that 'Necessity is the mother of invention,' physical restrictions urged us to discover new ways to connect and engage with our customers. Since we have all overseas customers for our Critical Process Equipment business, we could actually save substantial expenditures on international travels which were rightfully re-directed towards building new skillsets, developing new capabilities among our workforces.

Innovative thinking to get work done irrespective of adversities was one of the key takeaways during these challenging times. The good part of this pandemic is that it fast-forwarded the digital-savvy culture across the



organization. It helped our customers to change the mind-set that physical presence always a necessity for conducting inspections of goods and services. Virtual conferencing platforms have ensured better availability and coordination among people across different geographies in multiple time zones.

The future of digital technologies depends on how we leverage the technology for innovative disruptions, achieve market outreach and drive growth in blue oceans. As a leader among technology-led EPC solution providers for process plants, Praj considers it a privilege to continue to serve customers, society, and its employees in these testing times. We are confident of emerging stronger and more resilient after the surge of the pandemic with flying colours.



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