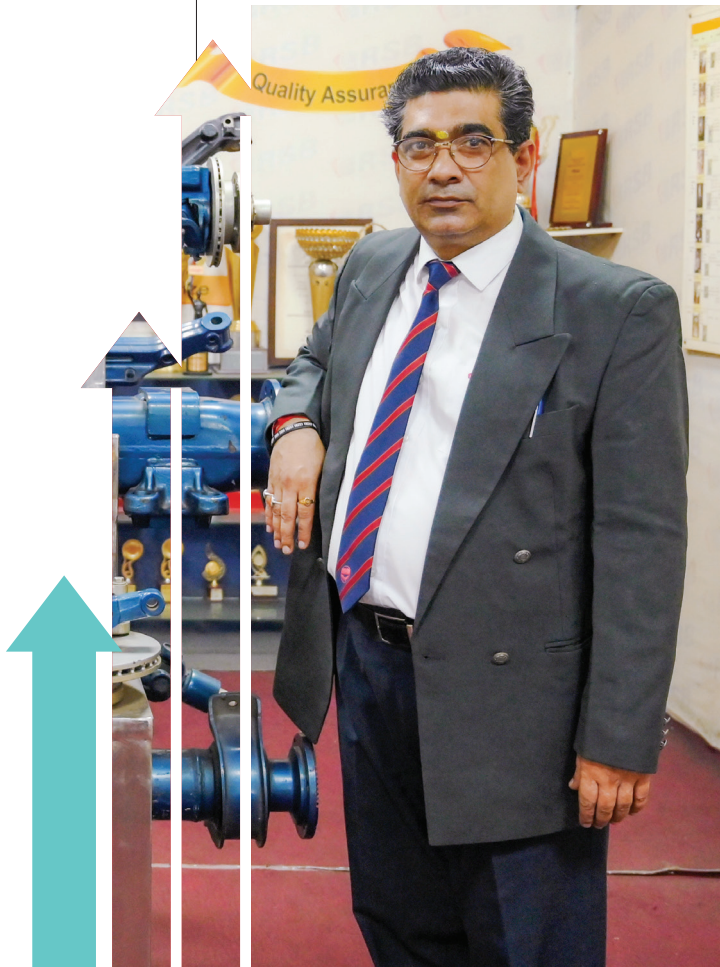


## ANURAGAM VATSA

PLANT HEAD, RSB TRANSMISSIONS, PANT NAGAR



"Though India has always had a culture of recycling and reuse, its rapid economic growth, growing population, the impact of climate change and rising environmental pollution, adopting a circular economy is more imperative now."

**RSB Transmissions is a fast-growing global engineering organisation with business interests ranging from design to manufacturing aggregates and systems related to commercial vehicles, passenger cars, construction, farm equipment, and a wide variety of off-highway equipment and automotive.** Anuragam Vatsa, who heads the RSB Transmissions, Pant Nagar plant, talks about digitisation as a paradigm shift. He says, "With the speed at which the technologies are changing is tremendous. We have not yet implemented Industry 4.0 completely, but there is a demand to practice industry 5.0. It will cover the entire horizon from Customer demand and expectations to not only its delivery but to its field tracking and covering not only the customer satisfaction rather taking beyond customer delight." He further adds, "From

Mechanical to Electronics to AI through digitisation is the phase. It is helping the company to be more effective, efficient and agile.

Business leaders understand that considerable change is required for the automotive industry's future, which is why they're shifting gears. Anuragam shares his views on the renewed focus on reducing carbon emissions. "Setting SDGs and following them is the future of India and the entire world. Though India has always had a culture of recycling and reuse, its rapid economic growth, growing population, the impact of climate change and rising environmental pollution, adopting a circular economy is more imperative now." The circular economy holds particular promise for achieving multiple SDGs.

Anuragam continues, "The automotive companies have been taking several steps in reducing the carbon emission right from the beginning.

Apart from the pandemic-induced challenges, a host of factors are challenging the growth rate of the Indian automotive sector. Anuragam adds, "Some of the most crucial issues that all automobile manufacturers face include the global semiconductor shortage. The industry faces a fundamentally changed landscape where established giants are adopting the previously unheard-of order-based model to sell cars while dealing with inventory shortages."

According to Anuragam, two key trends are set to further push the automotive industry forward in the long run: electrification and connectivity. Policy changes and technology mainly drive these trends. The future autonomous vehicle will rely heavily on camera technology, especially since new camera technology, such as wide-baseline stereo vision, can generate direct 3D measurements at a long range.

So how have various initiatives by the government helped the Indian automotive sector? "The primary objective of this initiative is to attract investments from across the globe and strengthen India's manufacturing sector. It aims at utilising the existing Indian talent base, creating additional employment opportunities and empowering the secondary and tertiary sectors. The programme also aims at improving the ease of doing business.

With this ease, we can find startups are increasing very rapidly. A significant change is observed in the automotive industry. EV introduction has given opportunities to launch SCV by a startup which was earlier limited to OEMs. **MT**