

PSUs & Corporates need to capture Global Market

Engineering Projects (India) Limited (EPI), a Government of India Enterprise under the aegis of Ministry of Heavy Industries & Public Enterprises, was established in 1970 with the main objective to undertake turnkey projects and consultancy services in India and abroad. EPI has executed large and multi-disciplinary industrial & construction projects on a turnkey basis, provided project consultancy in the area of Civil & Structural Works, Metallurgical Sector, Water Supply & Environmental Engineering, Housing & Townships, Hospitals & Institutional Buildings, Industrial & Process Plants, Coal & Material Handling Systems, Irrigation, Dams & Canal Works, Roads & Highways, Sports Stadia, Mining Projects etc. This PSU has a record of splendidly executed projects, leaving its mark in India and overseas.

A "Mini -Ratna" company, EPI has consistently improved its performance.

Also, EPI is part of a proud first few companies to be awarded certification for Quality Management and the Environment Management System ISO 9001:2000, ISO 14001:2004 for all its areas of operation, OHSAS 18001:2007 for Corporate Office.

EPI's Chairman-cum-Managing Director, **S P S Bakshi** shares his thoughts about the growth of Indian companies and PSUs in the global market as well as the steps necessary to capture overseas market, in an interview with **Day After** correspondent **Rahul Trivedi**.

Day After: Where do Indian professionals stand in the global scenario?

SPS Bakshi: The global infrastructure boom is at its peak resulting in a huge demand for technical professionals in India and abroad. I'm proud that Indian professionals are rated as excellent, besides the laudable achievements of those in IT Sector. I believe that India's significant advantage

of producing a large number of topnotch technocrats should be translated into a tremendous opportunity for us. We need to move aggressively to capture the infrastructure boom in Africa, SAARC and GCC Countries.

DA: What action plan do you suggest?

SPSB: I feel that the Government could coordinate a wonderful interface between all our (Indian) Embassies and High Commissions bringing the information/opportunity to the public/ private enterprises. This can be done through developing a website on which every (Indian) mission overseas could submit (upload) information on opportunities / tenders in the country/region of their domain. This will serve as a phenomenal business development opportunity for Indian enterprises who could be allowed to tap into this resource and decide their course of action as to the opportunity



Food Grain Solos, Iraq



Suryanagar



Monorail

they want to pursue. I have felt that this could drive a lot of business towards/ to India(n) enterprises. The website should be creatively designed as a dynamic platform for exchange of information between those uploading and those seeking the information. I believe this (website) could be a shot in the arm for bagging business, growing job opportunities and bringing the much-needed projects, besides the foreign exchange, to Indian companies.

DA: Apart from the knowledge exchange, what else requires improvement?

SPSB: Well, to seize larger opportunities, Indian companies or professionals must visit the targeted countries/ regions. Whereas the private sector can pursue this easier, an individual PSU may be slightly disadvantaged to traverse the entire globe. Therefore, the role of our Embassies/High Commissions is important. We also need to benefit from their knowledge of local domain, topography, business and political dynamics and many other issues. The (website, i.e. information) connect between a service provider (PSU and Corporate) and our Missions through the website will be practical, cost and time effective and help with planning preparedness.

DA: Do you think generation of more professionals is causing exodus from India to foreign countries?

SPSB: If we can maximize opportunity for PSUs and Corporates by helping them generate sizeable and good contracts, that itself will result in creation of good job and good earnings for a professional or worker within our environment.

DA: EPI has earned Mini Ratna status. What are your future plans?

SPSB: We have done pre-feasibility reports for proposed Mono Rail Systems in cities in Rajasthan, and numerous proposals have been submitted to several States where

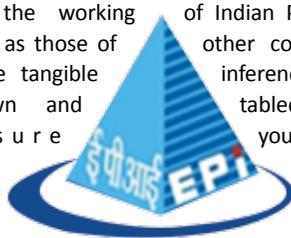
this means of transport is critically needed to ease congestion and provide for cost and time effective public transport. EPI is in discussions with some State Governments on creatively integrating Mono Rail with Metro projects. EPI has proposed to a fellow PSU enterprise, HMT that possesses the wherewithal for major infrastructure, to lend support the manufacturing of the coaches of Monorail.

DA: Is better salary overseas the primary rationale for professionals moving to foreign countries?

SPSB: Perhaps. But, as I said before, creating top-notch professionals is a necessity. Add to that our preparedness and ease to bag significant work in India and overseas could allow us to fulfill the needs of our work force of professionals and skilled workers.

DA: What steps should the Government take to promote PSUs as private companies are better placed to compete?

SPSB: We are conducting a global study on the working of Indian PSUs as well as those of other countries. Once tangible inferences are drawn and tabulated, I can assure you that



the Government in discussion with PSUs will take suitable and immediate remedial measures. But, to point out, take the example of 'Maharatna' companies that have been given financial support with credit facilities that allow them leverage to compete on a more level playing field.

DA: India did not enjoy the respect it does now in the construction area. For example, EPI is a established name.

SPSB: In short, simply good governance and transparency in the system earned us

great respect. Ultimately, respect in the sector and area comes from a successful execution of projects. We have gathered the experience, expertise and ability to do so. And, we are constantly building on it.

DA: What are the basic parameters for the success of professionals and Corporates?

SPSB: Recently, Dr. Prajapati Trivedi, Secretary (Performance Management), Government of India, addressed the CEO's and Senior Level Executives of public and private enterprises. Dr. Trivedi cited three basic fundamentals for success of individuals as well as for Corporates. These are VISION, STRATEGY and R&D. I fully endorse his views as the foundation of success is built on these fundamentals, be it for individuals, corporates or PSUs.

DA: Would you share a memorable moment with us.

SPSB: I remember a time when I was in Riyadh and learned that our (Indian) Prime Minister, who has earned huge respect globally, was to visit Riyadh. I witnessed the air of excitement surrounding his visit. I must emphasize that it was so visible that one could feel it. Not just Indians living there, but it was evident that the Saudi Government was equally excited. For two days prior to the Prime Minister's visit and three days after he left, our (Indian) 'Tiranga' was hoisted across the streets and on buildings all over Riyadh. It was heartwarming and made me very proud. As an Indian, I felt gratitude for our leaders and our professionals who earned the reputation, the salutation and the respect from not just another nation, but a wealthy and Middle Eastern country like Saudi Arabia. I still get those happy goose bumps thinking about it.

Jai Hind

Feedback on:-

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