

## SULZER USES INNOVATION TO GROW IN INDIA

# ON BEING A COUNTRY OF COUNTRIES

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○ "Nothing could be more complex, than trying to speak of one India. It is not India it is Indias. It is a country of countries." This is how Mr Amol Thakare from Sulzer Chemtech AG describes his country of origin.

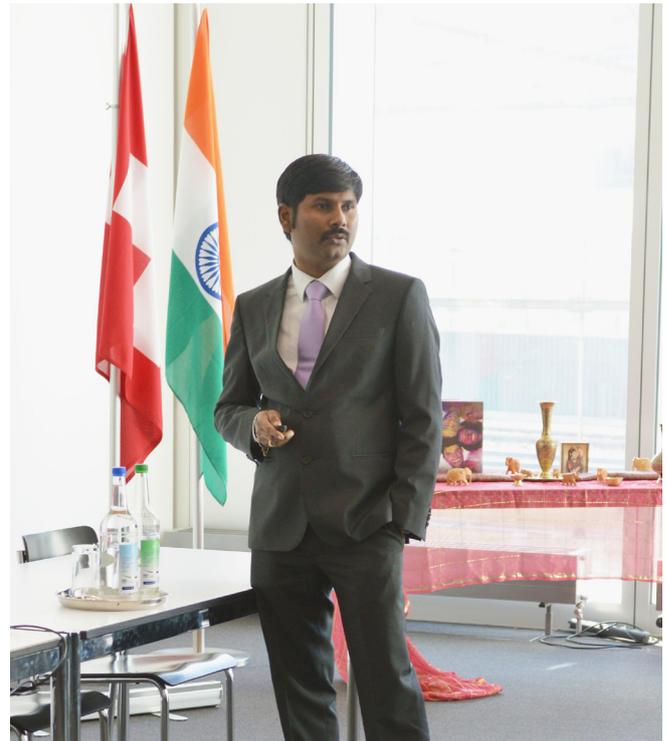
It is exactly the diversity of India as described by Thakare which makes it challenging to operate a business in this country. The plant of Sulzer in India is growing fast. They are following an innovative culture in product development in order to stay competitive.

### "WE KEEP OUR PEOPLE MOTIVATED BY INNOVATION"

People are essential for continuous innovation and research and development. Sulzer fosters a culture of innovation, in which new ideas are valued and employees can learn and excel. Since 2008 a multi-level innovation process has been implemented, which is known as the 'Stage-and-Gate Process'. The core approach is clearly defined across the group but it is broken down into more detail in each division. This concept is the precondition for more and even faster development of ideas (Sulzer Website).

Despite being innovative Sulzer is facing various challenges in India. These include the conditions of the infrastructure, the legal and regulatory environment, the education reforms, the research and development expenditures etc. However, to overcome these challenges, India offers key indicators to support its competitiveness: There are the favourable government policies, the ongoing digitalisation process "Digital India" and the young and skilled workforce that is entering the labour market. For Amol Thakare, India is clearly more than just a country that is driven by low cost: The people are goal oriented, ambitious, flexible and can multitask. Moreover, they are ready to sacrifice personal time when it comes to delivering the outcome and they have a 'never say die attitude'.

To attract foreign investors coming to India, the Prime Minister of India Narendra Modi launched a campaign called "Make in India". The campaign pursues the goal to minimize bureaucracy hurdles and simplify tax policies. Moreover, the government wants to invest in the skills of their human resources to create industrial parks and corridors. As Thakare mentioned, the government is well aware that every month a huge young and skilled workforce is entering the labour market. For all these people, a workplace needs to be provided where they can beneficially apply their knowledge and skills.



Amol Thakare from Sulzer talking about India's competitiveness. Photo: AH

India seems to be successful in pursuing these campaigns. In recent years it has emerged as one of the most attractive destinations not only for investments but also for doing business, evident by its significant jump by 12 places in Ease of Doing Business rankings between 2014 and 2015 (Source: Ease of Doing Business, World Bank). ● CH



Delegation Members during a group discussion. Photo: AH