

9th IRMA Seminar

Marketing mantras for resins & chemicals

THE 9th IRMA Seminar on Resins - Today and Tomorrow with the theme 'Marketing mantras for resins & chemicals' was held on 5th June at Hotel Fariyas, Lonavala. Mrs Snehalata Deshmukh, ex VC University of Mumbai and Mr Pradeep Dubey, president Aditya Birla Chemicals, Epoxy division were the guests of honour. Mr Jagdish Acharya, CEO, PPG Asian Paints was the chief guest. Attended by over 160 delegates, this



Dr. P.S. Samant

seminar had notched up many firsts for the IRMA.

Mr Ballal Chandrachud started the proceedings by welcoming all the attendees and inviting the dignitaries to light the lamp of knowledge to inaugurate the seminar. Dr Prashant Samant, president, IRMA welcomed the



Lighting of the lamp



Ballal Chandrachud

delegates and remarked that it was coincidental that this event was being held on the World Environment Day at such scenic green location. He then

gave a brief account about the Association, its history and its activities. IRMA organises seminars, meetings, monthly meetings, thus doing a



Ashok Goklani



Inaugural session (L to R) : Dr. Samant (at the mike) Ballal Chandrachud, Pradeep Dubey, Jagdish Acharya, Dr. Snehalata Deshmukh & Ashok Goklani

Lifetime Achievement Award Winner : Mr. Dhananjay Madhusudan Sathaye

Born & brought up in Vile Parle, Mumbai. After completing graduation with Chemistry as specialisation (B.Sc.) from Bombay University, studied Printing Ink Technology at London College of Printing. Worked with Collaborators of United Ink, M/s. Ault & Wiborg International, for two years in U.K. at their various Ink and Resin manufacturing sites. After return to India studied Business Management.

Joined family business of United Ink & Varnish Co. Ltd. in 1973. He is presently Chairman & Managing Director of "United Group." In 1976 founded D.S.V. Chemicals to manufacture Synthetic Resins. D.S.V. produces wide range of Synthetic Resins servicing surface coating industries viz., Printing Inks, Paints, Coatings & Adhesives.

He has been involved in activities of all India Printing Ink Manufacturers' Association since 1988. He has held position as President for two years and is actively involved as Executive Committee Member.

Also actively involved in the Indian Resin Manufacturers' Association since 1992, was the President of IRMA for two years and still continues to remain active on the Managing Committee.

He was invited to join Rotary Club of Bombay Airport in 1988, was Charter Secretary of Club and was the President of the Club in the year 1990-91. He is still an active Rotarian.

He is connected with the Education field in the capacity as Director of Parle Tilak Vidyalaya Association, who manage Sathaye College, M.L. Dhanukar College of Commerce & Mulund College of Commerce, Management Institutions, Schools etc. He is also a Trustee of Kelkar Vaze College, Mulund.

Enjoys Table Tennis, Badminton, Swimming and is a keen Golfer. Happily married to Swati who also actively supports in business. Daughter, Meghana and son-in-law, Aditya Chandrachud run a successful business of manufacturing Cosmetics. Son, Gaurav is taking keen interest in business activities of Inks and Resins. Daughter-in-law, Priyanka is a successful Architect.



focussed job to the members. He said that this event is a small step in going out of Mumbai and reaching the all India members. He expressed happiness at the kind of response that this seminar had evoked. Recognising the importance of innovation, he said that IRMA has proposed an IRMA Innovation Award to be given from the next AGM.

Mr Ashok Goklani, the convener in his speech spoke about the significance of the theme of the event. He said: "We have focussed on only the theme 'Marketing' which in fact is a bit confusing word and is often termed as sales and the five speakers will give their gyan on the mantras of marketing."

Dr Deshmukh in her speech began by stressing the importance of education and that too the right kind of quality education which would serve as the strong base for a bright future. Education is care compassion, patience, perseverance, and dignity. Keeping good health is the first secret mantra of marketing, she remarked. She called

upon the Association to start a community college and assured all help in setting this up. This, she said will upgrade the technical and other skills of those connected with this industry and will serve as ready human resource. Relationship management is mutual trust and reciprocating it, which is lacking in our country. Another important thing is anger control and empathy to others which is an important management tool. Oneness of thought, deed and action is another management concept. She stressed upon the need to Preach and also Practise. With the onset of globalisation work loads and long hours have increased leading to greater stress levels and hence there is a need to maintain a balance so that one starts enjoying his work, she said.

Speaking on the occasion, Mr Pradeep Kumar Dubey was happy that he was among his own resin fraternity. Globalisation and civilisation has grown together for more than 2000 years. Trade has been there over the years and earlier the European countries had

expanded their power and boundaries. Now this job has been taken over by the MNC companies who are now expanding their markets all over the globe. All this is developments has lead to a more sustainable, more informed global community. Regional boundaries are vanishing. Global communities are getting formed. In this process we realised that we have to cooperate with each other and are interdependent, he said.

Sharing the experiences of Aditya Birla Group, who was the first group that ventured outside India sometime in the 1960s to Thailand and later to other countries and established their epoxy business and other industries. "There is a need for the industry to interact with the academia and work hand in hand so that they work on real industry problems and find real time solutions. Work together with customers to solve their problems. It is the R&D that can fill the gap between Indian and western companies. This will help change the perception of Indian products and go a long way in

Lifetime Achievement Award Winner : Mr. Jehangir K. Vakharia

He has held several Senior Management positions at Coates of India (now DIC) and was appointed as executive director of Coates in 1986 till retirement in 2000. He was the CEO of Noble Synthetics from 1991 to 1998. He was also the CEO of Cray Valley Resins (now Arkema) from 1998 till retirement in 2000, where he had received extensive training in Resin Technology at Cray Valley UK and France. Currently he is the Advisor in DSV Chemicals for 10 yrs. post retirement.

An M.Sc. in Organic Chemistry, St. Xavier's College, University of Bombay, Mr Vakharia has done a Diploma in Business Management from St. Xavier's College and Senior Executive Programme of IIM, Ahmedabad. Chairman of IRMA in 1997/98, he has presided and participated in various seminars in the field of Synthetic Resins.



helping market them abroad", he opined.

Mr Jagdish Acharya, chief guest in his speech shared some of his experiences with the audiences. Marketing is an integrated approach to business and IRMA should take this up seriously. He gave the example of his experiences with marketing of Asian products in Australia. The basic learnings are : – Knowing customer is very important and knowing customer's language is very important. Through the customer survey they found out and listed the requirements and translated them into the language that the technologists understood. A blend of marketing helps in offering right products to the customer and satisfying his needs. Resin is really the core of the paint. Resin manufacturers provide solutions for the surfaces and this has to be marketed the same way. Giving some advice, he said that Resin manufacturers setup has to improve in terms of EH & S. Set up small R&D team where fundamental work is carried out and information of which is shared among members on topics like environmental friendly green products; low VOC high solid technologies; UV curable products; resin taking up the burden of the pigmentation; higher technology in powders; processes like continuous resin manufacturing, two stage continuous micro emulsion polymerisation process, which can

solve some of the problems of Industrial paints, he said. IRMA can fund a small group of people or tieup with some academic institution to do some seminal work which later can be further developed by the members.

Lifetime achievement award

This year the Lifetime achievement award was given to the past presidents Mr D M Sathaye and Mr J K Vakharia. (see Box)

Mr Ballal Chandrachud gave the vote of thanks.

Session-I

In this session two papers were presented. Dr Kumar Iyer, head commercial operations CA, India, Bayer MaterialScience P Ltd. gave the first talk on 'Marketng orientation as a basis for industrial marketing'. He said that transformational change is imperative in order to cope with the potent trends reshaping the B2B market. He then presented a systematic approach to marketing a product. The three basic principles, he said were: listen and learn; shape and share; anticipate and lead. The principal rule of marketing is to create customer preference through segmentation and targeting. The companies need to decide on the selection of customer segments and

provide proper offerings. In summary, he said that Marketng is a team sport; one has to move from market understanding to orientation; and finally business model innovation will become increasingly important.

Mr Nachiket Thakur, head innovations, Mahindra Composites Ltd., gave the next talk on 'Resins for composite applications'. He gave an overview of the composite manufacturing process, the composite application areas, and the various resins used in each of the application areas. He then talked about the compression molding processes -SMC/DMC and the various products produced by this process.

Session-II

The first lecture in this session was given by Mr Ashit Joshi, director, EPCD, Momentive Speciality Chemicals on 'Marketing of resins based on Value selling'. In his talk he covered various topics like: the main factors in marketing for growth; introduction to value selling; identifying the reasons for change; VOC planning for a customer call. He then presented case studies on: identify the profitable segments-Cardura automotive resins; differentiate in a crowded market-Veova and plan for the future-high solids & waterborne resins for protective coatings.



Jagdish Acharya



Dr. Snehalata Deshmukh



Pradeep Dubey

SPEAKERS



Dr. Kumar Iyer



Ashit Joshi



Dr. Harish Kumar Purohit



Dr. Jagdeep Parsram



Nachiket Thakur

The second lecture was on the topic 'Marketing industrial products- the new paradigm' by Dr Jagdih Parsram, founder director, Big Idea Consulting. He said that marketing of industrial products is now akin to marketing consumer products; have a Better

differentiated product or a brand; understand your customer better; provide content, information and engage with your customer better.

The last lecture was given by Dr

Harish Kumar Purohit, director Management School Parle College who gave tips on the 'Management of business-Smart to smarter'.

The meeting ended on a high note with an sumptuous dinner. ■