

INDIAN ENGINEERING

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BRAND INDIA ENGINEERING: AN OVERVIEW

Brand India Engineering campaign, launched by Ministry of Commerce and Industry, Government of India, aims at creating true brand value in international markets for Indian engineering products & services. It is expected to catapult India's status in engineering capabilities, by highlighting India's competitiveness, credibility and service commitments in engineering sector.

India Brand Equity Foundation (IBEF), a trust established by the Department of Commerce and *EEPC India*, an apex national body representing engineering industry, is steering the campaign in coordination with *national associations and industry stakeholders in the Pumps and Valves sector*.

The engineering sector, being closely associated with the manufacturing and infrastructure sectors of the economy, is of strategic importance to India's economy. Growth of the sector drives the growth of core sectors like infrastructure, power, steel, automotives, oil and gas, etc.

India's engineering exports accounting about one-fourth of the country's total exports stood at **\$58.78 billion in 2015-16**. This implies a CAGR of **15.6 per cent**. Among developing countries, India offers the best combination of low costs, availability and skills and capabilities of manpower for the engineering sector. In terms of availability and skills, India produces over 1,000 PhDs, a million engineers, more than 300,000 non-engineering postgraduates and 2,100,000 other graduates each year, thereby ensuring a steady supply of qualified manpower for the sector. India also has a significant labour cost advantage over other countries. Several companies in the engineering sector have leveraged India's advantages in labour effectively. India also has the raw material resources to meet the demands of the engineering industry. Key raw materials required by the engineering sector - ferrous and non-ferrous metals such as mild steel and aluminium - are available in India. Ready availability of these materials gave India a major cost advantage, as materials account for nearly 50 per cent of the industry's operating costs. The presence of



supporting industries provides a conducive environment for the engineering sector to grow and prosper. India's engineering industry has significant support from India's well-established IT sector, as well as institutions of higher education. India has a well-developed technical and tertiary education infrastructure of over 250 universities, 1,500 research institutions and

over 10,000 higher education centres, which support the engineering sector not only by supplying a steady stream of qualified manpower, but also in areas of research and development.

India has a well-developed vendor base for supporting engineering industries. Industries such as machine tools, textile machinery, auto components,

etc., provide ample support to the engineering sector. Some of these sectors have developed global capabilities and help the engineering sector achieve global competitiveness. The Foreign Trade Policy 2015-20 along with the Brand India Engineering campaign provides promotional measures to boost India's exports in the engineering sector.

Engineering Industry accounts for 25 per cent of India's total factories in the organised sector.

Engineering industry contributes a little more than 32 per cent of total output in the country.



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