



AIRIA News

Visit to China International Rubber Tire and Auto Accessory Exhibition at Guangrao County, China

On behalf of All India Rubber Industries Association, Shri Mohinder Gupta, Senior Vice President, AIRA, attended the 4th China International Rubber Tire and Auto Accessory Exhibition at Guangrao County, China from 13th to 17th May 2013. The event was organized by Shandong Tire branch of CCOIC. China Guangrao International Tire Industry Conference, 2013, was organized in conjunction with the Exhibition.

At the inauguration of the Conference, Mr. Lian Jiajun, Vice Chairman of CCPTT Shandong Sub-Council welcomed Shri Mohinder Gupta, who was among the distinguished guests. The Conference included :

- (i) Global Tire Upper Level Round – Table
- (ii) 2013 International Green Tire Development Forum
- (iii) China Green Tire Technology Seminar
- (iv) Retreading/Reclaim Process
- (v) Scrap Rubber technology viz Pyrolosys Process

Eminent speakers from abroad presented papers on projects of Green Tire in China and utilization of old tires. Quality Control of rubber process analysis on tire rolling resistance, importance of proper tire repairing, best quality retreading practices and rubber machine innovations were among the many interesting papers presented.



The Exhibition was opened to visitors from 15th – 17th May 2013. On display were auto accessories, Carbon Black, Synthetic Rubber, Rubber Chemicals, latest testing equipments etc. Shri M L Gupta was invited at the round table Conference in which the participants exchanged many innovative ideas.

Going by the foot-falls, the event was a successful show, with the Conference adding value as a good knowledge sharing platform.



Report on NRC 2013 at New Delhi on 3 and 4th May, 2013.

The All India Rubber Industries Association on experiencing a positive response from the four National Rubber Conference held during 2012 decided to institutionalize the event on yearly basis on all the four regions. The first of the series for the year 2013 was organized by AIRIA(North) at the India Habitat Centre , Lodhi Road, New Delhi on 3 and 4th May,2013.

The apt theme of the conference “Technology and Innovation- the driver of future growth” was suggested by Dr.P. Tavamani ,Director ,IRMRA.

Shri Madhav Lal, Secretary, Ministry of Micro,Small and Medium Enterprises was kind enough to be the Chief Guest and Inaugurated the Conference by lighting the traditional lamp along with Shri Vinod Simon, Chairman, RSDC, Shri Surinder Gupta ,Chairman (NR),AIRIA, Shri Mohinder Gupta, Sr. Vice President (AIRIA), Dr. PThavamani and Sh. C.P. Rathra members Organizing Committee. The gathering in the hall during the Inauguration was completely I by Delegates, Invitees, and Sponsors.





While Shri Surinder Gupta, Chairman (NR) and Chief Convener NRC 2013 – Delhi made the welcome address Shri Mohinder Gupta , Sr.Vice President ,AIRIA addressed the gathering on All India Rubber Industries Association.

Mr. Alok Goyal, Coordinator made brief presentation on IRE 2015 to be held from January 15-17,2015 at Pragati Maidan, New Delhi.

The Secretary, MSME had all praise for the efforts and pain taken by AIRIA for take up the changing needs and requirements of its members.

Shri Vinod Simon, Chairman, RDSC gave an encouraging speech on the occasion.

The souvenir of NRC' 13, containing 120 pages was released at the Innaguration by the Secretary MSME, Chairman, RDSC, Sr.President AIRA, Chairman AIRIA(NR) and Director ARMA. The Session concluded with a vote of thanks by Shri Ashwini Sarin, Member (OC)

The Conference contained a capsule of 5 Technical Sections covering 12 Topics from speakers of with expertise



from the respective field. The details of the programme is at Annexure (I). Each session was conducted by a Chairman and a Co-chairman

A total of 98 Nos of delegates (list at annexure II) got registered for the conference and 18Nos were Sponsors (details at Annexure III). 55 Nos of advertisements were released by various organizations whose list is at Annexure VI.

There were a total of three tea sessions, two lunch sessions , cultural and cocktail, and a dinner hosted during these two days. The Cultural Evening was conducted by a troupe from Ms.Elizabeth Massey attracted by old Hindi melodies.

The event management company, M/ CIM GLOBAL, Gurgaon contributed a supportive role including designing of back drop, standees, souvenir cover, registration on the sport etc.

The National Sponsors to the Conference were ; M/s Sibur Petrochemical India Private Limited, M/s Bharaj Machineries Pvt. Ltd.



Seminar on Service Tax by Shri Shailesh Sheth on March 23, 2013 at AIRIA Conference Hall by AIRIA Western Region

Western Region – AIRIA organized a program on Service Tax which was held at AIRIA conference room on 23rd March 2013. The Speaker for this program was Mr Shailesh Sheth a learned lawyer and advocate who specializes in service tax.

The seminar highlighted the recent changes which have take place in service Tax from July 2012. The speaker informed all the members with regard to the liabilities which all members are faced with, as a result of the recent changes in Service Tax.

Mr Shailesh Sheth also highlighted the stand of the Government on the recent budget with reference to the indirect taxes and as per his analysis, the Government has projected a very minimal growth rate in all taxes but expecting a higher growth rate of approximately 35% in indirect taxes and specifically Service Taxes. As per budget proposal all activities barring restricted list are now covered under this act. Not knowing or not having knowledge of rules of Service Tax does not absolve the business person of his/her liability.

The members then posted many queries with regards to Service Tax implementation, Reverse Charge Mechanism & various other parts of Service Tax rules.

The program ended on a positive note with members having their queries answered and requested for another workshop on Service Tax. This program was attended by 25 members of the association.



Seminar on “Role of bank for business facilitation in the changing era of global business, and Transactional Unique Selling Proposition (USP) designed for the SMEs” in the evening of 26th April 2013 at Hotel Golden Park, Kolkata. orginsed by AIRIA (Eastern Region)

The way the banking services are now provided has progressively altered, thanks to the evolutionary process that has brought welcome metamorphoses for business development. Banking industry in India is well on the road with commitments to the business community including the SMEs to provide easy, speedy and transparent access to banking services in their day-to-day operations and in times of financial difficulty. A large number of the constituents of the Indian rubber industry and trade are from the SME / MSME sector and it is only proper that they are well acquainted with the “Transactional Unique Selling Proposition (USP)” designed for them.

Against this backdrop and in pursuance of the catalytic role – a key operational principle of the Association as business facilitator, All India Rubber Industries Association (Eastern Region) organized the captioned Seminar for the benefit of its members. The Seminar was held under the aegis and sponsorship of the Standard Chartered Bank, Kolkata.

By and large the Association members were keen and deputed their representatives. Representatives of 51

member-firms were in attendance. The Seminar was presided over by Mr. Ramesh Kejriwal, Vice-Chairman of AIRIA (ER). He was pleased to express his greetings and warm welcome to each one of those present at the Seminar. He specially thanked the Standard Chartered Bank Officials for their **support and sponsorship**. In his welcome address Mr. Kejriwal emphasized, among other things, the importance of capital and credit in business. The Standard Chartered Bank, he said, has an extensive global presence and is one of the world’s biggest banks in the forefront.

“Bank, a resource of business entities”

Presentations by the senior officials of Standard Chartered Bank, Kolkata, namely, Mr. Ghulam Yazdani, Mr. Niraj Jindal and Mr. Vikash Agarwal.

“A bank is a place that will lend you money if you can prove you don’t need it”, said US actor Bob Hope. But on a serious note, there is no denying the fact that banks are to economies what souls are to human beings.



Whatever the case, the above-named officials of Standard Chartered Bank in their presentations categorized the resources of an organization as mainly Human, Machinery and Bank.

They highlighted how to increase efficiency using all these resources, areas where business entities incur more costs, how to ensure that they bring down maximum costs related to banking, how to use bank for achieving higher revenue.

Areas where business entities incur more cost – Views in banking perspective

Wrong / Rigid Limit Structuring & Assessment

Wrong structuring causes mismanagement as limit structured & sanctioned is not as per business model requirement. This causes underutilization of one limit & over-utilization of another limit

Limit fungibility/Swappable

- Utilize limits to the max. & have
- flexibility in business transactions

Fast Renewal & Enhancement

Business that is growing very fast would suffer if approach is slow & conservative. Fast business growth would need fast enhancement at proper stages. Delay in enhancement will cause opportunity loss and will help competitors.

Limit is made available so that market share grows with larger turnover & profit increases.

Besides the above, what was also highlighted in the presentations were briefly as under:

Standard Chartered Bank is the largest International Bank operating for more than 150 years in India, out of

99 branches in 42 cities across the geography. The Bank has been awarded as the Best Foreign Bank of the Year at the Financial Leadership Awards 2012 and Best Trade Finance Bank in South Asia (including India, Pakistan and Bangladesh 2011) .

Reportedly, the Standard Chartered Bank provides a customized solution for transaction banking to its SME clientele. It provides an array of financial solutions from a zero commitment Trade Current A/c, convenience banking through the bank's own web based internet platform, which is a comprehensive payable solution for electronic & paper based payment needs. The bank also encourages its clientele for smooth expansion through cross border opportunities and their business protection plans by hedging mechanism.

For the financial need of the SME segments, it is emphasized that the Standard Chartered Bank is equipped with range of offerings starting from Overdraft, Export Loans, Export Packing Credit (INR & FCY), Import Loans – LC, Buyers Credit / Payment's Undertaking, Bank Guarantees / SBLC, Term Loans, Forex Forward LER – Hedging. The bank also takes that extra care to make the customers aware on their specific industry updates and Foreign Exchange reports.

Summing up to conclude the presentation, the officials of the bank pointed out the reasons why banking with Standard Chartered Banks makes business sense - be it Cash Management, SME Treasury Services, Trade Finance & Working Capital and/or Loans & Mortgages, etc.

Thus, the Seminar concluded with vote of thanks from the Association and the dinner hosted by Standard Chartered Bank.

Program on How to read the Balance Sheet by Mr Rajeev Kumar Orginsed by AIRIA (Western Region)

Western Region held a program on how to read a balance sheet and what information must an owner/entrepreneur have to run his/her business. The faculty was Mr Rajeev Kumar who is a Ca and owns a small boutique firm specializing in Mergers and Acquisitions. He also focuses on small companies.

This program was held on April 26, 2013 at the Bombay Industries Association.

The speaker highlighted how the balance sheets are prepared and then went ahead and explained in regard to the various costs which are incurred but not reported as seen in the balance sheet. He also highlighted the cost of depreciation in a business and why it is essential to understand and improvise your business.

The speaker discussed with the audience all the critical parameters and numbers which each and every stake holder/owner must get from his operators to enable them to make timely and proper decision with regards to investments payments which are so important for the survival of our businesses today considering competition.

The participants had a long question and answer session with the speaker who was kind enough to answers all of them. The meeting ended with speaker agreeing to have another workshop specific to the rubber industry.

The program was attended by 30 participants who made the program a grand success



National Rubber Conference 2013 Chennai – 19th & 20th July 2013

AIRIA conducts the National Rubber Conference (NRC) in all the 4 regions annually. This NRC is aimed at bringing its members near to the latest Technology and innovations that are available throughout the world. The Conference is in the 2nd year of its inception and will continue to be a regular event in the Future.



The 1st edition of NRC Southern region was during June 2012 and it witnessed 100 Plus delegates, 17 Speakers, 14 Sponsors and 7 Institutional Event Supporters

This year's edition of the Southern Region NRC is planned for 19th and 20th of July at Radisson Blu, Egmore, Chennai.

The Southern Region NRC would witness at least 3 International Papers (to be confirmed) and a host of Papers from our country. The Topics will cover a wide range of Subjects. The Title for this year is "Technology & Innovation – the Driver of Future Growth". The papers have been chosen in the very direction of the Title.

In this growing market era, there is a huge market available for the Rubber Industry Manufacturers with concerns of Quality, Cost and Delivery. To tackle this

scenario, the manufacturer needs to get into cutting edge Technology and strive for Innovative products and Production Techniques. The format of NRC has been carefully construed to fulfil this particular need of the manufacturer. NRC is a platform where the manufacturer gets to know the latest Technology available globally and the success stories of the new innovations.

A sneak preview into the Topics that are to be presented at the Southern Region's NRC - "Custom Mixing of Rubber Compounds--A Positive Driver for the Future", "Innovations in Rubber and Rubber Chemicals", "Innovations in preparation of nanofillers and its application in Rubber Industries", "Reverse Engineering of Rubber Compound".

If that doesn't interest the reader then the NRC has invited speakers from abroad who will be here to speak on subjects such as Materials for Replacement for NR, Mould design techniques for staying ahead of competition and etc.

This NRC during 19th and 20th of July at Chennai is must attend event for all the manufacturers who are in the path of Growth.

Best opportunity to enter in the technological field of the vast Rubber Industry



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All India Rubber Industries
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Certificate Course in Rubber Technology"

to cope up with the requirement of trained manpower and to upgrade technological knowledge for the growing Rubber Industries.

CERTIFICATE COURSE in Rubber Technology (Autonomous)

Designed by the education experts & rubber industry technocrats.

Course starts August 2012;

Duration: One year with three months in-plant training.

Eligibility: 12 Std. Pass with Science Subject or Three years experience in Rubber Industry.

Days: Three days a week (**TUESDAY, THURSDAY and FRIDAY**)

Timings: 6.00 pm to 8.00pm.

Fees: 15,000/- only +applicable service tax.

Intake will be 20 Students per batch.

The Syllabus of the course contains:

- 1) Introduction to Polymer Science
- 2) Rubber Material
- 3) Rubber Processing
- 4) Product Manufacturing
- 5) Testing of Rubber

For further details and enrollment kindly contact:

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