



UMDA Bulletin

June 27, 2012
Volume 1, Issue 2

UMDA Committee

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UMDA Conducts All India Members Meet



On the dais (L to R) : Messrs. Sumanth Kumar (Speaker), S Ramesh, N G Sabhahit, J R Bangera, N S Prasanna Kumar IAS, Prakash N Raikar, S M Jamkhandi

The UMDA Annual Members Meet was convened for the first time on March 10, 2012 at The Atria Hotel, Bangalore. The event was scheduled over two sessions – a panel discussion on Industry problems, and the release of UMDA Bulletin.

The Panel discussion was attended by representatives of over 20 UPS Manufacturing Companies across India, chaired by Dr. Sai Krishnan, Editor, SoftDisk, a person who needs less introduction for the people associated with the UPS Industry.

The function to release the UMDA Bulletin was graced by the presence of eminent industrialists and dignitaries from the various government departments and industry chamber of Commerce.

The event was presided by Mr. N G Sabhahit, National Convener, UMDA. The Guests of Honour included Mr. S M Jamkhandi, Director, MSME; Mr. J R Bangera, President, FKCCI; Mr. Prakash N Raikar, President, KASSIA. The UMDA Bulletin was released by Mr. N S Prasanna Kumar, IAS, MD, Karnataka Renewable Energy Development Limited.

The welcome address was made by **Mr. S Ramesh**, General Secretary, UMDA with a thought provoking speech on the share the Indian UPS Manufacturers have in the India UPS Market and the turnover bracket where they exist and the challenges ahead to retain the space, share and at the same time grow amidst market demands.

The Key note address by **Mr. Sumanth Kumar**, President, UMDA outlined the objective of UMDA which is primarily to bring the unity among all UPS manufacturers and aspiring to play a major role at the national level. He also briefed the activities of UMDA and the vision ahead.

All India Members Meet – Contd..



Dignitaries on the dais



Mr. Prakash N Raikar



Mr. J R Bangera



Mr. N S Prasanna Kumar, IAS



Felicitations to Dr. Sai Krishnan

Mr. Prakash N Raikar, President, KASSIA commended the effort of UMDA for bringing the UPS community together and how the UPS plays an important role in today's environment. He stressed the need for implementation of the expedited depreciation on new plant and machinery and reduction of Karnataka VAT of 14% for the Defence, Central and State Governments. He also insisted on technological upgradation of SMEs, which is key.

Mr. J R Bangera, President, FKCCI, in his powerful speech, described the international scenario and how India stands a better chance than China and how it can play a key role after USA and Europe. He stressed the need for Cost Reduction, Quality Upgradation, Standardization, Change in the mindset and to work in groups in the area of R&D. He indicated that the Government has got several schemes to fund R&D if place and seed money is available and also tax breaks are possible if profits from an SME are ploughed back into R&D.

The Director of MSME, **Mr. S M Jamkhandi**, congratulated the SSI units for being the jewel in India's crown and how SSI has catapulted India's growth. He stressed the need for SSIs to be competitive as the world environment is becoming competitive. He was kind enough to briefly outline the Government of India's policies for SMEs from idea generation to product development and urged the SMEs to take benefits and utilize the high budget allocation by the Government of India to SMEs. He encouraged the Indian SMEs to work hard and prevent further import of Chinese products into India.

Mr. N S Prasanna Kumar, IAS, MD, KREDL released the UMDA Bulletin and commended on the professional quality of the bulletin, and the need of such a bulletin to bring the industry together. He stressed that the opportunity in Solar Industry is going to peak in the year 2013-14 and good quality products will always be deployed without any bias. He indicated on the need for standardization of the Solar Products which will help in implementation of projects. He encouraged by adding that his Department will publish specifications, articles and advertisements in the next issues of the UMDA Bulletin.

Mr. N G Sabhahit, National Convener, UMDA, briefed on the panel discussion on the Industry problems held earlier in the day and also on the types of UPS specifications that UMDA has published. He opined that the UPS Manufacturers are more suited for the Solar Projects implementation due to their vast experience in UPS and Batteries and urged the UPS Manufacturers to take the lead during this opportunity.

Dr. Sai Krishnan, Editor in Chief, SOFTDISK, was felicitated by UMDA for his contribution to the Indian UPS Industry. He was honoured with a traditional Mysore Peta, a sandalwood garland, a shawl, a citation and a memento. He was introduced by **Mr. M R Rajesh**, Vice President, UMDA.

Mr. R Rajaram, Director, UMDA proposed a vote of thanks to all the dignitaries, sponsors, other invitees and the media.

In general, all the speakers were well focused and insisted on Quality products, Cost reduction, Standardization, Innovation and Competitiveness. With opportunities on one side and policy matters on the other, it is important for the industry to analyse the various schemes available which are more concept driven than industry driven.

The annual members meet was well represented by many from the Industry, Suppliers and other invitees making it a grand success.

It also proved to be a very effective platform for the showcasing of new products and services relevant to the UPS Industry. The meet ended with Dinner and Cocktails and networking continued thereon.

Panel Discussion on Industry Issues

Reverse Auctions for Purchase of UPS

In the recent years, Banks and certain institutions have resorted to electronic reverse auctions for the purchase of UPS Solutions. This purchase mechanism has the following main issues compared to the conventional closed tenders:

- Customers squeeze the prices as participants keep dropping the prices, prices look unreasonable for the configuration specified. Anybody who quotes low walks away with the Order.
- Customers take prices as closed quotes giving an impression of a closed bid, but misuse such prices as a starting price for reverse auctions.
- On most occasions the starting prices being the lowest of all initial bids is lower than the material cost of the specified product. Nowadays, the initial bid price is also not being asked for and the customers fix the starting prices.
- Decrements specified are quite high running to thousands of Rupees, preventing any decrements to be made.
- Along with the purchase price, the AMC Prices for the subsequent period after warranty is also subject to reverse auction.
- Lack of transparency in the system as customers play as another bidder to drive the price down thereby squeezing the bidders.
- In many occasions, the reverse auctions are announced at the last minute thereby putting the bidders into undue inconvenience. In addition, the long duration of bidding leads to wastage of productive time of key people in the bidder organizations.
- Since price being a major criterion for the customer, there is no consideration given for the quality of the products, the specification and service support aspects.
- It is becoming more important to understand the intricacies of the Reverse auction software, its features and tricks of use to win the bid.

Price being driven to drastically low levels, it is commercially not feasible to supply the goods to specifications leading to customers getting inferior products / specifications. Many a times, vendors lament having bid such low price levels and getting into a situation of supplying at a loss, getting blacklisted or being unable to support the product during its warranty period.

The above, in general, leads to a unhealthy competition and leads to build up of a general bad impression on the UPS Industry as regards to the quality of supplies.

UMDA, as part of the panel discussion, has passed a resolution to represent the demerits of Reverse Auction with all the Banks using reverse auctions as a purchase mechanism. The resolution has been signed by over 20 UPS Manufacturers present during the panel discussion.

It was concluded that an appeal will be made by UMDA to all leading banks and institutions on the demerits of the Reverse Auctions and to stop this system.

All members who had signed the resolution are asked to send their undertaking to this effect on their company letterheads signed by the Head of the Company immediately to UMDA.

It was agreed that July 1, 2012 will be the date beyond which UPS companies will not participate in Reverse auctions.



Discussion Panel



Participants for the Panel Discussion

Many a times, vendors lament having bid such low price levels and getting into a situation of supplying at a loss

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Panel Discussion on Industry Issues – Contd...

Third Party AMC of UPS



Participants for the Panel Discussion

Another issue in the recent times is the concept of 3rd Party maintenance of Products employed by many organizations. Maintenance contracts are awarded to one bidder without adequate precautions being taken to ensure the longevity and the purpose of the assets, as a result of undue focus on profitability, leading to one vendor being awarded the maintenance contracts for all products – for example UPS.

It is common knowledge that, though UPS being a proven technological concept, differs in its construction based on manufacturer. Components for spares sometimes become inaccessible leading to servicing difficulties resulting in replacement of a UPS with another equivalent product. This method proves costly for the maintenance vendor and the customer loses the original asset quality, which is not clearly visible during the life of the maintenance contract. This is a perceived loss to the customer.

UPS OEMs on the other hand lose their valuable service revenue which was hitherto their assured income, which is now being threatened. This unhealthy practice is being practised by most UPS OEMs, and as a matter of safeguarding their own interests and incomes, the following thoughts were discussed and concluded:

- UPS OEM is entitled to take the Service Contract.
- UPS OEMs will not take active interest in soliciting other brand AMC.
- Educate Customers on the issues regarding lack of availability of spares of other brand UPS and the risks and costs associated with the same.
- Even if Customers / Tenders insist a single vendor, team up with the other brands to evaluate mechanisms for protection of interest.
- If service reach is not available for a UPS OEM, collaborate with another UPS OEM who has established service presence.
- Outsource AMC to UPS OEM by working out commercial arrangement.

The above in general will ease out the situation in the area of AMC so that there is a healthy ecosystem for all UPS OEMs.

However, this needs an in-depth understanding of the issues involved and the openness to accept and work together. UMDA requires the support & cooperation of all members in this regard.

DGS&D Rate Contracts

For most UPS OEMs in India, DGS&D is a substantial source of business. Of late, DGS&D process and procedures are becoming complex. During the tender process, the prices quoted by some vendors are very low, again questioning the sustainment of supplies as per specifications.

During the panel discussion, it was suggested that there has to be cooperation between UPS Manufacturers to discuss and arrive at prices which will allow all to ensure margins. The next tender being some time away, UMDA urges the UPS manufacturers to cooperate in this regard paving the way for healthy business.



Participants for the Panel Discussion

Third party AMC decreases the life of the UPS and causes long term loss to customers

UPS OEMs to refrain from taking the AMC of other OEMs

Good Power Quality – Key to Successful Operations

Star Labeling for Domestic Inverters

Power quality and reliability is the key to successful delivery of quality product, services and operation of an industry. It is now even more critical to the industry because of the increasing application of electronic loads and controllers, which are sensitive to the quality of power supplied. Looking at the present scenario, there is a dire need for all concerned to deliberate on the vital issue of power quality and the latest technologies for mitigation and improvement of power system efficiency and reliability.

With the concept of intelligent and green building setting in, various commercial and industrial building utilities are getting automated and controlled centrally. This calls for a high degree of reliable and safe power distribution system.

Power Quality and its Effects

The term 'power quality' means different things to different people. One definition is the relative frequency and severity of deviations in the incoming power supplied to electrical equipment from the customary, steady, 50 Hz, sinusoidal waveform of voltage or current. These deviations may affect the safe or reliable operation of equipment such as computers.

Thus, while not having a strict basis of measurement, a term like 'poor power quality' generally means there is sufficient deviation from norms in the power supply to cause equipment malfunction or premature failure. 'Good power quality', conversely, means there is a low level of such deviations or malfunctions.

Power line disturbances such as voltage sag/swell, outages, flicker, harmonics - incur a heavy loss to electric utility customers due to the wide application of the non-linear and electronically switched devices and distribution systems.

Most of the electrical equipment in an industrial facility requires high quality electricity, showing zero tolerance towards power outages, no matter how short-lived it may be. Research shows that 80 per cent of all power quality and reliability problems occur inside end users' facilities. For example, a fault in the network may cause a dip that will affect some customers. The higher the level of fault, the greater the number of customers affected. Other problems, such as harmonics, arise within the customer's own installation. All non-linear loads generate harmonic load currents, which include SMPS, lighting ballasts, UPS units and Variable speed drives.

Interestingly in India, customers being plagued by consistent demand-supply gap at utility level, use various alternate mode of standby power supplies like Diesel Generator, Inverter, UPS etc. With the rising fuel cost, many find diesel generators unviable. But many customers are forced to go for inverter and battery charger just to deal with the demand of their daily lives when load shedding hits them regularly.

Services like commercial setups, Banks, ATMs use UPS and / or Inverters for 24 x 7 operations. All these equipments use electronics and often SMPS. One will grossly mistake that these gadgets do not drain their pocket in terms of monthly energy bill. All of these needs charging when the utility power supply is 'ON' and discharge to deliver power when power cuts. During both situations, they cause energy loss in the process of conversion. In addition, battery life & maintenance cost makes it onerous for the user.

Now these equipments have drawn the attention of energy efficiency policy makers of the country due to the proliferation of varied kind of players in the market trying to take advantage of the situation due to power shortage without any regard to standards or energy efficiency norms.

Poor power quality makes the equipments to malfunction or fail prematurely

Inverters and Chargers can waste considerable energy thereby increasing the monthly electricity bills

Solar Photovoltaic Modules from MicroSun



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MicroSun is a leading manufacturer of Solar Photovoltaic modules & Solar Lighting Systems in India. They are ISO 9001:2008 certified CRISIL (SP2B) rated company.

With their state of art manufacturing capacity of 20MW per annum module manufacturing unit at Bangalore, they cater Solar Photovoltaic modules requirements for strategic locations for the Indian and overseas market business.

MicroSun is spread over an area of 10000 Sq ft. MicroSun's products are approved and accredited by DGS&D, MNRE, ETDC, ERTL and CPRI. They are registered with NSIC to participate in Government requirements. Their Solar Lighting products are available under DGS&D rate contract

MicroSun's Solar Photovoltaic Modules are IEC – 61215 & IEC-61730 Certified along with UL Certified (Salt Mist Testing IEC 61701) for their 3Wp to 270Wp range of Modules. Solar Photovoltaic Modules are best in quality and are manufactured by using IEC certified raw materials like Cells, EVA, Tedler and IEC approved junction Box which are manufactured as per IEC standards.

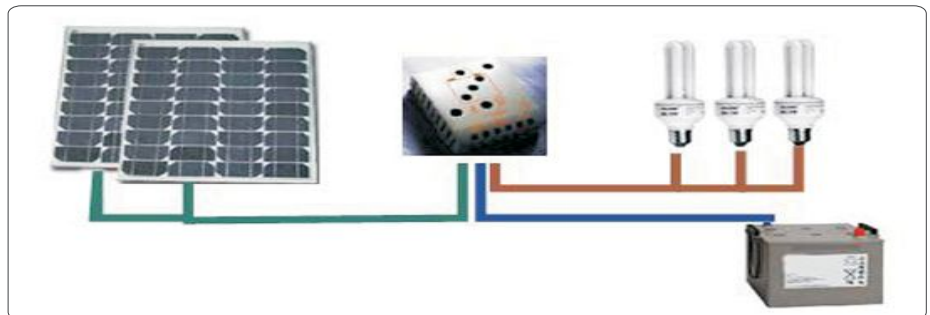
MicroSun is very shortly launching their Grid Connected range of Solar Photovoltaic modules to meet MNRE launched JNNSM program.

Their list of products includes Solar Lanterns, Solar Home Lighting Systems, Solar Street Lighting Systems, Solar Pumping Systems and Solar Custom Built power packs. Apart from these above listed products, their LED range of products are tested by ERTL Kolkata.

MicroSun's consistent effort towards conservation and harnessing of renewable energy has made them to deliver quality products to their esteemed clients. At present they are catering to Corporates, Integrators, DGS&D Customers, Government and Domestic market.

MicroSun's well trained engineering team is capable of designing domestic power plants from 1kW to 100kW off grid Solar Power packs to Indian market. Their continual improvement has achieved delivery of quality products to end customers.

Well established and well trained service department caters to prompt after sales service to the vast customer base of MicroSun.



Solar Home Lighting Systems



Solar Lanterns



Solar Photovoltaic Modules

List of Products

- Solar Lanterns
- Solar Home Lighting Systems
- Solar Street Lighting Systems
- Solar Pumping Systems
- Solar Custom Built power packs

Micronova Impex – Canon Authorized Partner

Micronova Impex Pvt. Ltd., was incorporated in 1993. The company is in to SUPPLY, SERVICES & SOLUTIONS in the area of IT, Telecom, Electrical, Electronics, Microwave etc.

Micronova Impex Pvt. Ltd is Authorised Canon Corporate Partners for Canon range of imaging devices.

Incorporated in 1997, Canon India Pvt. Ltd. is a 100% subsidiary of Canon Singapore Pte.Ltd - a world leader in imaging technologies.

Canon range of products include digital copiers, multi-functional peripherals, fax-machines, inkjet and laser printers, scanners, All-in-ones, digital cameras, digital camcorders, dye sub photo printers and multi media projectors, semiconductors, card printers & cable ID printers and Managed Document Services (MDS) .

Printing is one of the core businesses of Canon. Canon understands your printing needs and can combine the right people, the right technology and the right processes in a flexible way that helps you to be more productive and profitable.

Canon enjoys No.1 position in A3 MFDs category in India. By entering into partnership with Canon you have one less thing to worry about – the optimal way to print. You can pass over all the responsibility of printing (or part of it) to Canon, and Canon provides all your scanning, printing, copying and faxing facilities to you as a service.

Canon Managed Document Services proactively ensures that your printer fleet is managed the way it should be – profitably and flexibly from one end of your printer fleet to the other. So you keep on reducing costs and improving productivity – even when your business changes.



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Canon Managed Document Services

WHAT VALUE CANON MDS ADDS TO YOUR CLIENT'S BUSINESS

- X Control costs.** Clarify the true costs of your current print environment and identify potential savings.
- X Energize business results.** Improve your Workflow to deliver exceptional bottom-line results.
- X Increase productivity and user satisfaction.** Optimize processes to help IT administrators and employees work more effectively.
- X Simplify device management.** Streamline systems and automate complex tasks.
- X Maximize uptime.** Keep devices running with continuous monitoring and proactive support.
- X Enhance Security.** Safeguard information and support security compliance with multi-layered solutions.
- X Heighten environmental sustainability.** Identify and implement innovative ways to save energy, reduce paper waste and maximize recyclables.

Canon

Delighting You Always

List of Products

Digital copiers
Multi-functional peripherals
Fax-machines
Inkjet and Laser printers
Scanners

Good Power Quality - Contd...

This has already started straining the overstretched network of utility when they come on the system after power is restored and causing pollution in the power system by injecting harmonics and such PQ pollutants.

After effective evaluation, consultation and technical assessment, the Bureau of Energy Efficiency has undertaken 'Star Labeling' program for Domestic Inverters to start with followed by UPS, batteries etc. The objective is to enhance energy efficiency norms and put related standards in place. The customers will be benefitted by visual labels to make an intelligent choice of product without getting lost in myriad technical jargons used by sellers. The OEMs in the organised sector will get a level playing field and meet their customer needs more effectively.

Soon, there will be a wide range of Quality inverters for the domestic market.

A good beginning has been made meanwhile by BEE in undertaking labeling program for domestic inverters in improving the power quality environment and reducing energy intensity of Indian Economy.

*Extract from the article provided by
Mr. Manas Kundu (Author)
Asia Power Quality Initiative (APQI) – India Coordinator, Director (Energy Solutions) – ICPCI.*

UMDA finds its own home

UMDA has bought its own premises on June 11, 2012 located at Kodigehalli, Sahakar Nagar, Bangalore North, measuring about 560 Sft with a built-up area of about 500 Sft.

It is proposed that, this structure may be altered to meet the requirements for the purpose of setting up an office and to have a Test Facility in the future for the UPS Industry. UMDA has a goal of standardization of products manufactured and representing its community among various Government bodies for implementation of policies which finally would improve the Power Quality environment.

UMDA congratulates and thanks all the Committee Members, Directors, Registered Members and all Associates for the support extended towards the purchase and registration of the premises.

UMDA looks forward for the support from its members and donors for the infrastructure improvement of the association.



UPS MANUFACTURERS & DEALERS ASSOCIATION (UMDA)

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www.umdaindia.com

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Feedback

We hope that the contents of this bulletin were of use to you. For any feedback, opinion or suggestions, please e-mail to rajaram.r@eandcpower.com.