Fuji Electric's GM talks about his vision Mr. Yosuke Ishizaka

F Fuji Electric

AIMING TO BE INDIA'S No.1 POWER **ELECTRONICS** COMPANY

Q. What are the key milestones and highlights of Fuji Electric in Global Business?
Ans: Established in 1923 in Tokyo, Fuji Electric has now 5 business segments spread across 99 countries, 520,000 products, over 27,000 employees globally, 35% of which are employed outside Japan. It has 212 sales, services and manufacturing bases and a total net sale of US\$ 98N.

Q. Fuji Electric vision 2.0 is all about "In India For India", teti us more about Fuji Electric's India strategy and future plans?

Ans: Our India business plan focusses on 100% in-house product development, localisation and local procurement of raw materials, state of the art R&D facilities in Pune, building strong local capabilities in power electronics. This is aligned with the global strategy of Fuji Electric, which is to develop local capabilities and manpower resources in the country. Offices and Data Centers, Textiles, Auto Components, Buildings and Infrastructure, Metro Airports Smart Cities are our key business domain focus. The targeted markets in India for Fuji Electric products represent a market opportunity in excess of ₹10,000 crore and it aims at becoming among the top companies in all the targeted market segments in India to reach ₹1,500 crore lumover by 2023.

O. What are some of the key industry segments that Fuji Electric India caters to and also help us understand your product portfolio a little better? Ans: Fuji Electric's product portfolio are designed to achieve high productivity and efficient solutions in demonstrate or productions of the conditions of the condition

- demanding conditions. Some key products are:
 Fuji Electric Uninterruptible Power Supply (UPS) and other PQ products which ensure uninterrupted business operations. Fuji Electric Variable Frequency Drive (VFD) which helps

- Full Ectatic Variance Programs Core (VPD) which maps to save energy. Full Electric solutions for Machine, Factory and Process Automation that improve efficiency & productivity. Other segments are, Power Quality and Energy Efficient Buildings and Infra Application and Light Industrial

Q. Digitalisation and rising cloud adoptions are fuelling the growth of Data Centers in India. Tell us more about Fuji Electric India's solutions to Data Center?

ADVERTORIAL

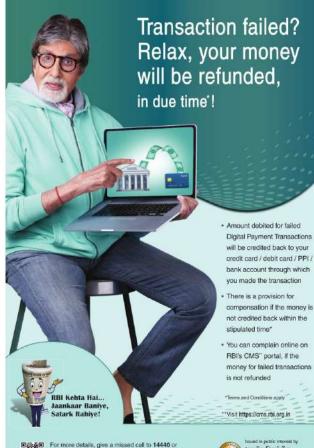


The targeted markets in India for Fuji Electric products represent a market opportunity in excess of ₹10,000 crore and It aims at becoming among the top companies in all the targeted market segments in India to reach ₹1,500 crore

Ans: The growth in e-commerce, online banking and cloud computing is driving the rapid expansion of Data Center market in India. Data Centers are power hungry. Also, power continuity and power quality are extremely critical because downtimes of even milliseconds could be disastrous to business revenues for such companies. Our products are designed to power high efficiency and productivity.

O. Service plays a key differentiator in the current environment. Help us understand Fuji Electric India's capabilities on trouble-ahooting, diagnostics, and services back-up for Data Center?

Ans: Multi-Pronged Service Infrastructure—Pan-India service delivery capability, Integrated Technology Platform for Service Delivery, 80 plus service locations in India, 400+ service engineers, integrated Technology Platform for Service Delivery is not only about number of service locations but also sout highly skilled technical staff who aim to provide solution for the problem on the same day.



visit https://rblkehtahal.rbl.org.in/tat



भारतीय रिज़र्व बैंक RESERVE BANK OF INDIA

ARING FOR THE EA

CONSUMER CONNECT INITIATIVE



70 WINNERS OVER THE LAST 9 EDITIONS

ompanies across sectors are working towards protection of environment protection of environment
and striving towards a
sustainable future. As corporate
India is re-evaluating their policies,
in a response to environmental
concerns, their focus has
significantly increased on innovation
in technology, sustainability and
finding alternatives for green
resources.

Corporates are also emphasising on contribution by public



Earth Care is the need of the flour and initiatives that help communities with experie climate endeavours.

and community to conserve environment. The community, at large, plays an important and greater role in improving quality of life and to make healthy living.



Public monvement in effective environment friendly decisions can be built through consultations, strategic discussions and forums. Experts feel that there is a need to recognise locally evolved transformative models and collisions this address the need. solutions that address the need for enhancing climate resilience, capacities of the vulnerable groups and processes that drive clir

actions.

According to Dr RA Mashelkar,
Former Director General, Council of
Scientific and Industrial Research
people still do not understand the
real disaster that climate change

Atul Bagai Head Country Office, UNEP India can cause. "The current pandemic and its disastrous consequence is just a trailer, of what a full-fledged

The Earth Care Awards, in its 10th edition, have gained widespread recognition among industries, non-governmental and community-based

organisations, and government institutes across India and SAARC fraternity

just a trailer, of what a full-fledged climate change can cause," he said in a virtual panel discussion, an initiative of 10° ISW – The Times of India group Earth Care Awards. Drawing parallel between pandemic and climate change, Mashelkar said that both hazards can cause physical shocks which then translate into an array of socio-economic impacts. economic impacts.

The panellists concurred that community-based adaption of environment and solutions to



Dr. Veena Srinivasan, Senior Fellow, CED (ATREE) and Director, CSEI

erratic climate conditions like rising temperatures, erratic monsoon, depleting water resources etc can be traced to grassroots. Climate

be traced to grassroots. Climate change poses a variety of threats to the lives and livelihoods of the most vulnerable groups in society.

Community participation is defined as the process by which individuals and public group assume responsibilities for the environment and those of the community, and build their capacity to contribute to their and the to contribute to their and the community's development.

Organising village information

into a systematic plan focuse into a systematic plan focuses community attention and mobilises community groups, "It is important to get all perspectives in hand both from the institutions and the community's point of view before planning for any intervention or provide recommendation for reducing the risk that we are talking about," Suruchi Bhadwal, Senior about," Surue Fellow, TERI.

In its 10th edition, the Earth Care In its 10th edition, the Earth Care Awards (ECAs) comes at a time as the world tries to adapt and adjust to a post pandemic world. The award which is a joint initiative of JSW and The Times of India group, has been recognising



esh Chavan, Head-The Habitats Trust

and incentivising exemplary climate stewardship of individual leadership, organisation, corporates as well as state actors in response





Ashwini Saxena Chief Executive Officer, JSW Foundation