

Mr. Shrinivas Chebbi,
Vice-President, Partner and Buildings BU, Schneider Electric India.

“From establishing and sustaining large-scale manufacturing projects to creating a robust power network, the Indian economy will achieve healthy growth levels”

Energetica India talks to Mr. Shrinivas Chebbi, Vice-President, Partner and Buildings BU, Schneider Electric India about Schneider Electric India, its strategies to leverage Make In India Initiative & India as one of the important market of operations.

ENERGETICA INDIA: Please illuminate our readers on Schneider’s global expertise in energy efficiency and management?

MR. SHRINIVAS CHEBBI: Schneider Electric’s smart solutions combine energy and IT infrastructure to integrate and inter-connect all users (producers, operators, marketers, consumers, etc.) with an end goal to efficiently balance demand and supply over an increasingly complex network. The smart solutions improve service continuity while absorbing increasing demand and peak loads and save energy by up to 30%. We aim at offering smart city solutions through a 5 step approach that delivers the short-term, visible, measurable, low-investment results that cities need. These results include:

- up to 30% energy savings
- up to 15% reduction of water losses
- up to 20% reduction of travel time and traffic delays
- social and economic benefits.

ENERGETICA INDIA: Please elaborate on the way smart technology fits into smart city concept and the way it fits into the context of energy management?

MR. SHRINIVAS CHEBBI: The Central government has definitely focused India’s atten-

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tion on urbanisation and got the ‘smart city’ concept buzzing. Smart city projects essentially involve ICT enabled operation and governance in terms of Waste water management, efficient utilities (power & water), intelligent buildings, efficient transportation, and high safety & security standards of public services. In essence, smart technology makes these cities more efficient, liveable and sustainable, both in the short and long term. Smart systems work for the benefit of the residents as well as the environment. Electric grids, gas and water distribution systems, public and private transport systems, commercial buildings, hospitals, homes – these form the backbone of a city’s efficiency, live-

ability, and sustainability. Done in a step-by-step manner, the improvement and integration of these critical city systems become the cornerstones to make a Smart City a reality. The cities successfully making the transition to ‘smart’ will be those that improve their critical systems by combining a bottom-up, systems-centric approach with a top-down, data-centric one. At Schneider Electric India we offer this entire gamut of solutions which puts in place the whole smart city value chain. Strengthening our presence further in the smart city space and ensuring best quality products to our customers always is our aim.

ENERGETICA INDIA: What are Schneider strategies to leverage Make In India Initiative?

MR. SHRINIVAS CHEBBI: Government’s ‘Make in India’ campaign will enable the country to unlock huge economic potential and create unprecedented employment opportunities. From establishing and sustaining large-scale manufacturing projects to creating a robust power network, the Indian economy will achieve healthy growth levels. India has to become a manufacturing power house in order to drive the economy and generate many more employ-



ment opportunities for the large pool of skilled and unskilled labour available here. The Make in India campaign is aimed at achieving this. What is needed from the government now is a healthy business environment; clarity and smooth flow as far as procedural and regulatory processes are concerned, maintaining competitiveness of manufacturing in India, focus on R&D and high tech import etc.

ENERGETICA INDIA: In what way does Schneider perceive India & its potential as one of the important market of operations?

MR. SHRINIVAS CHEBBI: Schneider sees India as an extremely important market considering the business opportunities and volumes on

offer in the country. We also see a government at the centre that understands what technology can do to change the lives of the people. The digital transformation that is planned and has started taking place in India is undoubtedly the most exciting development in a long time. It is an imperative need to address multiple challenges facing the nation today: the rapid tsunami of urbanisation, huge strain on the old existing infrastructure and compelling need to shift to a manufacturing economy and do all this ensuring an inclusive growth. We are very excited about the whole momentum that is happening in the country in the technology space. Major players in various sectors understand that technol-

ogy is the key enabler now-a-days. That is resulting in increase in spends in the IT.

ENERGETICA INDIA: What are the company's plans in regards to investment- Monetary & Human Capital in India in upcoming 2-5 years?

MR. SHRINIVAS CHEBBI: While as a company policy we do not reveal numbers, we can however; state that India is a very important market for us. With Government of India making robust plans for the country's development through various campaigns such as Smart city and Digital India, Schneider Electric is looking forward to join hands to facilitate the initiatives and make investments in every form ◀◀