

**Fuji Electric's GM** | **Mr. Yosuke Ishizaka**  
talks about his vision | *General Manager, India Business Strategy Office*

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**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\$ 9BN.

**Q. Fuji Electric vision 2.0 is all about "In India For India", tell 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 turnover by 2023.

**Q. What are some of the key industry segments that Fuji Electric 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 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 to save energy.  
• Fuji 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 Applications.

**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?**

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 turnover by 2023.

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.

**Q. Service plays a key differentiator in the current environment. Help us understand Fuji Electric India's capabilities on troubleshooting, 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 about highly skilled technical staff who aim to provide solution for the problem on the same day.

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**CARING FOR THE EARTH**

CONSUMER CONNECT INITIATIVE



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**C**ompanies across sectors are working towards 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

**COMMUNITY CONTRIBUTION KEY TO CONSERVING ENVIRONMENT**

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

Earth Care is the need of the hour and initiatives that help communities with extreme climate endeavours, resilience and programs that arrest the climate crisis is much needed

**Vikas Gambhir**, Executive Director-ESG, Grant Thornton Bhaat LLP

Public involvement 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 solutions that address the need for enhancing climate resilience, capacities of the vulnerable groups and processes that drive climate 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

The recent Glasgow commitment and the target that India has set can only become a reality with meaningful engagement with the community. There is no other way of achieving any of the environmental mitigation targets

**Atul Bagai**  
Head-Country Office, UNEP India

Community may not be the only unit that you should consider when you are looking at adaptation. Even though several people have emphasised the importance of partnership between institutions and communities, often the failures of measurability, scale and silos remain as challenges

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

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 Fellow, TERI

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

It is important that you cannot ignore communities. In fact, it is not the problem of the earth, it is the humans that need to adapt to whatever we have done and changed the climate

**Rushikesh Chavan**, Head- The Habitats Trust

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.

The current pandemic provides with a taste of what a full-fledged climate crisis can deal in terms of simultaneous exogenous shocks to both supply and demand. Pandemic and climate change both are non-linear and share many of the same attributes

**Dr R A Mashelkar**, Former Director General, Council of Scientific and Industrial Research

We have decided to replicate success of our water project of Ladakh in other places like North-East. We have already initiated one project in Assam. Though it is posing challenges, we are sure of its success

**M L Manto**  
Chief Executive Officer, Ladakh Farmers & Producers Cooperative Limited

can cause. "The current pandemic and its disastrous consequence is just a trailer, of what a full-fledged climate change can cause," he said in a virtual panel discussion, an initiative of 10<sup>th</sup> JSW – 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. The panelists concurred that community-based adaption of environment and solutions to

erratic climate conditions like rising temperatures, erratic monsoon, depleting water resources etc can 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 community's development. Organising village information

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**, Director, Earth Science and Climate Change Division, TERI

We, as a community, have a long history of traditional knowledge. In India, communities have been safeguarding and protecting the environment for a long time now

**Ashwini Saxena**  
Chief Executive Officer, JSW Foundation