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Rata - Newsletter

15th May 2019 | **Issue 65**

(For Private Circulation Only)



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Overview Of RATA

The Refrigeration & Air-Conditioning Trades Association Ltd. (RATA) is one of the oldest association working for the development of Air-Conditioning & Refrigeration industry in India. Established in the year 1949, the association brings together people from the entire industry and gives them a central forum to help them accomplish their common goal of making progress and achieving success.

To bring this vision to reality, RATA with its base of ethics and a strong code of conduct, actively and responsibly helps its members to grow and has also encouraged new entries for the expansion and betterment of the industry.

RATA believes in providing a platform to its members to showcase their offerings which in turn will promote internal as well as external trade. In this constantly evolving industry and changing market trends, the association contributes towards the promotion and an overall development of its members and the industry by encompassing companies and traders to organize promotional, educative and informative events.

Details of Committee Members of Year 2017-2020

Name Of Member	Name Of Company	Post
Mr. Ajit Panicker	Nova HVAC Systems (India) Pvt Ltd	Hon. President
Mr. Mihir Sanghavi	Auro Engineering Company	Hon. Secretary
Mr. Jasprit Singh	H. J. International	Hon. Jt. Secretary
Mr. Akash Varma	Ishwar Trading	Hon. Treasurer
Mr. Parasmal Sirohia	Cruise Appliances (I) Pvt Ltd	Immediate Past President
Mr. Pankaj Choria	Boulton Trading Corporation	Committee Member
Mr. Hitendra Morakia	Industrial Metals	Committee Member
Mr. Pritesh Shah	Filko Engineering Co	Committee Member
Mr. Harshal Padia	T J Controls	Committee Member
Mr. Nasir Khan	Airofrost HVAC Systems Pvt Ltd	Committee Member
Mrs Subha Prasannan	Anshutech Airconditioning Pvt Ltd	Committee Member
Mr Rajendra Joshi	Arkk Consulting	Committee Member
Mr Amod Dikshit	Dikshit Consultants & Engineers Pvt Ltd	Committee Member
Mr. Jasprit Singh Saini	Dasmesh Airconditioning Engineers Pvt. Ltd.	Action Committee
Mr Bhavesh Mehta	Mr Bhavesh Mehta	Action Committee
Mr Harshal Ganjawalla	Ganjawala Fabripro Pvt Ltd	Action Committee
Mr Parth Thakkar	Polfrost Air-Con Pvt Ltd	Action Committee
Mr Shawn Rebello	Aircare Technologies India Pvt Ltd	Action Committee

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Edited & Compiled: Ajit Panicker, President RATA, ap@novainitiative.com

Administrative Support : Ms Rinal Vira, info@rataindia.com

Circulation: Monthly to every member randomly every quarter to non members reaching over 5000+ small and medium enterprises in the field of airconditioning and refrigeration.

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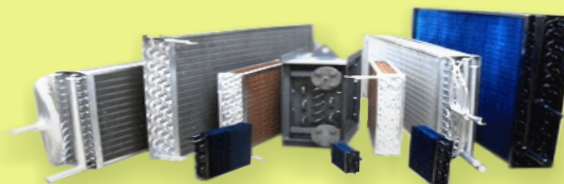
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We never compromise on quality



FIR against Urban Clap

Source: timesnownews.com/mirror-now/ updated on 03.05.2019

FIR against Urban Clap an online portal providing AC servicing facility

Gurugram police have registered FIR against UrbanClap top brass of online portal after technician & nephew associated with the company died while servicing an airconditioner due to AC compressor explosion

A first information report (FIR) has been registered against the chief executive officer (CEO), vice president (VP) and senior manager of online services portal Urban Clap after a technician and his nephew died while servicing an air-conditioner. Gurugram police registered an FIR on the basis of a complaint by the tenant of the apartment where the incident occurred, Basudev Shaha.

In his complaint, Shaha claimed that he called the deceased technician through Urban Clap which is an online platform to connect customers with service providers. Shaha told investigators that he contacted Urban Clap with a low-cooling complaint. Going by reports, the compressor of the air conditioner burst around 3.30 pm on Wednesday when the technician and his nephew were servicing it. An official with city police confirmed that they received a call regarding a blast at Sare Homes in Sector 92 around an hour after it happened.

While both of the technicians died on the spot, the tenant is undergoing medical treatment at a private hospital in Manesar for injuries incurred as a result of the blast. The tenant was brought in with splinter injuries to his face and arms. Reports asserted that technician 30-year-old Ravi and his 25-year-old nephew Mahesh hailed from Rajasthan. In the wake of the tragic incident, Urban Clap released a statement expressing their condolences for the family and said that the company is with the families of the victims "and are committed to supporting them in this difficult time". However, the families of the victims are yet to issue a statement.

Station house officer (SHO) of Sector 10A police station, Sanjay Kumar told the Indian Express that a case under sections 304 (II), 337, and 34 of the Indian Penal Code (IPC) were registered against Urban Clap officials in this regard on Thursday. These correspond to charges of acting with knowledge that is likely to cause bodily harm or death, causing hurt by endangering life or personal safety of others, and common intention respectively. Responding to the allegations, Urban Clap released a statement saying that they are cooperating with the investigation. More details in this regard are awaited pending further police inquiry.

Lack of Good Equipments & understanding of safety precautions causes a wrongful death. Is Human life valued?

Let's educate the customers why they need to choose a trusted company when Air Conditioner's need's servicing or a problem needs to be addressed.

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Smart Dealer (Part 1 of four part series)

About the Author:

The writer has been in the field of HVACnR for over 25 years managing air conditioning projects and services. His company has been a dealer for various brands and has been doing various commercial and residential projects in air-conditioning and Ventilation. His company has also been in distribution and has represented various international air-conditioning brands as exclusive India distributors. Mr. Ajit Panicker is the President of the Refrigeration and Airconditioning Trade Association of India and actively interacts with small and medium enterprises in the field of HVACnR. Mr. Ajit Panicker is the founder of Pureblu Technologies Pvt Ltd, a technology startup which builds technology tools to help small enterprises increase their efficiency in the field of HVACnR. Through this article he intends to address the lack of understanding technology tools that can reduce costs and increase efficiency of small enterprises. You can ask your queries and give feedback at ap@pureblu.in.



Ajit Panicker
RATA PRESIDENT
Founder - Pureblu
Technologies Pvt. Ltd.

Industry Myths and Challenges on Digitising the business

Managing an enterprise in the field of air conditioning and refrigeration in current times is extremely challenging and the reasons for the same are primarily due to the following:

1. Increasing competition in the market. There are many more sales and service dealers in today's times with everyone wanting to get the order and discounting whenever possible. Having an authorized dealership of a specific brand or being exclusive with a specific brand no longer assures business and profits as manufacturers in their quest to increase their business are keen to appoint more dealers. This leads to very low margins in the business be it sales of equipment, installation or services.
2. Increasing manpower costs. With the growing cost of living and with rapid urbanization in most cities now must shell out higher salaries for good experienced people. If compared to last 10 years, the costs have almost doubled.

With the above challenges every business must increase and grow their business to maintain their profits, as you increase the business you need more employees and that increases your cost. It's a jugglery that every business is struggling to get the cost, turnover and profits all in place to have a decent business profit. The question everyone is asking is how can I increase business, lower my costs and increase my profits?

Lowering of Costs:

While you must increase your business to stay competitive and relevant, lowering costs is a challenge that needs to be addressed. The easy thought that comes when it comes to lowering costs is to reduce your staff, that does not resolve the problem. The approach is how can I increase productivity. The method is to do this through a process of digitizing the business.

Current Myths on digitization.

Digitization is buzzword now, considering the government of India is the fastest in adopting technology in ensuring transparent governance. The thought we should have is why shouldn't small businesses adopt technology to make our business efficient and profitable. The problem lies in some of the myths that we have about technology.

Smart Dealer (Part 1 of four part series)

We have computers it has MS office and we use free Gmail and that's solves our problem.

Just having a computer, using Excel to record data and track information is not enough. What it only means is earlier you used to write in registers now you have a computer and you have excel to type in a register

We have a server in our office and a LAN network, and all our data is on our computer.

LAN network is great to connect all your computers but managing server securities, AMC costs, updating licensed software costs are always a challenge for small businesses. Currently the technology in networking is so advanced , small businesses have a lack of understanding on what their business actually requires and are often guided by IT vendors who have no understanding of the needs of a HVAC business .Cloud Computing is the way forward its secure , affordable and bring efficiency .

Cloud Computing, my data is not on my computer.

The biggest myth everyone has is that their data is not on their computer. Ask yourself if one of your employees emails your list of customers on your computer to an email id not known to you, how safe do you think your current data is on your computer and is there a way to avoid this from happening? Till a few years ago you would update your bank passbook daily , today you go online and check what your balance amount is, and you completely trust your bank to track your money using cloud computing. This technology is safe, and your data is secure if you have a reputed company that offers this service. There are many companies that offer cloud technology, Amazon, Google, Microsoft to name a few of the leading ones. The problem is when you choose to use a cloud server from an unknown company and that could lead to data leaks. There are companies that use these reliable cloud servers and offer you a software that can manage your business at a low cost. The biggest advantages of using these cloud-based software's are: -

1. They are easily accessible from anywhere; you don't have to be in the office. All you need is any basic computer/ mobile phone and an internet connection. There are no investments in expensive hardware, no need to have any tech knowledge on how to manage your servers. Infact your annual payout for these software's will be cheaper than the amc you pay for maintaining your computer network.

We need an ERP and that will solve our problem

ERP or enterprise resource planning is a solution that can control your entire business process; however, the challenge is in implementation for small business. ERP requires trained personnel to consistently ensure that everyone in the company follows the process. Small businesses are owner driven and he does not have the time to ensure that everyone follows the processes, the manpower we employ are not the best when it comes to IT acceptance and this is where ERPs fail in their implementation. So now we are back to the same question, how do we automate our business, how do we reduce costs using digitization, how do we bring in something affordable that can help me grow and manage my business.

In the next edition of the newsletter we will explain the basis of choosing a software and what can be used to manage sales and projects.



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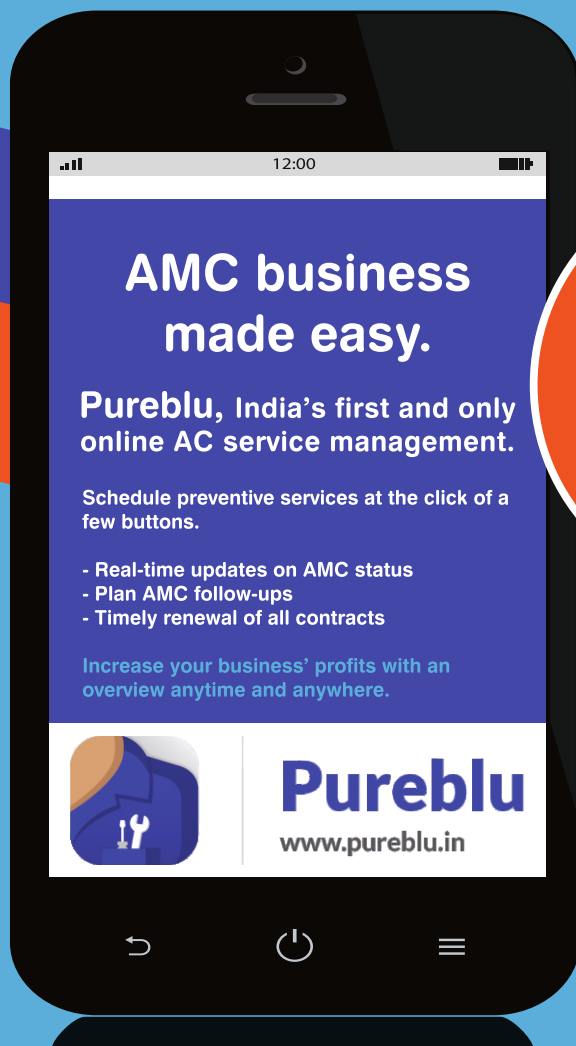


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