

# Clean India

A MAGAZINE ON CLEANING TECHNOLOGY & HYGIENE SOLUTIONS

# Journal

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## FOCUS

### Cost-consciousness

**Deepak Uppal:** Although the level of professional competence of a large number of housekeeping/facility management companies has improved considerably, many companies/contractors still lack proper knowledge of scientific cleaning. Their focus is mainly on minimising the overall cost by employing cheap labour and using general purpose cleaning chemicals/products rather than specialised ones. Clients, on the other hand, lack of knowledge regarding available choices in cleaning materials and processes, which is an inherent disadvantage that indirectly impacts the business of service providers.

Studies have shown that consumers in “developed countries” tend to have a strong preference for products manufactured in their home country. In fact, they are willing to pay a premium price for such products over similar and significantly less expensive foreign goods. The key reason cited for such preference includes patriotism, desire to support domestic job market and a strong association between products manufactured in their home country and quality. In contrast, consumers in “developing countries” such as India, continue to exhibit a preference for international products, especially those manufactured in developed economies rather than domestic products.

Indian companies need to drastically revamp their brand in India and internationally too. India is a manufacturing hub and a shift in perception about the Make in India brand is the need of the hour. This needs to be addressed by branding “Brand India” and creating awareness of the India difference in manufacturing in a similar manner as the Japanese goods stand for “lean production” and Swiss

**Indian entrepreneurs should be encouraged to take a long term approach to their investments and develop greater acceptance of and pride in locally manufactured products among Indian consumers. Marketing and advertising at the right place and right methods are the key steps to creating and improving awareness about Indian goods.**



– Deepak Uppal

goods for “precision”. A sustained effort to market the brands across key forums nationally and internally is required. Our industry should be encouraged to support and publicize the capability improvements that are being continually achieved by R&D and various product improvement programmes in the Indian cleaning material industry.

In the last decade or so the Indian cleaning market has seen high paced growth, with specialised cleaning being inducted in a variety of new applications. A large part of this growth has come from government / semi-government entities like municipal corporations, railways, hospitals, etc. A lot of new infrastructure like metros rail stations, shopping malls & multiplexes, upgraded and new airports, new IT/ITES and residential complexes have come into the market leading to increased use of specialised cleaning, mechanised equipment, consumables and tools.

Many new international players have entered the Indian market. The use of professional grade cleaning chemicals has increased substantially, although it is still limited mainly to high end users in various segments like hotels, healthcare, commercial and residential segments.

Indian cleaning products industry is however burdened with the inherent disadvantage of low visibility while competing with the highly organized and vibrant global industry. The implications of ever evolving global industry landscape are very important and need to be considered for the “Make in India” brand to succeed.

The Indian industry needs to maintain its cost advantage in this competitive environment with both developing and developed countries. Other factors like infrastructure and those related to business environment, including operational ease need to be developed besides creation of quality awareness regarding Indian cleaning materials, play a significant role.

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facilities management by **vatika**