

CELEBRATING INDUSTRIES OF INDIA



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HOST TOOLKIT

India's manufacturing sector, through the years, has managed to set a tone for innovation and has today become the most sought-after destination for foreign investments in manufacturing. Adding to it, **Prime Minister Narendra Modi**-launched program, **'Make in India'** has given Indian manufacturing the well-deserved global recognition.

What lacks today is a dedicated day to celebrate the accomplishments of Indian manufacturing. A Times of India Group initiative, **Festival of Manufacturing**, brings together the manufacturing plants across India to recognise, celebrate and monumentalise India's manufacturing sector. The event will bring together conglomerates, MSMEs, start-ups, associations, educational institutions under one umbrella to celebrate India's proliferating manufacturing sector.

HOW TO HOST

**DETERMINE YOU
EVENT TYPE**



**REGISTER YOUR
EVENT**



**PLAN YOUR
EVENT**



**INVITE YOUR
COMMUNITY**



**PROMOTE
YOUR EVENT**



EVENT FORMAT

Based on our evaluation, the below mentioned formats have continued to draw interest, and showcase India's manufacturing sector in a positive light. Further, it also drives positive engagements within communities.

PLANT TOURS

Plant tours are a quintessential part of Festival of Manufacturing. By opening doors to the community and showcasing operations live, manufacturers can generate enthusiasm for one's company and the manufacturing industry and provide methods for future involvement from their visitors.

PLANT TOUR EVENT TIPS

- ✓ Base your Festival of Manufacturing Day tour based on your existing client walkthroughs and presentations, however, be cognizant of who your target audience is and what they interest them
- ✓ Limit your group sizes and use headsets, if possible, in areas where it may be difficult to hear
- ✓ Invite local politicians and media to stress on the importance of your company and the manufacturing in your region
- ✓ Go big: don't limit your tour just to the shopfloor. Engage your audience with walkthroughs in your R&D, accounting, customer service, information technology, logistics, marketing, sales space, etc.
- ✓ Engage your audience with product or equipment demonstrations clear of any proprietary or confidential information
- ✓ Indulge in Q&A sessions without fail



EVENT FORMAT

COMMUNITY EVENTS & EXPOS

Manufacturers can come together to showcase to their visitors a variety of manufacturing environment present in a single community. Industrial parks can collaborate resources and provide successive plant tours at each of their facilities. Additionally, manufacturers within the same community can also put together an expo format, wherein, they can put together their shops, provide displays, hands-on activities, demonstrations, information booths, etc. The events can be put up in alliance with local chambers or manufacturing association.

COMMUNITY EVENT & EXPO TIPS

- ✓ Reach out to your neighbour manufacturers and encourage them to be a part of Festival of Manufacturing
- ✓ Jointly approach important members of the community, such as engineering colleges, business school, political leaders, etc. to be a part of Festival of Manufacturing
- ✓ Provide an opportunity for leaders, both political & business, to speak at your event



EVENT FORMAT

EDUCATION FAIRS

Community and technical colleges will be the perfect venue for Festival of Manufacturing event. As much as we would be collaborating with educational institutions, we encourage companies to engage with engineering colleges and universities on a local level to set up a fair-style event to educate students about a career in manufacturing. You can also use this opportunity to apprise students and parents of your company and opportunities within.

EDUCATION FAIR TIP

Within reason, participating manufacturers should bring examples of their work and provide demonstrations at educational fairs. Hands-on activities generate significant interest from those in attendance and are generally more likely to spark students' imaginations.



JOB FAIRS

Companies usually temporarily organise by job fairs in cities. Now, companies, in tandem with placement program organisers and companies, can organise job fairs on campus with firm representatives participating.



FESTIVITIES

All work and no play would diminish the purpose of Festival of Manufacturing. A day of celebrations – Festival of Manufacturing can put the day into play by hosting something as simple as lamp lighting, paying respect to the machine with a pooja or breakfast or lunch with the support of the local manufacturing community, etc.



RECOGNISING INDIA'S CHAMPIONS OF MANUFACTURING

Festival of Manufacturing is all about making change and recognising the changemakers of the industry. We are now inviting companies, that are a part of Festival of Manufacturing, to nominate one person from their company who has made a magnanimous difference within their organisation – age, gender and designation no bar.

The changemaker would be recognised in-person, on the day of our event and felicitated as the champion of manufacturing. Nominate the person, along with a 200–300-word write-up on the difference the person has made within the plant.

[REGISTER FOR CHAMPION OF MANUFACTURING](#)

SHARE KNOWLEDGE

With the turbulent changes in time and the rapid pace of innovation, it is important to bring forward these innovations within the manufacturing community. Send us your case studies and white papers which note on the developments and innovations brought across your plant. With guidance from our ambassadors, we will be nominating the top three case studies from India and felicitating them on-ground on the day of the event.

[CLICK HERE TO SUBMIT YOUR CASE STUDY](#)



CELEBRATE FESTIVAL OF MANUFACTURING

<https://festivalofmanufacturing.in/> is the online portal for Festival of Manufacturing. You can register your organisation as a participant for FOM and download resources to help with the planning and execution of the event.

No celebration is too small to be included! Registration is quick and simple.

After registering, send us your celebration photographs and videos and get a chance to be featured in the Economic Times!



CLICK HERE TO REGISTER FOR FESTIVAL OF MANUFACTURING



PLAN YOUR EVENT

While we recommend one to two months for Festival of Manufacturing event planning, your timeline will depend on the status of your existing relationships and content, your experience with FOM Day and the degree of difficulty associated with your chosen venue or platform logistics.

While customising your event is priority, keep it simple and adhering to your workforce's interest and your workplaces' unique features. However, to begin with, here are a few key points that we believe would sit right in with the new-gen audience and help companies with the planning.

FOCUS ON:

Content: Engaging content is the way to reach the minds of the people that will be a part of your celebrations. Develop presentation topics, presenters, and interactive event flow.

Location & Presentation: Reiki the venue and format logistics

Audience Engagement: Leverage existing relationships with schools, colleges, universities, associations, etc. to create a holistic event

Marketing & Propagation: Use your website, social media channels, marketing collaterals, advertising & relationship with community to promote your events. Further, also share your celebration videos and photos with us at *email id* and get a chance to be featured in The Economic Times and our social media.

While developing communications and marketing collaterals, opt for a strong, direct engagements. If you don't have a specific method to engage with your audience, you can direct them to *website link* and keep them continuously engaged with the content of Festival of Manufacturing. Festival of Manufacturing is more than just a day – it is an everyday celebration. With FOM, let us engage holistically – end to end – with each other, throughout the year.

COMMUNITY CONNECT

Once your agenda or plan of action for Festival of Manufacturing is set, consider who will be on your guest list. Invite families of employees, connect with schools, youth organisations, associations in your area. Irrespective of whether you are engaging with families of your employees or universities or commerce chambers, make sure to send an invite explaining the event, what will it comprise and the whole experience once you open doors in-person. Sample invitation is included in this toolkit.

TIPS TO CONNECT WITH COMMUNITY



- ✓ Download the FOM 2023 Marketing Toolkit to ensure you're using the most recent logos and social graphics
- ✓ Write letters to universities stating the event's purpose and its benefits for students attending, and what your FOM celebrations would entail
- ✓ Send us your press notes and releases at *email-id* revealing what your FOM celebrations would look like. Feel free to share it among other media houses and communities
- ✓ Invite public officials to your FOM celebrations – you can ask them to promote about your event, too, and create a positive impact within the society



Once your FOM day has arrived, peruse through your presentation one final time and set-up. During the event, have someone from your team capture photographs and videos, and share stories with us and on the social media of your leaders and participants. In addition, encourage participants to share their experience using #FOM2023.

KEEP FOM FESTIVITIES GOING ALL YEAR LONG

Hosting FOM in your plant or company is just the start! Here are a few actions that you, as a registered event host can take up immediately following the event:

- Share your story with the FOM team and upload on social media using #FOM2023
- Maintain engagement with those who attended to continue building awareness and interest in your organisation into the future

[CLICK HERE
TO BECOME A HOST](#)



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