



D Ramakrishna



T ECONOMY LED BY INNOVATION AND RESEARCH

Efftronics followed the classical innovation-turned-to-business path to develop and build an unusual trajectory, for a company based out of Vijayawada. After finishing his M Tech from IIT Madras in 1983, the CEO Dasari Ramakrishna, started Efftronics in 1985 at the tender age of 27.

Today, Efftronics Systems Pvt. Ltd. is (ISO 9001- 2008 certified IT company) a technology leader in Data Acquisition Systems, Data Dissemination Systems, Multilingual Graphics and Engineering solutions, providing software and hardware solutions that enable companies to develop better products faster and more cost-effectively Efftronics Systems Pvt Ltd. was established as an SSI unit and is currently spread over 50,000 sqft.

The beginnings of this venture are rooted in a project that never took off and three colleagues deciding to invest in a concept. As the head of the decoration committee in

The company's prescriptive, disciplined process has been refined through over 26 years of diverse product development. Clients are encouraged to collaborate on the definition of the process requirements through an early dialogue

- At Efftronics systems, we believe that the most valuable resource we possess is our people. Entry into Efftronics requires strong fundamentals and an attitude for learning and creating value
- Throughout years of growth, owing to investments into training, scrupulous selection procedures, competitive benefits, people we hire acquire top-notch skills and higher credibility in the industry, ultimately bettering their future prospects

the VR Siddhartha Engineering College, Vijayawada, Ramakrishna urged the students to decorate such that their expertise with technology as engineers found display. This resulted in two projects involving electrical decoration which didn't quite take off. Ultimately, him and two colleagues, he designed an LED display board in 1985 and the offers began to pour in. The margins were good, and the turnover increased fivefold over the next five years.

The company is continuously broadening its perspective, research and the area of analysis to a new format and platform. The CEO's passion for continuous innovation, customer satisfaction, and his ability to spot opportunities has kept the company growing at a steady 50 percent and becoming a global leader in its paces. As an entrepreneur, he can never get too comfortable with the growth, he says. "We then moved towards data-logging technology. We made data-loggers for the Indian Railway. All signals, trains and tracks were tracked by our equipment. Any anomaly would be recorded thereby minimising chances of accidents. We tried it out first in Itarsi in 1994. The drivers protested and said that hundreds of flaggers would lose their jobs. At present 4500 stations are being monitored by our equipment, taking data on a processor in not only in text form also in simulated form. Efftronics contributes to 90 percent of the dataloggers used by the Indian railways. Efftronics has more than 150 service engineers spread across the country to maintain the equipment round-the clock," he says.

His formula for permanent success - research. He says, "My 100 plus team is working on development. All our profits go into R & D. A company's success depends on innovation and productivity, to develop which we need to build proper processes in the organisation and skilled manpower." He adds, "We are always look-out for opportunities to create more value for the customer. People buy technology if it changes their lives. The apple

iphone changed lives, people did not buy it because of design, but because its technology adds value. The catchword is creation of value. Even though 80 percent of research projects fails to yield returns, technology is important for overall growth.

Many people do not have clarity about technology. At the end of the day, only about one percent engineers in India have their concepts right. The kind of work most of them do- they are like glorified typists. So, unless we cultivate a passion to wait for success, and do something innovative and game changing, success will not come. Entrepreneurship cannot thrive in slavish setups."

He almost did not become an engineer. "At a young age I was interested in engineering. At that time people said there were no jobs. I came from an agricultural family and my dad said better do medicine. But I was firm; in the sixth and seventh standards I studied electrical gadgets. I used to dismantle bikes, and try and understand how engines and scooters functioned. By the tenth standard, I could repair scooters. By understanding practical technology, my engineering theory and practice was clear. Young minds today, must be trained to be curious. That is the best way to ensure the nation's progress.

Developed nations hire the best talent, and implement their big plans with sincerity. Even today, we have not reached optimal productivity in our product engineering firms. The biggest challenge today, is to manage young people. They seek immediate recognition and seldom have a passion. Because of how our society works, they can only think of money, and they all want to work in a city for an MNC, even if as a typist. Young minds can be honed, by working for at least two to three years, on real engineering products. I find that getting them to see this is not always easy.

An honest answer to the challenge of making it work and other strengths have propelled Efftronics to the place of the leader in the market.



Efftronics systems Pvt. Ltd. is a knowledge-driven company. The company has vast expertise in comprehensive design, development, assembly and testing of microprocessor or micro controller systems for diverse interfaces and applications from the concept



QUALITY POLICY

Efftronics Systems Pvt. Ltd. provides Information Technology Products that create value for the customer through products that exceed their expectations in functionality, usability, reliability, performance, availability, adaptability and supportability

For this, the organization has established and review Quality Objectives to focus on

- Domain expertise and Technology management for building competence
- Quality improvement
- Customer Value Creation
- Human Resource Development
- Development of Niche Products
- World class product and process development

Over the years Efftronics has managed to build a solid team comprising of more than 100 R&D Engineers, more than 250 Customer Support executives, 115 in production, and more than 75 in administration, that comes from various backgrounds and expand the creative potential of the company

The workforce's expertise embraces a wide range of custom programming skills involving the latest and most effective development technologies. This to a great extent defines the quality and reliability of our products and services that we develop.