

FORTUNE

JUNE 2022

INDIA
—exchange

NEWS, EVENTS, PROMOTIONS + IDEAS



GAME CHANGERS IN MANUFACTURING

Organizations that are making India a
Global Manufacturing Destination

UFLEX LTD

The UFlex Group has interests in end-to-end flexible packaging solutions including Pouches, Tube & Bag for packaging, Bi-axially Oriented Packaging Films, Chemicals, Packaging and Converting Machines, Rotogravure Printing Cylinders, Aseptic Liquid Packaging and Holography. UFlex is India's largest flexible packaging company and a global leader in polymer sciences. Mr. Ashok Chaturvedi is a visionary first generation entrepreneur and founder CMD of the UFlex Group.

■ **What advice do you have for your industry peers in building Leadership Teams that are receptive to change in operational environments?**

► The world over, enterprises display a wide degree of deviation in their operational environment, evidenced by conventional ways of command-and-control. Today, we live in a world in which any organization's offerings and performance is a reflection of its leadership style.

In my opinion, leadership is the key that helps organizations navigate through operational challenges to attain excellence, which in turn streamlines its activities to paint the bigger picture in the long run.

As a high-performing enterprise, UFlex imbibes a culture of inclusive engagement in a collaborative leadership style. We work towards building a culture by first identifying the spill-offs that may seem negligible but have a direct impact on the overall performance. Once we list the loose ends, we collaborate to form high targets which we divide into smaller goals and engage cross-functional teams that can best meet the defined objectives and plan its seamless execution in a monitored set-up.

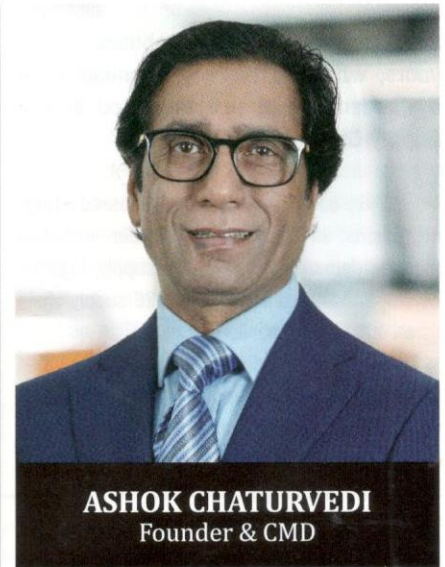
Operational excellence must not be confused

with trimming of resources; rather, management teams should consider amplifying them to improve and achieve more. And to achieve that, clarity of thought, coupled with a thorough SWOT analysis, lends a big hand for not only clear understanding, but also assigning a sense of ownership of the tasks to which the workforce is assigned.

■ **When it comes to successful manufacturing organizations like yours, what are more effective—quantum leaps of progress or continual improvement?**

► At UFlex, continual improvement is guided by our two-way approach that guides us to learn from outside and adapt that learning into our systems. In our quest to strive for excellence, we ensure understanding of the pain points of our customers, which we consider as the first step in our view of value-addition.

Our effective strategy is a result of our focus to divide larger goals into bite-sized multiple goals, deploy small cross-functional teams that help augment productivity via identified technical upgradation, and also by enhancing plant speed and capability to achieve higher productivity. It is due to this approach that UFlex has emerged as the Gold Medalist in the National Awards for



ASHOK CHATURVEDI
Founder & CMD

Manufacturing Competitiveness (NAMC) 2021, which is organized by the International Research Institute for Manufacturing (IRIM). IRIM's survey evaluated UFlex' facility and strategic approach on 10 parameters that zeroed in on customer focus, production strategy, data analysis, learning and involvement of personnel. UFlex has also qualified meritoriously with an average score of 87.2. ■

