

SHRIVATS SINGHANIA

CHAMPIONING THE INCLUSION OF SUSTAINABLE CEMENT MANUFACTURING PRACTICES



Shrivats Singhania,
Director & CEO

The cement industry, with an estimated annual production of over 4 billion metric tons, plays a vital role in global infrastructure development. It faces challenges such as resource scarcity and environmental impact. However, leaders in this industry demonstrate a remarkable commitment to excellence and innovation. Leaders who understand the importance of operational efficiency and strategic decision-making for long-term growth spearhead initiatives for improved product quality, safety standards, and sustainable construction practices. Embodying these principles and attributes, and driving the growth of the industry is Shrivats Singhania, Director & CEO, Udaipur Cement Works (UCWL).

Experience & Approach

Equipped with a strong educational background, including an Honors Degree in Business & Management from Bradford University, UK, and an Associate Degree in Business and Art from the USA, Shrivats has solidified his knowledge and skills in the field. He has further expanded his expertise through Executive Development courses at prestigious institutions like IIM, ISB, and London Business School. His professional journey began with his own ventures, subsequently, moving to opportunities within the JK Group. Holding key responsibilities, including the role of V.P. (Market Development) at JK Paper and later transitioning to the Cement business, his experience has honed his critical thinking, decision-making, and problem-solving abilities.

With over 13 years of comprehensive industrial experience, Shrivats currently holds the position of the Director and CEO of UCWL a subsidiary of JKLakshmi cement and is spearheading the company's growth, with a renewed focus on innovation, customer satisfaction, and digital transformation. He has leveraged his experience to create innovative customer loyalty schemes which have offered the firm greater opportunities for dealer interface, increased share of customers in the market, and better ability to penetrate new markets.

"I have been motivating my team at UCWL to continuously strive for excellence, enabling them to continuously improve and achieve exceptional results. It's my firm belief that an individual player can

be satisfied with his contribution to the industry if he acts responsibly in achieving continuous sustainable growth and providing the best customer experiences. To be a successful leader one must envision a growth-oriented future, conscious of the environment, society-friendly, employee-caring and customer-centric. This vision must be supported with definitive actions, encouraging the team to get aligned to the vision. We aim to be recognized as a responsible corporate citizen, making a positive difference in the lives of people around us", shares Shrivats Singhania.

He highlights the importance of nurturing the workforce, recognizing the crucial role they play towards business success. Powerful steps in the form of personal training and skill development, encouraging open dialogue to contribute to the firm's vision, dedicated employee engagement programs, CSR initiatives, inclusive policies, and collaboration are some strategies implemented to foster a supportive work culture.

Transforming the Industry

With carbon emissions being one of the most significant challenges facing the industry, with almost 8 percent of the emissions being generated by this particular sector, Shrivats Singhania is taking strong steps to curb the company's emission rates, not only ensuring a better future but also inspiring other players to take concrete steps in this direction. Spearheading this reform, he has introduced measures like increasing the use of alternative fuels like



Biomass and waste materials, enhancing R&D for adoption of greener technology, and implementing the carbon capture storage system.



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"We at UCWL, are committed to achieving a sustainable future and have expanded our solar power generation capacity to 15.5 MW, enabling us to meet over 50 percent of our company's electricity requirements through green renewable sources including waste heat recovery-based generation plants. We have also introduced a groundbreaking, water-floating solar power plant at our captive mines, which reduces carbon emissions and also prevents water evaporation of approx. 8,000 cubic meters per year. Moreover, we have transitioned to container-

based rail transportation for loose cement, promoting substantial savings of approximately 20,000 kg CO2 per rake movement", further shares Singhania.

The adoption of such measures has earned the company notable recognitions and awards and also solidified its position in the market as the first cement company in the North-West region to harness the power of innovation for sustainability.

Passing on his wisdom to future leaders and entrepreneurs, he encourages them to understand their industry to build strong foundational knowledge that can be used to predict market dynamics. He further emphasizes the need to stay updated on technology, and regulations, and embrace sustainable practices. Prioritizing customer-centricity, delivering quality products and excellent service, investing in technological innovation to optimize operations and make data-driven decisions are vital along with building a talented and diverse team, fostering a culture of collaboration and empowerment, and promoting transparency to inspire greatness. Singhania is nothing short of a true and inspiring leader, transforming not just his company, but the industry for the better. |

Industry Outlook

LEADERS AND ACHIEVERS FROM CEMENT INDUSTRY

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IS PROUD TO PRESENT

SHRIVATS SINGHANIA

AS ONE OF THE

**TOP 10
LEADERS AND ACHIEVERS FROM
CEMENT INDUSTRY
2023**

*in acknowledgement of its unwavering focus and dedication
to achieve excellence in quality and delivery in this field.*

Sudhakar Singh

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Managing Editor
Industry Outlook