

A CLEANER TOMORROW

A clean, healthy workplace increases employee productivity and consumer satisfaction

Deepika Mittal

India was recently host to the first international show on the cleaning industry, at the Bombay Exhibition Centre, organised by Clean India Journal in association with Afidamp Servizi, the Italian organiser of Pulire Verona, Pulire España, Pulire Asia and Pulire Middle East.

This three-day show sought to emphasise the change from traditional cleaning methods to more hygienic and mechanised means. The machines on show were meant exclusively for the industry with many global cleaning equipment makers such as Fiorentini of Italy, Hako, Kranzle and Staehle of Germany planning to set up shop in India. Indigenous companies like Godrej, 3M, Schevaran are also geared for this growing scope thanks to the growing retail and industrial sector in India.

The rise in demand for mechanised cleaning, as the IT/ BPO and retail sectors like outlets/supermarkets/multi-plexes are all competing at global standards.

Government strictures and initiatives are also in the running; the Bombay Municipal Corporation took part in this event to showcase their 'Clean Up!' Mumbai initiative. There has been a change in

the Indian psyche where cleaning is now regarded as a science. The main consumers of equipment which could be estimated at 50% of the demand comes from the hospitality and related sector. Industries and other sectors form the other 50%.

The cleaning industry is divided into equipment manufacturers and service providers, namely facility management and housekeeping companies. After this come the chemicals used in the actual cleaning process, all with extremely specialised aims and uses. The tools of the trade like mops, brushes, pads, discs, wipes, tissues, multi-purpose trolleys, window and floor cleaning tools

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and accessories. Ancillary services include pest control, desilting, tank or drain cleaning companies.

On the downside, factors retarding speedy growth of this industry is the lack of training facilities to create a pool of trained manpower. The steep price of such aids and equipment is also a major deterrent. There are many service providers and chemical manufacturers in the unorganised sector of the industry, upto 80% is predomi-

nantly unorganised.

Even so the industry has been growing at the rate of 40% in the last four years, and is expected to double its pace by 2010.

As per estimates, the demand for industrial cleaning equipment is expected to grow from Rs. 1 billion at present to Rs. 10 billion in the not too distant future. The total industry turnover is Rs 1800 crores approximately with a 30% increase from Rs.1400 crores approximately in 2005-06.

"India is one of the fastest growing economies offering opportunities for every sector. In the last four to five years, it has witnessed rapid-growth in the infrastructure, industries, retail and commercial spaces," said Efi Rosen, MD, Rosemor International Ltd, UK.

Rosemor International is targeting the Indian cleaning market at malls in a big way. Their products are designed by aircraft engineers to clean escalators at malls.

It is being increasingly recognised that a clean, healthy workplace does increase the employee productivity and customer satisfaction, and any additional investment in housekeeping will lead to higher dividends, in the long run.

