

Process Fundamentals BASC_V 500 Drishti Tech

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Introduction:

Drishti's technology is stepping into a space where manufacturing processes have long struggled to balance efficiency with flexibility. By combining computer vision, AI, and video analytics, Drishti is creating opportunities for businesses to improve productivity, quality, and worker safety in ways that weren't possible before. Here's a closer look at its approach, potential customers, and challenges.

Q1. What are your views of Drishti's technology and approach?

Drishti's technology is a significant breakthrough in manufacturing, using AI-powered video analytics to provide real-time process visibility, a major improvement over traditional manual tracking and sampling. By continuously monitoring production, it enhances efficiency, quality control, and workforce training while minimizing human errors. Unlike full automation, Drishti augments human capabilities, allowing companies to improve processes without replacing workers. However, privacy concerns, workforce acceptance, and high implementation costs could be potential barriers to adoption. If Drishti effectively communicates its ROI and operational benefits, it can revolutionize manual assembly industries and become a key player in smart manufacturing.

Q2. If you were hired by Drishti to help grow its business, what key characteristics and values should Drishti look for in its customers?

Drishti should target forward-thinking, data-driven manufacturers in industries such as automotive, medical devices, and electronics, where manual assembly and precision are critical. Ideal customers should be open to digital transformation and willing to invest in AI-driven efficiency improvements. Companies that prioritize quality, productivity, and continuous improvement will benefit the most. They should also value human augmentation over full automation, aligning with Drishti's approach to enhancing, rather than replacing, workers. Additionally, businesses with a strong compliance focus, scalable operations, and a need for real-time process visibility would find Drishti's solutions particularly valuable. Partnerships with innovation-driven enterprises will be key to Drishti's long-term success.

Q3. What do you see as the biggest challenge Drishti will face in growing its business and finding new customers?

Drishti's biggest challenge is scaling while maintaining adaptability to diverse manufacturing environments. Many companies resist new technology due to high implementation costs, integration complexity, and workforce concerns about surveillance and AI-driven oversight. Convincing businesses of its ROI and long-term operational benefits will be crucial. Additionally, balancing customization with standardization is a major hurdle—Drishti must offer flexible yet scalable solutions that can be adopted across industries without excessive modification. Building strong case studies, industry partnerships, and clear success metrics will be essential in driving adoption. If Drishti successfully demonstrates cost savings, productivity gains, and defect reduction, it can overcome resistance and establish itself as an industry leader.

Conclusion:

Drishti is at the forefront of a shift in how manufacturing processes are managed, offering a bold new approach that combines AI and human strengths. While challenges like cost, scalability, and privacy concerns exist, the potential for real impact is undeniable. By focusing on the right customers and clearly communicating its value, Drishti has a strong foundation for growth and innovation in the years to come.