

INDIAN METAL BUILDING FORUM (IMBF)

THE 8P INDUSTRY ECOSYSTEM FRAMEWORK

A practical framework connecting industry problems, people, technology, knowledge, collaboration and sustainable development.

8P	IMBF Interpretation	What IMBF Should Do
1. PROBLEM	Identify industry problems	Identify code gaps, skill shortages, technology gaps, quality issues, slow adoption of metal buildings, fragmented supply chains and other industry needs.
2. PROSPECT	Identify opportunities & stakeholders	Map PEB companies, structural engineers, architects, fabricators, erectors, consultants, students, institutions, manufacturers, suppliers, clients and government bodies.
3. PEOPLE	Build the ecosystem	Connect industry + academia + professionals + students + government + technology providers.
4. PROGRAMS	Create IMBF programs & services	Technical training, seminars, conferences, knowledge resources, technical committees, research, industry database, job opportunities and technology-transfer programs.
5. POSITIONING	Make participation accessible and define IMBF's role	Provide an accessible membership structure and position IMBF as an industry ecosystem and knowledge platform.
6. PROCESS & PERFORMANCE	Convert ideas into measurable action	Membership → identify problem → technical committee → expert/research input → recommendation → implementation → feedback and measurement.
7. PROSPERITY & SUSTAINABILITY	Create sustainable institutional value	Use appropriate memberships, events, training, conferences, sponsorships, publications and partnerships to support long-term operations while respecting the Trust's objectives.
8. PURPOSE	Why IMBF exists	Connect • Collaborate • Create • Construct • Certify — building a stronger, safer and technology-driven Indian metal-building ecosystem.

THE IMBF 8P CYCLE

PROBLEM → PROSPECT → PEOPLE → PROGRAMS → POSITIONING & PARTICIPATION → PROCESS & PERFORMANCE → PROSPERITY & SUSTAINABILITY → PURPOSE → PROBLEM

IMBF PRINCIPLE

For a normal business: Profit is generally the destination.

For IMBF: Industry development is the destination; financial sustainability is the enabler.

CORE IMBF MESSAGE

“IMBF identifies industry problems, connects the right people, creates knowledge and programs, enables collaboration and technology transfer, and converts industry needs into sustainable solutions.”

APPLICATION ACROSS IMBF

IMBF Area	8P Application
Website	Present the 8P framework as the operating philosophy of the Forum.
Membership	Map members and organizations to relevant ecosystem roles.
Technical Committees	Use identified industry problems to define technical studies and recommendations.
Events & Training	Convert knowledge gaps into seminars, workshops, courses and demonstrations.
Students	Connect students with technology, industry exposure, projects, internships and career pathways.
Industry Collaboration	Facilitate knowledge exchange, technology transfer and business-to-business connections.
Government & Codes	Consolidate industry needs and communicate evidence-based recommendations through an organized forum.