

₹ 100 per copy

# CII COMMUNIQUÉ

Journal of the Confederation of Indian Industry

Volume 36, No. 10  
October 2014



# BIG PICTURE SUMMIT



**INSIDE**

CII launches Mission  
Sanitation of Schools

Economic Outlook  
is Positive

Defining Dairy  
Vision 2025

Taking Tourism  
in India Forward

# Contents

Volume 36 No. 10 October 2014

## 05 NEWSMAKER

### Developing World-class Infrastructure ▶

Mr Nitin Gadkari, Union Minister of Road Transport and Highways, Shipping, Rural Development and Drinking Water and Sanitation, invited Industry to create a 'Bank of Ideas' for developing world-class infrastructure in India.



## 07 COVER STORY

### Unlocking the potential in the Media and Entertainment Sector ◀

The CII Big Picture Summit brought together the finest business and creative minds to deliberate on ways to monetize content in a world with an endless array of digital entertainment options, to make the Indian Media and Entertainment sector worth \$100 billion by the end of this decade.

## 15 FOCUS

### CII launches Mission Sanitation of Schools ▶

CII has launched 'Mission Sanitation of Schools (SoS),' to work with companies on the construction of toilets across the country, to strengthen the 'Swachh Bharat' initiative announced by the Prime Minister of India.



## 21 FOOD & AGRICULTURE

### Defining Dairy Vision 2025 ◀

Dairy Vision 2025 deliberated on the current challenges, opportunities and the way forward for the Indian dairy sector into 2025.

Plus

- ▶ 'Economic Outlook is Positive'
- ▶ Energizing the Indian Aerospace Industry
- ▶ Meeting the Challenges of Cyber Security

and

- ▶ All Our Regular Features

We welcome your feedback and suggestions. Do write to us at [communiqué@cii.in](mailto:communiqué@cii.in)

Edited, printed and published by Chandrajit Banerjee, Director General, CII, on behalf of Confederation of Indian Industry from The Mantosh Sondhi Centre, 23, Institutional Area, Lodi Road, New Delhi-110003, Tel: 91-11-24629994-7, Fax: 91-11-24626149, Email: [info@cii.in](mailto:info@cii.in), Website: [www.cii.in](http://www.cii.in)  
Printed at Lustra Print Process Pvt. Ltd., K No. 51/21, Rohad, Bahadurgarh (Haryana), PIN Code-124507 Registration No. 34541/79

JOURNAL OF THE CONFEDERATION OF INDIAN INDUSTRY

## Make in India

'The Make in India (MII) initiative launched by the Prime Minister is a new deal for India's manufacturing sector. The initiative to ease procedures and welcome investment into the sector has been taken at the right time. It is the only way to generate employment for the large pool of young people joining the labour force every year. As the Prime Minister rightly said, the purchasing power of the people can be enhanced and demand created only if they have employment opportunities.



CII endorses the idea that security of investment and consistency in policies are most important for developing the trust of investors. The assurance given by the Prime Minister that the Centre and States will work as a team is important for Industry. His emphasis on self-certification will go a long way in reducing difficulties for businesses.

The Prime Minister's emphasis on skill development and mapping of skills to industries is an important endeavour that must be pursued. CII has taken many initiatives in this area and has trained workers with specific skills across sectors by adopting ITIs and developing skill gurukuls.

Mr Modi's observations that India is ideally placed to Look East and Link West and that FDI should be equated to the notion of First Develop India, are also very encouraging.

Further, the emphasis of Ms. Nirmala Sitharaman, Minister of State ( I/C) of Commerce and Industry, on improving the ease of doing business is heartening. CII has taken this up as its priority in our advocacy with the Government and we are grateful that the Government has been receptive to the various suggestions.'

**Ajay S Shriram**, President, CII, and Chairman & Senior Managing Director, DCM Shriram Ltd

## WPI Inflation

CII welcomes the sharp decline in headline inflation to a five year low of 2.38% in September 2014 on account of the softening of food and fuel prices, even as prices of manufacturing goods have registered a decline. The favourable base effect of last year has also benefited the Wholesale Price Index.

Going forward, the downslide in global commodity prices led by fuel, together with improved monsoon conditions and favourable policy interventions, should help contain inflation. The prices of manufacturing goods have also declined, indicating a favourable impact on core inflation. The drop in inflation, it is hoped, would also help dampen inflationary expectations in the future and provide space to the RBI to review its cautious stance on interest rates.

To ensure that the easing of food prices is a sustained phenomenon, CII calls for critical distribution reforms for logistics efficiency through improvement in the supply chain. Further, suitable supply side interventions are also needed in the short run to keep food prices in check.



## S&P Rating

CII welcomes S&P's upgrade in India's rating outlook from 'negative' to 'stable.' It will improve investor confidence and improve companies' access to international funds. The revision was based on the strong mandate received by the new Government, which has enabled it to implement policies that will revive growth and boost investments.

CII believes that with the recovery in growth and the improvement in the twin deficits, there is scope for a rating upgrade by S&P as well as other rating agencies. The Government's determination to move swiftly on areas like GST, containing inflation in food products and achieving a sustained reduction in the fiscal deficit, would further help this cause.



# Developing World-class Infrastructure



**Naushad Forbes**, Vice President, CII, and Director, Forbes Marshall; **Nitin Gadkari**, Union Minister of Road Transport & Highways, Shipping, Rural Development, and Drinking Water & Sanitation; **Ajay S Shriram**, President, CII, and Chairman & Senior Managing Director, DCM Shriram Ltd; **Chandrajit Banerjee**, Director General, CII, and **Chetan Tamboli**, Chairman, CII Western Region, and CMD, Steelcast Ltd, at the CII National Council Meeting in Mumbai

**M**r Nitin Gadkari, Union Minister of Road Transport and Highways, Shipping, Rural Development, and Drinking Water and Sanitation, invited industry to take the initiative to create a 'Bank of Ideas' for developing world-class infrastructure, at the CII National Council Meeting in Mumbai on 23 September. Investments in infrastructure create employment and accelerate GDP growth, he said, describing the various initiatives being undertaken by the Government for improving infrastructure in the country.

The Minister said that the development of road infrastructure is vital for the economic progress of the nation, and suggested the use of cement instead of bitumen as a construction material to build roads, considering the cost factor.

Inland waterways need to be developed as they are much more economical than road and rail transport. For this, the major rivers of the country need to be connected, said Mr Gadkari. Regarding ports, a proposal to connect 12 ports has been sent to the Railways, he added. The Shipping Ministry is also planning to start a Roll-on/Roll-off (RORO) service in the country for transporting vehicles from factories, he said, while work is also being done on drafting new policies for the ship-building and ship-breaking industry.

The Minister said that it was important for the private sector to collaborate with the Government to develop infrastructure projects. However, he also admitted that the private sector is shying away from PPP

projects primarily because of high interest rates and the reluctance of banks to fund such projects. In this situation, foreign investment can prove to be the best source for low-cost funding, he felt. The Ministry, he said, has recently started considering awarding contracts through the Engineering, Procurement and Construction (EPC) route to instil confidence in private players and give a boost to PPP projects. The Minister also said that the model agreement will be decided based upon the inputs from both the parties and invited Industry to give suggestions. FDI is also being allowed in a huge way to develop infrastructure, he added.

Speaking about new initiatives, the Minister said that a special corporation, the North East Corporation, will be set up soon to drive infrastructure creation in the region, while efforts are on to expedite tunnel projects in Jammu and Kashmir.

Emphasizing the need to reduce the country's oil imports by using more indigenous fuels, the Minister urged automobile manufacturers to manufacture electric vehicles, towards this aim. He also invited skill development for the infrastructure sector and urged Industry to take the lead in setting up engineering colleges, ITIs and skill development colleges.

Mr Gadkari stressed that the new Government has zero tolerance for red-tapism and corruption, and is committed to transparency, and is using e-governance and stringent laws to curb malpractices and corruption. ■

# Unlocking the potential in the Media and Entertainment Sector

The CII Big Picture Summit brought together the finest business and creative minds to deliberate on ways to monetize content in a world with an endless array of digital entertainment options, to make the Indian Media and Entertainment sector worth \$100 billion by the end of this decade.



**T**here is tremendous potential in the Media and Entertainment (M&E) sector, and a “\$100 billion target is achievable” said Mr Prakash Javadekar, Minister of State of Information and Broadcasting (Independent Charge), Environment, Forest and Climate Change (Independent Charge), and Parliamentary Affairs, at the 3<sup>rd</sup> edition of CII’s **Big Picture Summit** held on 19 – 20 September in New Delhi. Encouraging the industry to aim for an even more ambitious target, the Minister said that people need food, clothing and shelter, but they also need good health, education and entertainment.



**Prakash Javadekar**, Minister of State of Information & Broadcasting (I/C), Environment, Forests & Climate Change (I/C) and Parliamentary Affairs, at The CII Big Picture Summit in New Delhi

Referring to the “fantastic” archives of Doordarshan and All India Radio, which the Government was planning to digitize, he said, “we have already issued an Expression of Interest and six companies have shown interest.” He suggested that the best programmes in the archives could be clubbed together, rebranded and can be even put on mobile apps.

Mr Prakash Javadekar, gave the industry clarity on Phase III and Phase IV of cable TV digitization. He committed

that the third phase of digitization would begin from April 2015 and be completed by December 2015. Phase IV digitization would end by December 2016, he said.

The Summit brought together the finest business and creative minds to deliberate on ways to monetize content in a world with an endless array of digital entertainment options, to make the Indian Media and Entertainment sector worth \$100 billion by the end of this decade. There was an air of positivity, with the idea of convergence of various media getting a major boost, opening up new avenues for monetization and better business modules.

Prime Minister Narendra Modi’s ‘Make in India’ vision became the trending topic at the Summit with the Media and Entertainment (M&E) industry leaders outlining plans to manufacture set-top-boxes in India and create programmes for the world from the country. The thought leaders included heads of Discovery, Star, Zee, Viacom, NBC Universal, Sony Music, Prasar Bharati, Tata Sky, HBO, Microsoft, Twitter, IBM, Samsung, and Times Now, India TV, The India Today Group, Disney India, Times Internet, amongst others. Indeed, “the CII Big Picture

Summit has become the essential meeting place for everyone engaged in the Indian M&E sector to do a reality check on where we go now,” said Mr Chandrajit Banerjee, Director General, CII.

Mr Sudhanshu Vats, Chairman, CII National M&E Committee, and Group CEO, Viacom 18 Media Pvt Ltd, said that a transformative approach, with free-market orientation and a level playing field, multiplicity and freedom of choice could catapult the industry past the \$100 billion figure by the end of this decade.

“We need to start producing content, keeping in mind the concept more, and the platform less,” said Mr Siddharth Roy Kapur, MD, Disney India, in his monetization keynote on Transmedia. He maintained that the consumer and the creator view media in a very different way. The younger generation has been exposed to various kinds of media, and consumes content in various platforms as and when they want to, he pointed out.

Innovation-led digital media offers a huge opportunity in media that we don't even know today, said Mr Satyan Gajwani, the young CEO of Times Internet Ltd (part of the Times of India Group). “New media modules that will be different from traditional ones will offer ten times the value of regular traditional businesses. Vibrant digital media companies can help the sector attain the \$100 billion goal, and be globally respected, he said.

The TV sector, though small today, has an exciting future ahead. But it will require big investments, thoughtfulness and a lot of dexterity, both in shaping services for consumers and in discovering revenue models that are sustainable, said Mr Sanjay Gupta, COO, Star India, sharing his vision of ‘Tomorrow's TV.’ The creation of a national broadband backbone will not only open up an explosion of new content, services and new creative forces, but will offer good long term financial returns, he said, noting that the transition from television to digital will force us to revisit our monetization models, and develop stronger safeguards against digital piracy. However, content will remain king, he said, observing that “the winners will always be those who can tell the best stories.”

## India Entertainment and Media Outlook 2014



**Chandrajit Banerjee**, Director General, CII; **Prakash Javadekar**; **Sudhanshu Vats**, Chairman, CII National Committee on Media & Entertainment, and Group CEO, Viacom 18 Media Pvt Ltd; **Smita Jha**, Leader- Entertainment & Media Practice, PwC India and **Jawhar Sircar**, CEO, Prasar Bharati, at the release of the ‘CII – PwC Entertainment & Media Outlook’ 2014, at The CII Big Picture Summit in New Delhi

The Summit saw the release of the CII-PwC report on the M&E industry. The report, titled India Entertainment and Media Outlook 2014, states that business no longer needs a digital strategy. Instead, what it needs is a business strategy that fits the digital age. India's entertainment and media sector is expected to grow steadily over the next five years, and exceed ₹ 227,000 crore by 2018, growing at a compound annual growth rate (CAGR) of 15% between 2013 and 2018, says the report.

### Key findings of the Report:

- The revenue from advertising is expected to grow at a CAGR of 13% and will exceed ₹ 600 billion in 2018 from ₹ 350 billion in 2013.
- Internet access has overtaken the print segment as the second-largest segment contributing to the overall pie of entertainment and media sector revenues.
- India's television industry continued its strong growth momentum led by subscription revenues, representing a year-on-year growth of about 15% in 2013.
- Internet access and internet advertising have been the fastest growing segments with annual growth rates of 47% and 26% respectively.
- The growth of 24/7 access and micro-transactions suggest that the key to monetizing the digital consumer is to adopt flexible business models that offer more choice and better experiences.



**Ruxandra Obreja**, Chair, Digital Radio Mondiale (DRM) Consortium & Head-Digital Radio, BBC World Service; **Siddharth Roy Kapur**, MD, Disney India; **Aron Purie**, Chairman & Editor-in-Chief, The India Today Group; **Sudhanshu Vats**; **Prashant Panday**, MD & CEO, ENIL (Radio Mirchi), and **Satyan Gajwani**, CEO, Times Internet; at The CII Big Picture Summit in New Delhi

## TAKEAWAYS

- The M&E industry supports Prime Minister Narendra Modi's vision of Digital India that will accelerate convergence across the country.
- The Government needs to come out with a National Media Policy, with separate departments to deal with network carriers and with content. A full-fledged debate has to be initiated in this regard.
- A strong anti-piracy law, with even stronger enforcement, is critical for the success of convergence which would enable monetization.
- Policies and new laws have to be designed in such a way that we move from a licensing to registration regime, which means that the regulator should be a facilitator.
- We need to build an ecosystem for content producers and advertisers to adapt to fast-changing technology and resultant consumer behaviour.
- Content producers should capitalize on the next wave of opportunities that the app world provides.
- There is an urgent need for a Film Commission in India.
- Prasar Bharati is working on digitizing its terrestrial signal and to provide more free to air channels and better content from private players rather than producing the content itself.
- Prasar Bharati is still relevant and needs to be made absolutely independent.
- Government should not be in the business of running sports federations. Individual federations should be competent to raise funds and run the sport.
- Government is soon coming out with an Ethics Committee and a Sports Tribunal for all sports-related cases and disputes.
- Big data is absolutely important in boardrooms and not just classrooms to make correct business decisions.
- There is an urgent need to add more value-added services to the present DTH service licence, such as, for example, providing internet services.
- India needs proper privacy protection laws.

AT THE CONFERENCE



'The soft power of Indian literature, Indian films, Indian food is tremendous...'

**Sudhanshu Pandey**,  
Joint Secretary,  
Ministry of  
Commerce & Industry



'I have never suffered from format myopia, genre myopia and frequency myopia. If you suffer from any of these myopias you will never be able to get monetization...'

Disruptors some times don't make money, but make valuation. Influencers make money, but don't disrupt.'

**Dr Bhaskar Das**, Group CEO,  
Zee Media Corporation Ltd



'In addition to being a fascinating country, India has unparalleled vibrancy, creativity and talent. For us, opportunity in a market of increasing demand is very exciting.'

**JB Perrette**, President,  
Discovery Networks International



'What's happening in the Cloud is taking convergence to a new level and shows what India can do on the global stage. The time is right for India to change the game.'

**Raj Biyani**, MD, Microsoft IT (India)



'Convergence has truly become a reality.'

**Neeraj Roy**, MD  
& CEO, Hungama  
Digital M&E Pvt Ltd



The Government must urgently formulate a national media policy. Governments, either Central or State, and their organs, have no business to be in the broadcasting and distribution space. It is my considered view that the Government needs to announce this as an integral part of its national media policy.'

**Rahul Khullar**, Chairman,  
Telecom Regulatory Authority of India



'For me, only two things matter more than viewership, and are greater than success. They are integrity and credibility.'

**Arnab Goswami**,  
Editor-in-Chief and News Anchor,  
Times Now



'Doordarshan plans to start directly broadcasting a bouquet of 20 free-to-air channels in partnership with private media houses on mobile phones from next year. At present, there is the choice of dish, cable or antenna. The fourth choice that will come up is digital antenna, which will offer 20 free channels on TV this year, and next year on mobile.'

**Jawhar Sircar**, CEO, Prasar Bharti



'Film studios have to abandon the pursuit of scale in favour of the pursuit of profitability. That old mantra of business cannot be forgotten.'

**Ajit Andhare**,  
COO, Viacom18 Motion Pictures



'Whoever knows the consumer as an individual, and then services his/her taste or preferences will walk away with a bigger slice of the pie.'

**Raman Kalra**, ED & Partner,  
IBM Global Business Services



'When Rajinikanth (iconic Indian film star) joined Twitter, it almost crashed. We haven't seen a moment like that.'

**Rishi Jaitly**, Indian  
Market Director, Twitter



'The single-window clearance system is a step forward to help increase transparency and reduce delays in obtaining permissions.'

**Frank Rittman**, Senior VP, and  
Deputy MD & Regional Policy  
Officer, Asia-Pacific, Motion Picture  
Association of America



'Everywhere, TV is here to stay. It might be small today, but will be big very soon. It is a real, solid consumer need. It is not a fashion anymore. Watching TV on multi-screen is a reality.'

**Paolo M Agostinelli**, Chief Content  
& BD Officer, Tata Sky



'We have a great story ahead in terms of convergence. There is a huge opportunity for digital in terms of monetization.'

**Aroon Purie**, Chairman &  
Editor-in-Chief, The India Today Group

## SPEAKERS AT THE CONFERENCE



## CII Honours the Roshans for their contribution to Indian Cinema

On the occasion of the CII Big Picture Summit, CII felicitated Bollywood's famous Roshan family trio - Rakesh Roshan, Rajesh Roshan and Hrithik Roshan, for their outstanding contribution to the Indian film industry. The family, including actor filmmaker Rakesh and composer Rajesh and their wives, were also present on the occasion.

The family's tryst with Bollywood began with Roshanlal Nagrath, better known simply by his first name Roshan, a Bollywood film music composer whose marked specialty was the Qawwali. One of his sons, Rakesh Roshan, has played the role of a hero in 84 films, spanning nearly 30 years, and also has produced nearly half a century of films as a director and a producer. His other son, Rajesh Roshan, whose melodies have enthused us for nearly 40 years, was the first music director to make celebrated actor Amitabh Bachchan sing! In the third generation, Hrithik Roshan, a well-known contemporary actor, is an amazing dancer and a meticulous performer.

The legacy of the Roshans will be carried forward by the fourth generation too, said a proud Rakesh Roshan, at the Summit, while sharing with the audience the ambitions of his grandchildren to become actors.

A short video clip titled 'The Roshans' showcased the family's contribution to cinema, including the memorable compositions of the late Roshan, snapshots from Rakesh's times as an actor and his directorials, Rajesh's tunes, and glimpses of Hrithik's work as an actor.

The trio also participated in a candid discussion, sharing with the audience their camaraderie on the sets and studios; their love for each other; learning; and future career plans. In a rare gesture, Rajesh sang his father's composition "Rahein na rahein hum, mehkaa karenge..." adding a poignant touch to the evening.



At the CII felicitaton of the Roshans for their contribution to Indian Cinema



# Development Initiatives

## CII launches Mission Sanitation of Schools



**T**o strengthen the 'Swachh Bharat' initiative announced by the Prime Minister of India, CII has launched 'Mission Sanitation of Schools (SoS),' to work with companies on the construction of toilets across the country. "As India's apex industry body, CII will work with Industry and the Government to make Swachh Bharat a reality," said Mr Sumit Mazumder, President Designate, CII, and Chairman & Managing Director, TIL Ltd. "We have set up a mechanism to create awareness and encourage Industry participation through our network across the country," he added.

Adequate and appropriate sanitation facilities are a prerequisite for the socio-economic development of the country.

According to recent UN statistics, half of India's population does not have access to toilets, with the condition even more dismal in rural areas where around 60% of the population still defecates in the open. Poor and inadequate sanitation accounts for various health-related issues causing economic and social losses.

It is estimated that 1.01 lakh Government schools do not have toilets for girls, 1.52 lakh schools do not

have toilets for boys, and 1.64 lakh schools have dysfunctional toilets. Poor sanitation facilities lead to dropouts from schools, especially among girls.

Today's school children will be tomorrow's leaders, employers and resources, and it is imperative to provide basic amenities to them in order to have a healthy, productive workforce.

CII will mobilize the construction of 10,000 toilets in the First Phase, i.e. by the end of fiscal year 2015-2016. Based on the feedback received and assessments on ground, in the next six months, CII will announce targets for the second phase. Currently, it is estimated that the per unit cost of construction (toilet block for girls + toilet block

for boys) will range from ₹ 2 – 5 lakhs, depending on the availability of water, sewerage, etc.

The 20 States to be covered in the first phase include Bihar, Chhattisgarh, Jharkhand, Odisha, West Bengal, Maharashtra, Gujarat, Goa, Madhya Pradesh, Punjab, Uttar Pradesh, Rajasthan, Uttarakhand, Haryana, Himachal Pradesh, Tamil Nadu, Karnataka, Andhra Pradesh, Telangana and Kerala.

CII, as one of the conveners for consultation on



**Rakesh Bharti Mittal**, Chairman, CII CSR Council, and Vice Chairman, Bharti Enterprises, and **Sumit Mazumder**, President Designate, CII, and Chairman & Managing Director, TIL Ltd, announcing the CII Sanitation of Schools (SoS) Mission in New Delhi

the Millennium Development Goals post 2015 Development Framework, organized one national and 24 State-level consultations, engaging around 723 participants. The consultations pointed to sanitation as a critical component in achieving the goal of reasonable, accessible, sustainable and responsible infrastructure for all.

The CII agenda to make 'Swachh Bharat' a reality will be led by the CII Foundation, set up in 2011 to undertake a wide range of developmental and charitable activities and initiatives pan-India by enabling Industry. The CII Foundation will work closely with a specially-constituted Task Force, led by Mr R Seshasayee, Past President, CII, and Executive Vice Chairman, Hinduja Group, and Mr MV Subbiah, Past President, CII, and Former Chairman, Murugappa Group. The Task Force will work at the national, regional and state level to promote and facilitate Industry participation towards sanitation in Government schools by:

1. Encouraging Industry to construct toilets in schools: Companies which wish to undertake construction on their own may inform CII about their commitment. CII will collate the information and track the progress and share this with the Ministry of Human Resource Development (HRD) on a periodic basis. CII will also
  - facilitate identification of geographies in consultation with the Ministry of HRD and the State Governments
  - develop a bank of implementing partners/agencies for Industry to tie up with for construction
  - share existing models for further adoption
2. Encouraging industry to contribute funds to the

CII Foundation for Mission Sanitation of Schools to undertake the construction of toilets, generate awareness on sanitation, and develop mechanisms for maintenance. This will be carried out with the pool of funds from multiple donors (Industry members), after identification of geographies and assessment of needs in consultation with the Ministry of HRD and State Governments.

3. Encouraging Industry to participate in the development of design and technology which is adaptable to local needs, environment-friendly, cost-effective, scalable and replicable. Innovative designs and technology will be collated and tested, especially in areas such as water management, a critical factor in the success of this initiative, and shared with the Ministry of HRD and State Governments for validation, and with member companies for adoption.
4. Recognizing companies who have done exemplary work through a 'Leader Board' in both online and offline fora.
5. Encouraging industry to contribute directly to the Swachh Bharat Kosh set up by the Government.

Industry has been very responsive. Several companies such as TCS, Coal India and the Bharti Foundation have already committed to take forward the 'Swachh Bharat' initiative, and many others are on the anvil. "With greater emphasis on structured CSR from this year, companies are keen to increase their engagement through specific projects and we expect Industry to wholeheartedly support and participate in the 'Swachh Bharat' initiative," said Mr Rakesh Bharti Mittal, Chairman, CII National Council on CSR, and Vice Chairman, Bharti Enterprises. ■



# Conversation on Conservation

As the Indian economy grows to become the third largest in the world over the next three decades, its infrastructure will expand at least four-fold, putting severe pressure on habitats and wildlife. Such pressures are endangering several species, many of which are being pushed towards extinction. Studies show that around 2500 species of flora and fauna have already been identified as endangered and are on the verge of extinction.

The most compelling example of the pressure on wildlife and its habitat is that the iconic tiger is now endangered. While the tiger is a keystone species in a biodiversity setup, other wildlife species lend equilibrium to the natural system. A thrust on wildlife conservation, with its positive impact on the sustenance of natural resources, the key for sustainable economic growth, is therefore an imperative. Industry's footprint on natural assets and biodiversity makes it an important stakeholder and there is a need to internally recognize this fact.

A World Bank report titled 'Diagnostic Assessment of Select Environmental Challenges in India' is the first-ever national-level economic assessment of environmental degradation in India. It puts the annual cost of environmental degradation in India to about ₹ 3.75 trillion (\$80 billion), equivalent to 5.7% of GDP. Degradation and destruction of forests across geographies has hugely upset the ecological balance leading to natural calamities in the form of flash floods, extreme droughts and landslides. The message is very clear - conservation is not a choice but a must.

Against this backdrop, CII joined hands with the Global Tiger Initiative (GTI), the World Bank, and the International Finance Corporation (IFC) to set up the Indian Wildlife Business Council (IWBC) in 2012, a unique partnership where Industry is an active advocate for promoting the idea that wildlife conservation and growth can coexist.

The IWBC embarked on a mission to change the conversation about conservation with Industry. Given the trade off between growth and conservation, and the increasing trend of conservation as an integral part of growth, IWBC's mission to sensitize Industry on various aspects of conservation and its significance for the sustenance of business itself becomes even more important.

In its short journey since its inception in 2012, the IWBC has engaged with 200 captains of Industry across the country through CII's Regional Councils. In a few States, it is facilitating the setting up of 'Green Watch Councils,' multi-stakeholder institutionalized platforms to address localized issues and undertake policy advocacy as well as need-based interventions to promote conservation.

The approach and work done by IWBC was recently showcased at the Second Global Tiger Stocktaking Conference in Dhaka, Bangladesh, from 14-16 September, which was inaugurated by Sheikh Hasina, Prime Minister of Bangladesh. The participants at the conference evinced interest in exploring similar Industry-led initiatives in Bangladesh in particular, and in South Asia in general. ■



Interactive session on Balancing Wildlife Conservation and Growth in Bengaluru



Roundtable on 'Wildlife Conservation-Role of Industry as an Enabler,' in Guwahati



At the 2<sup>nd</sup> Global Tiger Stocktaking Conference in Dhaka, Bangladesh

# ‘Economic Outlook is Positive’



Chandrajit Banerjee, Director General, CII; Dr Arvind Mayaram, Secretary – Finance & Economic Affairs; Ajay S Shriram, President CII, and Chairman & Senior Managing Director, DCM Shriram Ltd; and Dr Saurabh Garg, Joint Secretary (Investments), Ministry of Finance, at an interaction in New Delhi

In an interactive session with CII members, Dr. Arvind Mayaram, Secretary, Finance and Economic Affairs, Ministry of Finance, expressed confidence on the growth outlook of the Indian economy and gave an assurance that fiscal deficit and inflation would be contained during the year. The Government would address tax issues, including the implementation of GST, he added. Dr. Saurabh Garg, Joint Secretary (Investments), Ministry of Finance, also participated in the session held on 24 September in New Delhi.

Recognizing the need for attracting a massive quantum of investment in infrastructure, Dr Mayaram underlined the importance of the PPP model, as also of resolving the issues plaguing it currently. The Government, he said, is also working to ease the financing issues of

the infrastructure sector.

Mr. Ajay Shriram, President CII, and Chairman & Senior Managing Director, DCM Shriram Ltd, who chaired the session, emphasized the importance of setting a longer term target for investments – both at aggregate and sectoral levels – for achieving an average growth of 7% over the next five years. Regular monitoring of the target would help in taking the necessary policy measures in time, he added.

Summing up the session, Mr R. Seshasayee, Past President, CII, Chairman, Economic Growth and Investment Council, CII, and Executive Vice Chairman, Ashok Leyland Ltd, outlined the key measures that the Government could take to make the business environment friendlier for investors.

## Business Confidence Rises

**It is imperative that this momentum is maintained, going forward, through suitable policy instruments to manage inflation and reduce borrowing costs**

Indicating a sharp improvement for the second consecutive quarter, the CII Business Confidence Index (CII-BCI) for the July-September quarter FY15 has shot up to 57.4, from 53.7 during the April-June quarter and 49.9 in the January-March quarter this year. During the same quarter last fiscal, the Index had touched an all-time low value of 45.7.

A score above 50 indicates positive confidence while a score above 75 indicates strong positive confidence. On the contrary, a score of less than 50 indicates weak confidence.

The continuing improvement in the Index can mainly be attributed to the determination shown by the new Government at the Centre to provide an impetus

to growth along with reviving the ‘feel good’ factor. Positive developments like a pick-up in global economic recovery, reduction in Current Account Deficit (CAD), buoyant foreign capital inflows, a stabilizing rupee and moderating inflation have also supported the upward march. In order to capitalize on the early signs of improving business sentiments, it is imperative that this momentum is maintained, going forward.

The 88<sup>th</sup> Business Outlook Survey is based on responses from over 150 industry members. A majority of the respondents (44%) belong to the large-scale sector, while medium scale companies comprise another 12%. Around 38% and 6% respectively are from small-scale and micro firms. Further, 60% of the respondents are from

Manufacturing and 36% are from the Services sector.

The Survey asks respondents to provide a view on the performance of their firm, sector and the economy based on their perceptions for the previous and current quarter. The CII-BCI is then constructed as a weighted average of the Current Situation Index (CSI) and the Expectation Index (EI).

The highest percentage (41%) of respondents expect GDP in the current fiscal to expand by 5.0-5.5%, up from the sub-5% growth witnessed in the last two years. Encouragingly, a substantial 30% of respondents expect GDP to grow in a range of 5.5-6.0% in FY15, which indicates that 6% growth is within reach this year. We have already started this financial year on an impressive note with the first quarter GDP recording a growth of 5.7%, up from 4.6% in the previous quarter.

Wholesale Price Index (WPI) inflation is expected to average 5.5-6.5% in FY15, which is slightly on the higher side, considering the likelihood of a sub-normal monsoon this year. Currently, however, WPI inflation remains very much under control; in August 2014 it printed a 58-month low value of 3.7%. As we move ahead in the year, the sub-normal monsoon effects would tend to build upward pressure on inflation. Obviously, the management of inflationary expectations through supply-side measures holds the key for ensuring a continued momentum of economic revival.

The expectation of higher economic growth in the current fiscal is rooted in optimism about the overall demand situation. A significant 77% of the respondents expected their sales to increase in the July-September quarter, much higher than the 50% who expected this in the previous quarter. Similarly, 49% of them expected their export orders to increase in July-September, compared to 39% in the previous quarter.

#### Quarterly Business Confidence Index (BCI)

Index	Q2 FY12	Q3 FY12	Q4 FY12	Q1 FY13	Q2 FY13	Q3 FY13	Q4 FY13	Q1 FY14	Q2 FY14	Q3 FY14	Q4 FY14	Q1 FY15	Q2 FY15
Business Confidence Index	53.6	48.6	52.9	55	51.3	49.9	51.3	51.2	45.7	54.9	49.9	53.7	57.4
Current Situation Index	52.7	47.7	54.7	51.9	47.5	48.6	47.1	48.7	46.1	51	47.3	50.1	51.4
Overall Economy	49.2	44.5	49.4	48.9	36.3	44.5	44.2	44.5	35.1	41.6	40.4	46.8	51.2
Own Activity Sector	51.8	46	46.9	46.9	44.6	45.9	46.3	46.1	43.9	47.7	44	46.8	49.2
Own Company	54.4	50	56.3	56.3	53.2	51.7	48.7	51.7	51.3	56.3	51.9	53.4	52.9
Expectation Index	54	49.1	51.9	56.5	53.2	50.6	53.4	52.5	45.4	56.8	51.2	55.5	60.5
Overall Economy	48.5	44.2	48.9	52.8	44.6	47.5	49.1	49.4	37	50.1	46.1	52	59.9
Own Activity Sector	53.7	47.5	46.9	53.5	49.8	48.1	52.2	50.6	43.6	54.3	49.1	54.6	59.1
Own Company	56.1	51.7	56.3	59.7	58.4	53.3	55.7	54.7	49.5	60.7	54.3	57.3	61.6

The revival in domestic and global demand has resulted in a majority (46%) of the surveyed businesses contemplating new investment in the on-going quarter, whereas only 10% expect contraction. This indicates that economic recovery is sustainable, provided we maintain the demand momentum, where the monetary stance by the Central Bank will play a crucial role.

Businesses, besides undertaking new investments, have started experiencing a rise in capacity utilization. Nearly half (49.5%) of the respondent firms expect their capacity utilization to exceed 75% in the July-September quarter of FY15, up from 34% in the previous quarter, which augurs well for the turnaround of the economy.

The CII Survey finds a sharp decline in the percentage of respondents reporting an increase in inputs costs related to raw materials, energy and employees in the current quarter as compared to the previous quarter, which is in line with the official data specifying the current moderation in inflation rate.

Expectation of recovery in sales, coupled with a sharp decline in input costs, has led to a rise in the percentage of respondents expecting an increase in profits after tax (PAT) in the July-September quarter to 40% from 36% in the last quarter of FY15. Alongside, the percentage of respondents reporting a decline in PAT between the two periods declined from 30% to 20%.

Slow pick up in global demand, high inflation, and rising borrowing costs are cited as the top three concerns of the respondents. While little can be done to address the concern about the global slowdown, all policy options must be explored to tackle the problem of inflation and high borrowing cost. At a time when economic recovery needs to be strengthened, the ideal policy instrument would be to manage inflation through supply-side measures, and make a direct intervention to reduce borrowing costs.



# Defining Dairy Vision 2025



To take stock of the situation in the dairy industry across the value chain, CII, with the support of the Ministry of Agriculture, organized ‘**Dairy Vision 2025**’ on 5 September in New Delhi. Focusing on the current challenges, opportunities and the way forward for the Indian dairy sector into 2025, the conference deliberated upon strategies to increase the productivity and profitability of farmers, identify opportunities for public private partnership and resolve key policy constraints. It also showcased innovations and success stories.

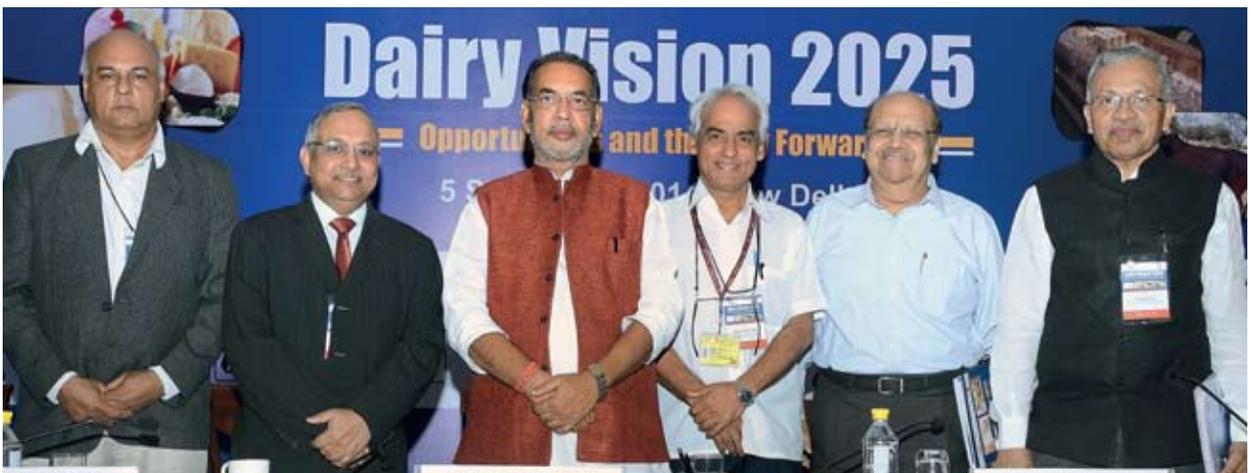
‘Animal husbandry and dairying is one of the most important sub-sectors of agriculture, having a high growth potential. It provides an attractive opportunity to sustain the livelihood security of millions of small and marginal farmers and landless farm labourers in the country,’ stated Mr Radha Mohan Singh, Minister of Agriculture, in his inaugural address. He called for collective efforts by the Government, co-operatives and

private sector for sustainable dairy development.

“Looking at the dairy scenario 2025, I recognize three challenges: climate, technology and markets,” said Mr T Nandakumar, Chairman, National Dairy Development Board. Dairy would remain an important sector for government intervention for rural poverty alleviation, he said. He called for a ‘Bringing White Revolution to Eastern India’ initiative similar to the ‘Bringing Green Revolution to the Eastern India’ initiative.

Mr Anup Kumar Thakur, Secretary, Animal Husbandry, Dairying and Fisheries, Ministry of Agriculture, highlighted the need to strengthen the extension machinery of the country. The Government is aware of the challenges of the Dairy sector and is trying to develop a roadmap to overcome these challenges, he said.

Mr Salil Singhal, Co-Chairman, CII National Council on Agriculture, and CMD, PI Industries, drew attention to the fact that though India’s dairy sector has performed



**Siva Nagarajan**, Co-Chairman, CII National Committee on Dairy, and MD, Mother Dairy Fruits & Vegetables Ltd; **Chandrajit Banerjee**, Director General, CII; **Radha Mohan Singh**, Minister of Agriculture; **Anup Kumar Thakur**, Secretary, Animal Husbandry, Dairying and Fisheries, Ministry of Agriculture; **Salil Singhal**, Co-Chairman, CII National Council on Agriculture, and CMD, PI Industries Ltd; and **T Nandakumar**, Chairman, National Dairy Development Board, at ‘Dairy Vision 2025’, in New Delhi

extremely well in meeting national requirements, the demand for milk is now increasing at a much faster rate than production. This trend can be attributed to increasing purchasing power, expanding markets, and rising population, he said, noting that increased productivity is the only way to ensure that this rapidly growing demand is met from domestic production.

Mr Siva Nagarajan, Co-Chairman, CII National Committee on Dairy, and MD, Mother Dairy Fruits and Vegetables Ltd, observed that the dairy industry holds abundant potential for growth, and for integrating farmers with markets for enhanced incomes and improved standards of living. However, the sector's competitiveness is not fully harnessed as operations are fragmented and the initiatives are inadequate for consolidation, he said, adding that the sector needs significant international linkages to achieve its true potential to become a major growth engine of the farm sector.

Commending the efforts of the Ministry towards dairy development, Mr Chandrajit Banerjee, Director General, CII, said that schemes like the Rashtriya Gokul Mission, with a focus on raising milk productivity while protecting and developing indigenous breeds, are a great beginning. The budgetary allocations to the dairy sector show the Government's commitment towards developing it, he added.

The inaugural session was followed by four plenary sessions. Plenary Session I focused on strategies for increasing productivity to meet the targeted production while ensuring profitability of the farmers. Plenary

Session II, with the theme of 'Opportunities for Public Private Partnership and the Role of Private Sector,' discussed how the private and cooperative sector could collaborate in areas such as skill development, capacity-building, application of modern technology in farm management, and handling as well as processing of milk and dairy products.

The deliberations in Session III concentrated on strategies to reduce the demand and supply mismatch, and to identify the drivers for proper policy formulation leading to structured investment. Considering the growth and potential of the dairy sector, speakers highlighted the need for innovation to create better infrastructure, establish backward linkages, and increase productivity and quality across the entire value chain. The final session shared examples of inspiring innovations and other success stories which had potential for replication and adoption.

The CII Dairy Vision 2025 brought forth several key issues that are critical to the sustainable development of the Indian Dairy sector. While there are challenges along the value chain like enhancing production and productivity, implementation of scientific dairy management, inadequate infrastructure, lack of trained manpower, and marketing, there was consensus that the sector has great growth potential and offers tremendous opportunities for employment and the creation of prosperity. It was heartening to note the consensus amongst the participants in favour of cooperation between the public, private and cooperative sector to meet these challenges.

## VOICES



'We need to put greater emphasis on the purity of milk production. As horizontal growth of the dairy sector is not feasible, given our limited land resources and fodder grass, we have to grow vertical. The difficulties faced today in animal rearing due to limited feed and space will keep increasing - we have pay attention to improvement in feed and fodder management.'

**SR Bhoosreddy**, Joint Secretary, Animal Husbandry, Dairying & Fisheries, Ministry of Agriculture



'The Rashtriya Gokul Mission offers huge opportunity for PPP. We have about ₹ 500 crores under the scheme.'

**R S Sibal**, Joint Secretary, Animal Husbandry, Dairying & Fisheries, Ministry of Agriculture



'There is scope for PPP in areas such as animal healthcare and disease control, breeding and productivity enhancement, collection and processing systems, and manpower training research and development.'

**R S Rana**, Joint Secretary, Animal Husbandry, Dairying & Fisheries, Ministry of Agriculture



'Our dream is that by 2020 every little surplus of milk is collected from the farmer's door and brought to the market chain. This will give a big incentive to our small farmers and a big boost to our dairy sector.'

**Dr A K Srivastava**, Director, National Dairy Research Institute

## Promoting Domestic Sourcing of Defence Equipment



**Sumit Mazumder**, President Designate, CII, and Vice Chairman & Managing Director, TIL Ltd; **Lt Gen AS Chabbewal**, PVSM, AVSM, YSM, ADC, Master General of Ordnance; **Lt Gen K J Singh**, Director General, EME; **Maj Gen S K Dua**, SM, VSM, Additional Director General (Proc); and **Brig Anil Duvedi**, Deputy Director General, EM (B), at an interaction in New Delhi

The Ministry of Defence had announced in 2013 that sourcing of defence equipment from Indian companies, either by way of outright purchase, transfer of technology, or through indigenous design, development and manufacture, would be the preferred mode of procurement of defence equipment in future. This offers huge opportunities to Indian Industry, not only in producing equipment for the Armed Forces, but also in effective sustenance of this equipment by way of spares, workforce training, inspection, etc.

CII organized an interaction with Lt Gen AS Chabbewal, PVSM, AVSM, YSM, ADC, Master General of Ordnance, on 19 September in New Delhi to discuss these opportunities.

The session was attended by Lt Gen K J Singh, Director General, EME, Maj Gen S K Dua, SM, VSM, Additional Director General, (Proc), Brig Anil Duvedi, Deputy Director General EM (B), and Mr Sumit Mazumder, President Designate, CII, and Vice Chairman and Managing Director, TIL Ltd.

## Emerging Opportunities in the Indian Defence Sector

CII organized an interactive session with Lt Gen Anil Chait (Retd), Former Chief of Integrated Staff (CISC), to discuss 'Emerging Opportunities in the Indian Defence Sector' on 17 September in New Delhi.

Lt Gen (Retd) Chait talked about the challenges faced by the Indian Armed Forces and the issues to be considered in choosing the right weapon systems for India's requirements. As the weapon platform developed for the three services is also used by other paramilitary, state police forces and other

security agencies to combat internal security threats, it is important for Indian industry to understand the key requirements of the Indian Armed Forces, he said.

Explaining the nuances of the new policy guidelines, he hoped that key policy changes in licensing, the hike in defence FDI and the relaxation in the tax

policy would encourage and facilitate private players in the Indian defence sector.

Representatives from Indian industry shared their experience of defence manufacturing in India with Lt Gen (Retd) Chait.



**Sujith Haridas**, Deputy Director General, CII; and **Lt Gen Anil Chait (Retd)**, Former CISC, at an interaction in New Delhi



**Sujith Haridas**, Deputy Director General, CII; **Dr R K Tyagi**, Chairman, CII National Committee on Aerospace, and Chairman, HAL Ltd; **Air Marshal RK Sharma**, PVSM, AVSM, VM, ADC, Vice Chief of Air Staff, Indian Air Force; **Air Marshal Vinod Patney**, SYSM, PVSM, AVSM, VrC (Retd), Director General, Centre for Air Power Studies; and **Satish K Kaura**, Member, CII National Committee on Aerospace, and Chairman, Samtel Group, at the 9<sup>th</sup> International Conference on Energizing Indian Aerospace Industry, in New Delhi

## Energizing the Indian Aerospace Industry

**T**he Indian Air Force is keen to involve Indian industry in manufacturing planes including Avro, P-7 trainer aircraft, weapon systems, electronic warfare systems and rotor blades, declared Air Marshal RK Sharma, PVSM, AVSM, VM, ADC, Vice Chief of Air Staff, Indian Air Force, at the 9<sup>th</sup> international conference on **‘Energizing Indian Aerospace Industry,’** jointly organized by CII, the Indian Air Force and Centre for Air Power Studies (CAPS) on 10-11 September in New Delhi.

The Indian Air Force is a stakeholder in a vibrant and thriving aerospace sector and is committed to its growth, he said, pointing out that sustained demand from the Indian Air Force and industry-friendly policies are the two important drivers for the Indian aerospace industry. He emphasized the importance of Public Private Partnerships, Joint Ventures (JVs) and better mechanisms to absorb technology.

Dr R K Tyagi, Chairman, CII National Committee on Aerospace, and Chairman, Hindustan Aeronautics Ltd (HAL) suggested the formation of an Indian Aeronautics Commission to bring various organizations and institutes currently functioning under different Ministries under one umbrella. “This will ensure greater cohesion, synergy, and understanding, and will speed-up decision-making in defence-related activities,” he said.

While highlighting the need to exploit FDI and JV opportunities for the development of an indigenous defence and aerospace sector, he said that “our industry must have greater say in

selecting technologies for future platform developments and our offset focus should be on acquisition of cutting edge technology.”

Noting that India is the largest importer of defence equipment, Air Marshal Vinod Patney, SYSM, PVSM, AVSM, VrC (Retd), Director General, Centre for Air Power Studies, said that the Government of India has taken several initiatives to reverse this trend.

Self-reliance is a challenging task. As a nation, we need access to aerospace technologies, innovation and the ability to train manpower in the aerospace industry. Therefore, co-development and co-production should be the preferred route, suggested Mr Satish K Kaura, Member, CII National Committee on Aerospace, and Chairman, Samtel Group. Recent JVs between Indian and foreign companies are some measures in that direction, he added.

Mr Sujith Haridas, Deputy Director General, CII, reiterated CII’s commitment to facilitate the creation of a vibrant domestic aerospace industrial base in the country, creating better synergy between the public and private sectors. ■



## Meeting the Challenges of Cyber Security

**C**ommon Criteria assesses the design and implementation of security-sensitive Information Technology (IT) products and provides assurance that the specification, implementation, and evaluation of each solution has been thoroughly analyzed. This is particularly relevant for real-time secured delivery of services such as e-governance, e-commerce, financial inclusion schemes and citizen engagement platforms.

The **15<sup>th</sup> International Common Criteria Conference (ICCC)** 2014, held from 9-11 September in New Delhi, with the theme, 'Common Criteria: Meeting The Technology Challenges,' was hosted by the Standardisation Testing and Quality Certification (STQC) Directorate, Department of Electronics and IT (DeitY), Ministry of Communications and IT, in partnership with CII.

The recent recognition of India as an 'Authorizing Nation' for Common Criteria Regulatory Arrangement (CCRA) certification to test and certify electronics and IT products with respect to cyber security will give a fillip to the digital agenda of the country, said Mr R S Sharma, Secretary, DeitY, at the inaugural session. This will give the Indian electronics and IT manufacturing industry and Government a collaborative environment to take forward the Prime Minister's vision of 'Make

in India', he added.

Dr Arvind Gupta, Deputy National Security Advisor, who was the Guest of Honour at the inaugural session, said that the authorization status would help India become a hub for security assurance of IT services and products. Keeping pace with the rapid changes in the technology domain, building institutions to keep up with these changes, skilling human resource, and creating and innovating the ecosystem are the four key priorities for India, to avail the opportunities in this space, he stated.

Building a broader cooperative network in which Government and industry can interface on security matters is essential for setting benchmarks, becoming market ready and expediting knowledge transfer, said Mr Kiran Karnik, Chairman, CII National Committee on Telecom and Broadband. It also brings clarity to the broader standards landscape, helping Industry identify the best global standards, he added.

The 15<sup>th</sup> ICCC, and the first-ever in India, was attended by representatives of certification bodies, evaluation laboratories, researchers, evaluators, policy makers, product developers, sellers and buyers across the globe, interested in the specification, development, evaluation, and certification of IT security.



**NE Prasad**, Director General, STQC Directorate, DeitY; **Kiran Karnik**, Chairman, CII National Committee on Telecom & Broadband; **RS Sharma**, Secretary, DeitY; **Dr Arvind Gupta**, Deputy National Security Advisor, National Security Council Secretariat; and **Dag Stroman**, Chairperson, CCMC, at the 15<sup>th</sup> International Common Criteria Conference 2014 in New Delhi

# Connecting India is the Key to Delivery of Services



Implementation and execution of the National Optical Fiber Network (NOFN) project with targeted timelines for outreach of the fibre network is being rolled out on priority, said Mr Rakesh Garg, Secretary, Telecom, Department of Telecommunications, at an exclusive interaction with members of the CII National Committee of Telecom and Broadband on 2 September in New Delhi. The Government is looking at connecting approximately 60,000 villages by 31 March 2015, he said.

Mr Garg highlighted that a connected India would facilitate and streamline the delivery of public services such as e-healthcare, e-education, e-governance, and m-banking, amongst others, via broadband. He invited industry members to share viable business models for delivery of these services.



**Rakesh Garg**, Secretary (Telecom), Department of Telecommunications, and **Kiran Karnik**, Chairman, CII National Committee on Telecom & Broadband, at an Interactive Session in New Delhi

Emphasizing the need to encourage digital transactions, Mr Garg also invited suggestions from Industry on the regulatory impediments faced by them and on alternative models espoused by other nations that are working effectively in the execution of digital transactions.

Mr Kiran Karnik, Chairman, CII National Committee on Telecom and Broadband, said that the unprecedented transformation in the Telecom sector has been primarily achieved through consistent reforms, innovative policies and putting together a vision of all stakeholders. CII, he said, values the Government's vision for a developed, inclusive and empowered country through the use of Information Technology and would be happy to partner with the Government to take forward the agenda of growth and inclusiveness. ■



## JOINT VENTURES AND TECHNOLOGY FOR RAILWAYS



Helping India Grow into a World Class Manufacturing Hub

Experts in Latest Technology , Turnkey Solutions & JV with Companies from Europe & USA for manufacturing :

### Railway Components :

Sleepers  
Bogies  
Wheels  
Axles

Braking Systems  
Traction Motor  
Couplers  
Transformers

Gear boxes  
Pantographs  
Alternators  
Converters

SS Castings  
Cables  
Springs  
Doors

PROJECTIONS - STRATEGY & INVESTMENTS

Tel : +919811979599 , +919811979598 | E : corporate@psiglobal.org | Web : www.psiglobal.org

# Is Manufacturing on the verge of a Rebound?

**India has the unique opportunity to re-position itself as a global base for high quality manufacturing using skilled labour and low cost innovation, if we are able to overcome the constraints hampering our manufacturing sector**

The last few years have exposed several weaknesses in India's manufacturing sector. After growing at a promising rate of 10.1% during 2005-06 to 2009-10, the sector has slowed down sharply, growing at just 4.2% in the last four years. As a result, its share in GDP has declined to 14.9% in 2013-14 from a peak level of 16.2% in 2009-10. In FY 2013-14, the Indian manufacturing sector contracted for the first time since 1991-92.

'Make in India' is Prime Minister Modi's signature initiative that seeks to make India a manufacturing hub. The initiative contains a raft of proposals designed to get local and foreign companies to invest in India. CII strongly supports the Make in India policy, which is expected to leverage the demographic dividend and catapult the Indian economy to a higher growth trajectory. However, the Government will also need to address some of the challenges faced by manufacturing companies based in India. These include:

## Infrastructure

The competitiveness of manufactured products greatly depends on the quality of infrastructure. Inadequate transport infrastructure, be it ports, airports, roads or railways, causes delays in delivery not only for exports but also for the domestic market. Capacity addition in the infrastructure sector has been hampered by delays and bottlenecks in the clearance of projects. The power situation leaves much to be desired. Although capacity addition has accelerated in the last few years, power generation remains constrained by problems such as lack of fuel supply agreements (coal as well as gas), erosion in the financial health of State Electricity Boards and a non-viable tariff structure. Revival of coal mining as well as exploration of domestic oil and gas require urgent policy attention.

## Land Availability

The availability of land as well as its high price is a key constraint for the manufacturing industry. The Land Acquisition, Rehabilitation and Resettlement (LARR) Act 2013 has further imposed lengthy procedures and high costs, with complicated procedures. Detailed planning of land use for industrial, agricultural and residential purposes is essential. Systematic identification of fallow

and unproductive land, with digitization of land ownership records, will enable scientific land acquisition.

For manufacturing to take off, the Government needs to develop industrial areas with good infrastructure. The State Governments have to play an active role in identifying land for industrial development and inviting investors to set up factories.

## Labour- related Regulation

The compliance burden for Industry is extremely high, with several complex and overlapping laws governing the hiring of labour. There are 44 labour laws enacted by the Central Government. Since labour is included in the Concurrent list, both the Centre and the States have the power to enact and implement labour laws within their jurisdictions. As a result, Industry is subject to filing multiple returns, maintaining multiple registers in physical form, and faces multiple inspections.

Further, rigid provisions related to downsizing of the workforce prevent flexibility in adjusting to business conditions. CII has recommended that the provision for prior approval for retrenchment be made applicable only to establishments with 500 or more workers in lieu of higher severance benefits.

## Investment Environment

The World Bank ranks India at 134 out of 189 countries in the 'Ease of Doing Business.' Business is hobbled by delays in decision-making, lack of clarity in policy, and cumbersome procedures which increase the transactions cost of doing business. Simplification of laws, faster approvals for obtaining business permits and clarity and transparency in the clearance process are required to make India an attractive investment environment.

As the era of 'low-cost and low value-added' manufacturing gives way to a new paradigm of 'best cost and higher value added,' India could use this opportunity to create a base for high quality manufacturing using skilled labour and low cost innovation as its comparative advantages. This can be achieved if we are able to overcome the disadvantages faced by the manufacturing sector in India today.

*This article was contributed by Bidisha Ganguly, Principal Economist, CII. She can be reached at [bidisha.ganguly@cii.in](mailto:bidisha.ganguly@cii.in)*

# National Conference on Steel Tube Industry

The Steel Tubes industry is an important segment of the Steel Sector, which has been growing at approximately 4-5% over the last 3 years. International statistics indicate that 10% of the steel produced is converted into tubes. With 80 million tonnes of steel production, at least 8 million tonnes of steel tubes are produced and approximately 8.5 million tonnes of steel gets consumed. To promote newer technology adoption, better end-user linkages, ensure faster growth and the improved competitiveness of the Steel Tubes



**B B Gupta**, Vice Chairman, CII Steel Tube Division, and President, JBM Group; **Sudhanshu Pathak**, Vice President, Tata Steel Ltd; **Anupam Prakash**, Director, Ministry of Steel; **Ashish Anupam**, Chairman, CII Steel Tube Division and Executive In-charge (Tubes) Tata Steel Ltd, and **Amit Ganeriwalla**, Partner & Director, The Boston Consulting Group at the National Conference on 'Steel Tube Industry' in New Delhi

Industry in the country, CII organized the national **Steel Tube Conference 2014** to discuss the 'Emerging Demand Scenario and Growth Potential' of the Steel Tube Industry on 9 September in New Delhi.

Mr Anupam Prakash, Director, Ministry of Steel, described the policy interventions being undertaken by the ministry to strengthen the competitiveness of the steel industry, such as the creation of a dedicated steel corridor in the eastern part of the country connecting the steel clusters, the allocation of coking coal at Jharia for the exclusive use of the steel industry, and setting up an R&D fund to support individual projects. Acknowledging the contribution of around 10% of the total steel demand, he urged the tubes industry to strengthen its competitiveness to contribute towards achieving the national target of 300 million tonnes of steel production by 2025. The ministry, he said, has created a special cell to safeguard the industry from predictive imports under FTAs through appropriate duty interventions.

Mr Ashish Anupam, Chairman, CII Steel Tubes Division, and Executive In-charge, Tata Tubes, articulated the need for skill development and for developing newer engagements with different consumer segments for faster absorption of new ideas.

Mr B B Gupta, Vice Chairman, CII Steel Tubes Division, and President, JBM Group, Mr Sudhanshu Pathak, Vice President, Tata Steel, Mr Amit Ganeriwalla, Partner and Director, Boston Consulting Group, Mr Alok Sahay, Executive Director Commercial, SAIL, Mr I V Rao, Executive Advisor, Maruti Suzuki India Ltd, and Mr

Indranil Roy, Vice President and Head, Larsen & Toubro Ltd, shared their views on challenges and opportunities for the steel tube industry.

## Key Takeaways

- Buoyant demand in key user sectors like automotives, infrastructure, oil and gas, power, steel, water and chemicals, indicates an optimistic scenario for the Steel Tube business in the country.
- The Tubes market comprises of 50% of ERW, 30% SAW with seamless making up the balance.
- Recent imposition of anti-dumping duty by USA on South Korean tubes for the oil and gas sector may emerge as a threat for Indian Industry under the Comprehensive Economic Partnership Agreement (CEPA) regime.
- Key initiatives for the success of the sector are correct positioning, emphasis on profitability, technology, innovation, diversification and pursuing new markets.
- Need for leapfrogging the constraints of cycle time, using technology an effective enabler.
- Synergistic alliance with steel producers for unearthing better value for customers.
- Update Indian Standards to meet the changing needs and applications of the industry.
- Ensure availability of skilled labour, specifically welders.
- Create collaborative R&D centres.

# Seminar on Specialty Chemicals



**A**s India's GDP grows, so will the need for better products and services: better infrastructure, less polluting cars, safer personal care products... and the Specialty Chemicals industry will be at the forefront of developing these better products and services. Specialty Chemicals, a knowledge-based industry, is the next basic building block for improving Indian society's standard of living, through clean technology, product safety and sustainable development, even as policy makers seek stricter regulations and consumption standards to ensure consumer and environment safety.

Consumption standards define which chemicals should be used, and in what quantity, in products to ensure regulatory compliance, consumer safety and product quality. For example, a consumption standard mandating the use of water-based paints would help improve the health and safety of consumers. Likewise, a consumption standard for stricter fuel efficiency norms in automobiles would promote the use of materials

capable of ensuring complete fuel combustion.

CII organized a seminar on '**Enhancing Performance and Safety: Standards for a Better India**' with the theme 'Chemistry Everywhere,' on 2 September in New Delhi, to discuss the role of Standards in value creation for the end user, industry and customer; the role of flame retardants in safe public transport and spaces; energy efficiency in the automobile sector (use of plastics for fuel efficiency); construction chemicals; safer/secure buildings and cities, etc.

The seminar was attended by Mr A J V Prasad, Joint Secretary, Chemicals and Petrochemicals, Ministry of Chemicals and Fertilizers; Mr Ambuj Sharma, Additional Secretary, Heavy Industry, Ministry of Heavy Industry and Public Enterprises; Ms Parminder Bajaj, Chief of Standardization, Bureau of Indian Standards (BIS); Mr Muzaffar Ahmad, Member, National Disaster Management Authority (NDMA); and Ms Anita Bhatnagar Jain, Joint Secretary, NDMA, as well as senior scientists from BIS, and industry leaders. ■



**Dr A J V Prasad**, Joint Secretary, Chemicals & Petrochemicals, Ministry of Chemicals & Fertilizers; **S F Vakil**, Director, Indian Oxides Chemicals Ltd; **Parminder Bajaj**, Chief of Standardization, Bureau of Indian Standards (BIS); and **N B Godrej**, Chairman, CII National Committee on Chemicals, and MD, Godrej Industries Ltd; at the seminar on Specialty Chemicals in New Delhi



**Amlan Das**, Head - Sales & Marketing (India), Solvay Specialities India Pvt Ltd; **Ambuj Sharma**, Additional Secretary, Heavy Industry, Ministry of Heavy Industry & Public Enterprises; **Suyog Kotecha**, Engagement Manager, McKinsey & Co; and **N K Kansara**, Scientist, BIS, at the panel discussion on 'Energy efficiency in Indian Automobile Sector' during the seminar

# Taking Tourism in India Forward

To give tourism in India a much needed boost, senior members from the CII National Committee on Tourism had an interaction with Mr Shripad Yesso Naik, Minister of State for Tourism and Culture, on 15 September in Goa.



Arjun Sharma, Co-Chairman, CII National Committee on Tourism, and MD, Le Passage to India, Shripad Yesso Naik, Minister of State of Tourism & Culture, and Sujit Banerjee, Secretary General, World Travel & Tourism Council, India Initiative, at an interaction with CII Tourism Committee Members, in Cansaulim, Goa

Mr Arjun Sharma, Co-Chair, CII National Committee on Tourism, and MD, Le Passage to India, shared CII's recommendations for Indian Tourism. Foremost amongst these was the creation of a National Tourism Board, with representatives from the Government, the public, and private players, working in partnership. This board could deliberate and act on the existing suggestions to resolve issues such as visa costs and visa reciprocity, simplification of visa forms and procedures, improvement in visa processes, exemption for hotels and tour operators from service tax on foreign exchange earnings, and alleviating the problem of multiplicity of taxes at various levels. This would help the sector prosper and become a major foreign exchange earner for India, it was felt.

CII also suggested the creation of a Task Force on Cleanliness and Security that could engage ex-servicemen. Another recommendation was that commercial tourist vehicles make use of smart cards to facilitate seamless travel through State borders.

Other key focus areas:

- Export Industry Status: Foreign

Exchange, Tourism and Hospitality services should be treated at par with software exports.

- Himalayan Tourism: As about 73% of the Himalayas lie in India, the 777 days of Incredible India Himalayas campaign could be revived.

- Niche Tourism:

Sports tourism, rural tourism, adventure and wild life tourism should be given a fillip as they add to the diverse tourism products that India has to offer.

- Skill Development: There is a need for approved training organizations for the development and delivery of skilled manpower at various levels and across the entire tourism/ hospitality sector.
- Crisis Management Cell: There is an urgent need to put together a troubleshooting or a crisis management and communication team within the Ministry of Tourism.

- Heritage and Culture: There is a need to leverage our heritage and culture through PPP projects and create cross linkages.

The CII Tourism Committee members who met the Minister included Mr Aman Nath, Chairman, Neemrana Hotels; Mr Rahul Pandit, President and Executive Director, The Lemon Tree Hotel Company; Mr Karan Anand, Head-Relationships, Cox & Kings Ltd; Mr



Shripad Yesso Naik (centre) with members of the CII Committee on Tourism Initiative on School Toilets for Girls (L-R) Sanjay Wadhawan, Jt. MD, Mapple Hotels, Palaces & Resorts; Aman Nath, Chairman, Neemrana Hotels; Arjun Sharma, and Sanjeev Pahwa, Senior VP Operations – South Asia, Carlson Rezidor Hotel Group, in Goa

Sanjay Wadhawan, Jt. MD, Mapple Hotels, Palaces and Resorts; Mr Sujit Banerjee, Secretary General, World Travel Tourism Council, India Initiative; Mr Virender S Datta, Chairman, International Institute of Culinary Arts; and Maj S K Yadav, MD, Wanderlust Travels Ltd.

### Interaction on Goa Tourism

The Ministry of Tourism has identified 50 tourist circuits across the nation for development, announced Mr Shripad Yesso Naik, Minister of State for Tourism and Culture, at a meeting with key stakeholders of the Goa tourism industry, also held on 15 September in Goa. These include Cruise Tourism for Goa, a core Buddhist Circuit, and various pilgrimage circuits, such as the Varanasi Ghat circuit, which will augment the initiative undertaken to reinstate the sanctity and development of the holy city, he said.

The Minister reiterated that the Government is making

concerted efforts to strengthen and diversify the tourism sector to make the country a preferred tourist destination globally. One major step to make travel hassle-free and user-friendly would be the implementation of an e-visa regime that will be introduced in a phased manner at nine airports in India, including Goa, very shortly. This will be a game changer for the tourism industry and will attract a large number of foreign tourists, he declared.

The Government has come up with a mobile application 'Incredible India Mobile app,' which will assist international and domestic tourists in accessing information about various services on tourism, he added.

Mr Arjun Sharma emphasized that for India to achieve its goal of attracting 12 million foreign tourists annually, and to overcome the challenges pertaining to taxation, visa, infrastructure, and other concerns, it is essential that the Government and the private sector collaborate and work together. ■



# Get 12 Issues for ₹1000 only



### The Facts

- Monthly Newsletter to the top management of 7400+ companies
- Readership of over 50,000
- Read by CII Members, Thought Leaders, Diplomats, Bureaucrats and other Decision Makers

### The Coverage

- Business News
- Economic Policy Updates
- Sectoral Synergies
- International Reportage
- IPR & Technology
- Development Initiatives, and more...

*For more details, Please contact:*  
**Confederation of Indian Industry**  
 249-F, Sector 18, Udyog Vihar, Phase IV, Gurgaon - 122 015 (Haryana), India  
 Tel: 91-124-4013866 / 4014060-67; Email: nipuran.bari@cii.in

# CII Naoroji Godrej Centre of Excellence

## Integral Leadership

A programme on Leadership, emphasizing on how to create a nurturing climate for leadership, was held on 5 - 6 September in Mumbai. It focused on mentoring and coaching as the 'ruling lines' of systemic leadership.

## Innovation Management

This one-day programme held in Mumbai on 11 September provided the basic structure to help companies systematically manage new product development using the innovation management process.

## Patentable Ideas

For Indian industry to become a technological powerhouse, innovation incubators are essential. Incubators nurture talent among scientists and engineers and provide support during the early years when the risks of failure are the greatest. Indian industry also needs to create and acquire good quality Intellectual Property (IP), and ensure they do not infringe on others' IP.

A workshop on 12-13 September in Mumbai provided an insight into the basics of IP, the mindset and culture required for inventive creativity, useful techniques for generating patentable inventions, and how to use inventive creativity to build a stable and prosperous organization.

## Valuation of Enterprises

With the Indian corporate sector witnessing a number of financial and capital structuring decisions, Valuation of Enterprises in mergers, acquisitions and restructuring decisions, becomes critical.

A workshop on 'Valuation of Enterprises' held on 15 September in Mumbai dealt with reading financial statements, credit analysis and ratings, mergers, acquisitions and takeovers, private equity and venture capitalists, and sources of funds - debt, equity and convertibles.

## Relationship Management

A two day programme held on 17-18 September in Mumbai focused upon ways to develop and manage inter-personal

relationships within departments, divisions and the entire organization. The programme was structured especially for managers and senior executives.

## Behavioural Event Interviews

Behavioural Event Interviewing (BEI) is a sophisticated process of getting the interviewee to disclose experiential responses about past competencies, behaviours and performance in work-related situations. It enables an organization to assess an individual's future performance based on his/her past. A two day programme held on 18-19 September in Mumbai offered insights into BEI, which is the heart of the job competency assessment process.

## Persuasive Communication

Mr Stefan Haves, award winning director, writer and Hollywood coach and trainer, conducted a workshop on 19 September in Mumbai on the philosophies and practical applications of public speaking. He shared acting techniques and paradigms to enable the speaker to be relaxed, compelling and persuasive.

## Healthcare for Women

Women's health and fitness is the bedrock for family wellness. Women working in the competitive corporate world have to juggle their career and personal life. An awareness workshop to sensitize corporate women to take care of their health was held in Mumbai on 20 September.

## Sourcing Strategy

A programme on 23-24 September in Mumbai focused on ways to develop and use different sourcing strategies for different types of purchases, spending time and effort where it is most needed, to achieve the best results, and build good buyer-supplier relationships.

## Optimizing Supply Chain Cost

A programme on Optimizing Supply Chain Cost, held on 25 September in Mumbai, discussed the alignment of cost optimization initiatives to the organization's goal of value creation. ■



# CII-Triveni Water Institute



H Balasubramaniam, MD, Xylem India; A B Pandya, Chairman, Central Water Commission; Amarjit Singh, Additional Secretary, Ministry of Water Resources; Sharmila Barathan, Director, Corporate affairs, GE; Subrata Burman, Senior Operations Officer, IFC; Dr Kapil Kumar Narula, Executive Director & CEO, CII-Triveni Water Institute, and Anshuman, Associate Director, TERI, at the Water Symposium in New Delhi

## Water Symposium

The CII-Triveni Water Institute and the United States-India Business Council (USIBC) jointly organized a **Water Symposium** on 4 September in New Delhi to explore effective ways of managing process challenges for the water sector in India, and to increase awareness among all stakeholders about the environmental benefits of efficient water usage and improved wastewater treatment.

Mr Amarjit Singh, Additional Secretary, Ministry of Water Resources, emphasized the need for creating awareness on water efficient practices and for applying customized, state of the art technologies to improve water management in India.

Mr A B Pandya, Chairman, Central Water Commission, suggested that water structures should be treated as a part of infrastructure sustainability. India's water management efforts have not been effective due to lack of storage capacity which is needed urgently since rainfall in the country is restricted to barely 100 days in a year, he said.

Mr Vishal Sharma, Chairman, USIBC Water Task Force, and MD, Nalco, said that providing clean water for human health is a serious local as also global challenge.

Earlier, Mr Ramani Iyer, Chairman, CII (NR), in his welcome address, called on communities and Industry to work together to address issues related to water, especially inefficient water supply due to infrastructure constraints.

Dr Kapil Narula, Executive Director and CEO, CII-Triveni Water Institute, said that economic decisions must be made in a way that balances and distributes the allocation of water, an invaluable natural resource, in an equitable way. Water budgeting and benchmarking of water utilities should be made mandatory using the basin / watershed approach, he suggested.

Representatives from Government, various industry sectors, water technology companies and solution providers discussed the latest applications available, and presented innovative success stories in the field of water treatment. ■



# CII Sohrabji Godrej Green Business Centre



The Indian Green Building Council (IGBC), a CII initiative, builds on the imperative of promoting a healthy and greener life and emphasizes that Green buildings makes good business sense. The annual Green Building Congress, held in different cities every year, is India's flagship event on Green buildings.

The Green Building Congress 2014 provided an excellent opportunity for stakeholders of the construction sector to update themselves on the latest trends in Green building practices across the globe. Leading national and international experts shared their thoughts and perspectives at the 3-day international event.

Inaugurating the Congress, Mr. K. T. Rama Rao, Minister of Panchayat Raj & IT, Telangana, presented the newly-formed State of Telangana as a forward-looking economy and an ideal investment destination. To ensure sustainable development, cities should not only be smart but also be Green and safe, he said.

## Highlights

- 1,700 participants at the conference
- 4,500 visitors at the exhibition
- 144 speakers
- Green Building Rating System for Schools, Mass Rapid Transit System and New Buildings launched
- 85 IGBC-rated Green building projects felicitated
- CII aspires to cross 10 billion sq.ft of Green building footprint by 2022
- Green Buildings of India' coffee table book launched
- MoUs inked with Indian Society of Heating, Refrigerating and Air-conditioning Engineers (ISHRAE), Energy Efficiency Services Ltd (EESL), and European Solar Shading Organization (ES-SO)

Mr. Mangu Singh, MD, Delhi Metro Rail Corporation Ltd, said that shifting commuting from road transport to metro rail offers the potential to eliminate 11 grams of GHG emissions per passenger, per km. The Delhi Metro Rail Corporation Ltd and IGBC have worked together in developing a Green Mass Rapid Transit System Rating, which can serve a guideline for other cities, he said.

Dr. Prem Jain, Chairman, IGBC, said that IGBC, with the support of stakeholders, has facilitated 2.23 billion sq.ft of Green buildings, giving India the second largest Green building footprint in the world. The target is to attain 10 billion sq.ft of Green building footprint by 2022, he said.

Mr. C. Shekar Reddy, Chairman, IGBC, Hyderabad Chapter, and National President, Confederation of Real Estate Developers' Associations of India (CREDAI), said 100 schools would be 'greened' under the new IGBC green school rating programme. IGBC

Hyderabad will work closely with the stakeholders to enhance the Green footprint in Telangana, he said.

Mr. Andrew McAllister, British Deputy High Commissioner, Hyderabad, said India has a massive opportunity for creating low carbon infrastructure. UK and India can work together in this direction, he felt.



**Vanitha Datla**, Vice Chairperson, CII, and Executive Director & CFO, Elico Ltd; **Dr. Prem Jain**, Chairman, Indian Green Building Council (IGBC); **K. T. Rama Rao**, Minister of Panchayat Raj & IT, Telangana; **Mangu Singh**, MD, Delhi Metro Rail Corporation Ltd; **C. Shekar Reddy**, Chairman, IGBC Hyderabad, and National President, CREDAI, and **Andrew McAllister**, British Deputy High Commissioner Hyderabad, at the Green Building Congress in Hyderabad

## Launch of IGBC Green Building Rating Systems

The inaugural session of Green Building Congress 2014 was marked by the launch of IGBC Green Building Rating Systems for

- Green Schools
- Green New Buildings
- Green Mass Rapid Transit System (MRTS)

The IGBC Rating Systems are based on the five elements of the nature (panchabhutas), and blend ancient architectural

practices and modern technological innovations.

The Green Schools Rating System is a tool to facilitate schools to go the Green way. Structured with a very simple approach, it enables both new and existing schools to incorporate and monitor environmentally-friendly concepts to result in tangible and intangible benefits to the school, while instilling eco-sensitivity in children.

The IGBC Green New Buildings Rating System facilitates a holistic approach to create sustainable and environment-friendly buildings, through architectural design, water efficiency, effective handling of waste, and energy efficiency, with a focus on occupant comfort and well-being.

The Green Mass Rapid Transit System (MRTS) Rating is a tool to enable MRTS projects to holistically apply Green concepts during design and construction to provide environmental benefits while enhancing commuter comfort.

### Green Buildings of India

A coffee table publication showcasing 101 IGBC rated green building projects was released at the Congress. The publication is a compilation of some of the finest Green buildings of India, and highlights their Green features.

### IGBC Online Portal

IGBC launched the IGBC online portal for smoother and speedier certification of projects.

### Green Standards for Affordable Housing

Ms Anita Agnihotri, Secretary, Ministry of Housing & Urban Poverty Alleviation, called on IGBC, CREDAI and other stakeholders to work on developing Green Standards for Affordable Housing, at a session on 6 September.

With increasing urbanization, there is a growing need to develop and promote housing structures which are not only affordable but also sustainable and scalable, she said. Pointing out that the housing sector has a great multiplier effect in terms of providing employment, security, etc., she called on all stakeholders to work together.

### Master Speaker Session

Addressing the Master Speaker Session on 5 September, Ms Jane Henley, CEO, World Green Building Council, underlined the growing need to expand our views and look at various aspects like quality of life, Green cities, vertical landscaping, etc. for the sustainable co-existence of environment, society and economy.



Student winners of the Green-I Contest

### Awards

Green Building Projects: Dr Ajay Mathur, Director General, Bureau of Energy Efficiency, felicitated 85 IGBC Green building projects, which were rated during 2013-14.

Green-I Contest: Students of Smt Ramkuwar Devi Fomra Vivekananda Vidyalaya, Chennai, received the first prize in the Green-I Contest, which is held to encourage students to think about conservation and sustainability measures that can be incorporated for a better tomorrow.



Winner of the IGBC Green Design contest

IGBC Green Design Contest: This contest aims to seed Green ideas in the minds of young budding professionals and also encourage new thoughts and innovation in green design. Mr Vishu Narayanan and Mr Siva Sankar of SPA, Vijayawada were presented with the first prize.

### MoUs Inked

Three MoUs were inked at the Green Building Congress



Exchange of MoU between **Nirmal Ram**, President, ISHRAE, and **Dr Prem C Jain**, Chairman, IGBC, (left) and, **Dr Prem C Jain**, and **Anders Hall**, Chairman, Marketing Committee, European Solar Shading Organization (right)



2014, with

1. Indian Society of Heating, Refrigerating and Air-conditioning Engineers (ISHRAE)
2. Energy Efficiency Services Ltd
3. European Solar Shading Organization

**Energy Efficiency in Green Buildings**

The IGBC, jointly with the Ministry of External Affairs, organized a Roundtable on ‘Energy Efficiency in Green Buildings’ on 5 September in Chennai, to explore opportunities for increased interaction, sharing of best practices, technology exchange and business opportunities amongst Asia–Europe Meeting (ASEM) countries. ASEM is an inter-regional forum which consists of 28 members of the European Union (EU), the European Commission, the 10 members of ASEAN, the ASEAN Secretariat, China, Japan, the Republic of Korea, India, Mongolia, Pakistan, Australia, Russia New Zealand, Bangladesh, Norway, and Switzerland.

**Concurrent Sessions**

The last day of the event was marked by the following sessions:

- Conference on Homes
- Conference on Existing Buildings
- Awareness Programme on Green Hospitals
- Conference on Green Schools
- Conference on Green Building Products and Equipment
- Renewable Energy Opportunities in Telangana

**Power Plant Summit 2014**

The CII GBC is promoting the concept of ‘Make Indian thermal power plants world class’ to facilitate continuous performance improvement in Indian thermal power plants.



At the opening session of Power Plant Summit 2014 in New Delhi

As part of this initiative, GBC organized the 10<sup>th</sup> edition of the Power Plant Summit on 17-18 September in New Delhi.

The event provided a platform for the Indian power sector to exchange ideas and share best practices on technical aspects related to performance improvement and latest retrofit technologies and techniques.

**World Green Building Week Celebrations**

Every year, the 3<sup>rd</sup> week of September is celebrated globally as World Green Building Week. The CII Indian Green Building Council (IGBC), one of the Founding Members of the World Green Building Council (World GBC), joins the global community in organizing various awareness programmes across the country to highlight the need and importance of Green buildings.

This year, the 5<sup>th</sup> annual global celebration of sustainable construction was held in 100 countries representing more than 27,000 organizations under the theme ‘Get Up, Green Up.’

**Glimpses of World Green Building Week 2014 celebrations across India**



# CII Institute of Quality

**INSTITUTE  
of QUALITY**  
(Sponsored by ABB Limited)



At the National Summit on Quality in Education in Bengaluru

## National Summit on Quality in Education

In today's competitive environment, educational institutions too need to demonstrate their effectiveness by vigorously assessing their performance. The four major challenges which educational institutions face are

- How to measure curriculum effectiveness for ensuring learning for every child
- How to create and utilize infrastructure to enhance student learning
- How to make effective data-driven decisions through technology
- How every educational practice impacts the overall institutional outcomes and progress

Some of these challenges were addressed at the annual National Summit on Quality in Education, organized by the CII Institute of Quality, with the theme 'Smart Measurements for a Sustainable Educational Institution,' on 16-17 September in Bengaluru.

Inaugurating the event, Prof. M.V. Rajeev Gowda, Member of Parliament, reiterated the importance of innovation in the Education sector to ensure that the quest for quality was a continuous process. Education should build national pride, character and integrity in students, he said.

Mr. S Chandrashekar, Summit Chairman, and MD, Bhoruka Power, called for specific, measureable, attainable, and realistic time-bound measurement processes to help institutions gain sustainable growth. More government and government-aided institutions are joining the Quality movement, he said.

Mr. Lucose Vallatharai, Former Commissioner, Collegiate

Education, Karnataka, paid tribute to the late Mr. K.N Shenoy, Past President, CII, and Founder-Chairman, CII Institute of Quality.

"India has elite institutions which should be able to compete with the world's best, but data is not available in the public domain, which is why rankings are low" said Mr. Toby Linden, Lead Education Specialist, South Asia Education, The World Bank, speaking on 'Indian Education: Status and way forward'.

Adopting a system that he termed as

THESIS, The Higher Education System for Information and Success, could help Indian Institutions attain higher rankings, he felt.

In her keynote address, Ms Suvi Tuominen, Second Secretary, Embassy of Finland in India, presented an overview of the education policy in Finland and the process of evaluation of education that enables the country to maintain its 'success story.'

A series of sessions followed, beginning with a panel discussion which set the context of Measurement in Education, chaired by Mr S Chandrasekhar. The sessions covered topics such as measuring curriculum effectiveness in schools and higher education institutions; creating and effectively utilizing learning through technology integration; drawing good practices from other sectors, such as Services, auto and healthcare, among others; and assessing institutional effectiveness for assuring Quality learning.

For the first time, a 'Participant Session – We did it' was introduced, on the topic 'Data-driven Decision making in Education,' which brought in 5 interesting case studies.

### Workshops on Innovation and Knowledge Management

Exciting and engaging workshops on 'Innovation and Knowledge Management: From Best Practices to Next Practices' were organized by the CII Institute of Quality in New Delhi and in Bengaluru on 18-19 and 25-26 September, respectively.

The two-day workshops in both cities conducted by Dr Rao, Author and Consultant, and Editor, 'The Knowledge Management Chronicles', attracted participants from a wide range of industries: steel, automotive, finance,



Workshop on 'Innovation and Knowledge Management: From Best Practices to Next Practices' in New Delhi

IT services, knowledge processes and electronics, representing companies such as Maruti Suzuki, Faively Transport, Aditya Birla, CGI, Robert Bosch, RINL, Bhilai Steel and BEL, among others.

The key focus was on upgrading existing knowledge management (KM) practices to new 21<sup>st</sup> century requirements, and aligning KM with innovation management. A brief refresher of KM literature was provided, along with types and techniques of innovation. Case studies demonstrated how successful KM and innovation require orchestration of workflows, information, creativity, alliances, and communities of practice – both inside and outside the organization.

The workshops drew on successes – and failures – of innovation and KM practices from around the world. Profiles of winners of KM awards such as the global MAKE Awards (Most Admired Knowledge Enterprise), Singapore's KM Excellence Awards, and the US-based KM World's KM Promise Awards were shared.

The workshops facilitated discussion on new approaches to idea generation and innovation, as well as productivity and effectiveness. The topics spanned aligning KM plans with business objectives more effectively, rejuvenating KM initiatives, moving from good to excellent KM practices, and expanding to next generation KM. Interestingly, many innovation managers wanted to learn how to speed up the ideas pipeline and idea generation using KM practices such as portals, mentoring, expertise management, social computing and ramification.

In sum, the workshops highlighted that long term business success requires mastering the twin knowledge strategies of innovation as well as KM – including metrics, maturity models and practical issues in planning and rolling out initiatives.

Several participants also requested further assistance via follow-up in-house workshops and new monthly KM meetups (KCommunity.org) in cities such as New Delhi, Visakhapatnam, Kolkata and Bhilai.



Winners in different categories at the Six Sigma Competition in Bengaluru

### Six Sigma Conference & Competition

The CII Institute of Quality organized the annual 8<sup>th</sup> National Conference on Six Sigma on 25-26 September in Bengaluru.

Inaugurating the conference Mr Dinakar A, MD, Saint Gobain Sekurit, shared some of the breakthrough improvement projects undertaken by Saint Gobain using the Six Sigma approach.

Over 110 participants from various industries and regions attended the conference, including representatives of 20 presenting companies.

The competition winners

#### Category 1: Lean Improvement - Manufacturing Organizations

*Winner:* Tractors and Farm Equipment Ltd, Madurai

*Runner Up:* ITC Ltd

*2<sup>nd</sup> Runner Up:* Hindustan Coco-cola Beverages, Delhi

#### Category 2: Process Improvement-Service Organizations

*Winner:* QuEST Global Engineering Pvt Ltd

*Runner Up:* Infosys BPO, Bengaluru

#### Category 3: Quality Improvement-Continuous and Bulk Organizations

*Winner:* Amararaja Batteries – ABD

*Runner Up:* NTPC Ltd

*2<sup>nd</sup> Runner Up:* 3M India, Pimpri

#### Category 4: Quality Improvement-Discrete Manufacturing Organizations

*Winner:* Mahindra and Mahindra

*Runner Up:* Brakes India Ltd

*2<sup>nd</sup> Runner Up:* Ashok Leyland - Hosur Unit -1

### Advanced Quality Tools for Defect Prevention

The Total Productive Maintenance (TPM) Club India conducted a workshop on 'Advanced Quality Tools for



Workshop on 'Advanced Quality Tools for Defect Prevention (PM Analysis)' in Chennai

Defect Prevention (PM Analysis)' on 29-30 September in Chennai.

PM Analysis, the Physical Phenomenon and the Mechanism Analysis, provides the common man on the shopfloor the ability to exactly identify the real cause behind every minor stop and quality defect. This helps eliminate minor stops and quality defects in the operation. PM analysis consists of the following steps:

- Seize phenomena by strictly following the 'at workshop' and 'actual goods' principles
- Analyze mechanisms generating phenomena from the standpoint of physical principles and rules
- Understand functions and structures of machining principles, processes, equipment and parts
- Analyze minutely in relation to 4 M
- Abandon the priority principle and ready-made ideas and thoroughly eliminate dubious ideas by reasoning.

### Quality Footprint in SAARC Region

The CII Institute of Quality was recently invited by

the Bangladesh Standards and Testing Institution (BSTI), a Government of Bangladesh organization, to provide counseling support for their product certification programme.



Iqramul Haque, Director General, BSTI, and Kamal Prasad Das, Director, Certification, BSTI, at a meeting in Dhaka

Bangladesh has mandated BSTI certification on 155 products impacting public health and safety including food, electrical, engineering and textile products. The product certification scheme covers more than 15000 industries and plays an important role in the country in ensuring the quality and safety of products both for domestic consumption as well as for exports.

The engagement required the CII Institute of Quality to provide counseling support on securing accreditation to the international standard ISO 17065:2012 that lends credibility to the certification programme and also serves as a vehicle for equivalence in international trade.

The CII Institute of Quality is the only organization in India that has been providing training and counselling support on ISO accreditation standards for certification and inspection bodies over the past 7 years. ■

For more information on the CII Institute of Quality programmes, please contact:

Education: [a.senthil@cii.in](mailto:a.senthil@cii.in)

Business Excellence: [n.deep@cii.in](mailto:n.deep@cii.in)

Six Sigma: [mamta.rai@cii.in](mailto:mamta.rai@cii.in)

# CII Suresh Neotia Centre of Excellence for Leadership



## Compensation Management

Proper compensation management enables progressive organizations to attract new talent, control attrition, and provide incentives to their employees, in order to draw and retain outstanding talent. The challenge for the HR Manager is to have in place a compensation system that is dynamic, contemporary and cost-effective for the employer, while adhering to the various statutes guiding the fixing of salaries and wages in the country. For the employee, the tax efficiency of compensation is highly relevant too.

A workshop held in Kolkata on 24 September covered all these issues. ■



# CII-AVANTHA Centre for Competitiveness for SMEs



## Interaction with Secretary, MSME

The Ministry of Micro, Small & Medium Enterprises (MSME) is looking at ways to extend support to various organizations and associations to achieve some common goals to enhance competitiveness and productivity, said Mr Madhav Lal, Secretary, Ministry of MSME, during his visit to the CII-AVANTHA Centre for Competitiveness for SMEs in Chandigarh on 5 September.



Madhav Lal,  
Secretary,  
Ministry of MSME

The Ministry, he said, has various schemes for MSMEs, pointing out that while the onus of giving direction to SME growth and development is on the Central Government, implementation essentially lies with the States and organizations such as the Centre. Stressing the need to make such bodies stronger to benefit more MSMEs, Mr Madhav Lal said, "What is being done needs to be done on an even bigger scale. If we can increase the numbers, results will be evidently visible."

As a way forward, he suggested that Industry, academia and the Government work together to achieve specific goals for Indian MSMEs.

Mr Lal was presented with the latest impact assessment of various projects undertaken by the Centre with special focus on Government-aided programmes.

The CII-AVANTHA Centre for Competitiveness for SMEs, with a national footprint, is a single point of reference for SME development in India. It helps SMEs improve their business performance and enhance their productivity, innovativeness, global footprint, HR skills and overall competitiveness, through an interesting set of programmes, that range from facilitating Government schemes for grass-root level SMEs, to serving their need for market access through globalization efforts. The Centre, with its strategic partners, has helped close to 3000 SMEs deal with challenges related to globalization through 242 clusters.

## International Delegation Visits Centre

Human Resource Development and entrepreneurship education and training, were the key points of discussion during the visit of a 28-member international delegation from 14 countries to the CII-AVANTHA Centre on 16 September. The delegates were from the Governments and NGOs of countries such as Afghanistan, Ghana,

Lesotho, Tanzania, Uganda, Nigeria, Niger, Uzbekistan, Nepal, Myanmar, Sudan, South Africa, Mauritius and Zimbabwe.

Dr. Nair, Director and Dean, LM Thapar School of Management, speaking on entrepreneurial leadership, pointed out that there is a serious trust and leadership deficit in society at large. Citing the 'Theory of Life,' which believes that our experiences shape our outlook, how we see the world, and more importantly, how we take decisions, he urged the delegates to challenge pre-programmed ideas which usually pull us down.

The impact of various programmes conducted by the Centre was also detailed during the session. These include Joint Ventures and MoUs worth ₹ 31400 lakhs, and exports of ₹ 5000 lakhs facilitated through the Indo-German Manager Training Programme; 300% increase in turnover and ₹ 7000 lakhs annual savings reported from about 90 individual companies through Energy Management Services in the last 5 years, and savings worth ₹ 400 lakh through 8 Corrosion Services Audits. Close to 720 organisations and 1700 managers have also benefitted from 24 corrosion-related training programmes.



International Delegates at the CII-AVANTHA Centre for Competitiveness for SMEs in Chandigarh

## Quality in Manufacturing

A training programme on 'Improving Quality in Manufacturing through Statistical Process Control' was conducted in Chandigarh on 26 September, highlighting the need for companies to have internal systems in place to ensure that top quality products are manufactured.

Statistical Process Control (SPC) takes the guesswork out of quality control, using scientific and data-driven techniques for quality analysis and improvement, to achieve higher percentage yield or higher quality products or services. ■



# CII-ITC Centre of Excellence for Sustainable Development

## 9<sup>th</sup> Sustainable & Inclusive Solutions Summit

The Summit brought together the best minds to stimulate new thoughts and action on topics related to sustainability and development



ideas for a better tomorrow



**Prakash Javadekar**, Minister of State of Environment, Forest and Climate Change (I/C), Information and Broadcasting (I/C), and Parliamentary Affairs, addressing the Sustainable and Inclusive Solutions Summit, in New Delhi

**C**ompanies and Governments need to take decisions while balancing both sustainability and growth, said Mr Prakash Javadekar, Minister of State of Environment, Forest and Climate Change (Independent Charge), Information and Broadcasting (Independent Charge), and Parliamentary Affairs, at the 9<sup>th</sup> edition of the Sustainable and Inclusive Solutions Summit, organized by the CII-ITC Centre of Excellence for Sustainable Development on 16 and 17 September in New Delhi.

In his inaugural address, Mr Javadekar talked about

the new Government. “We have started taking decisions and we have deleted the word delay. If no decisions are taken one cannot grow, and if you do not grow, you cannot achieve sustainable development targets,” he said. On international negotiations, he said that the biggest environmental disaster is poverty. “Unless we eradicate poverty, we cannot have a level playing field,” he declared.

The world is living on borrowed resources from the future. Fifty years ago it was using three-fourth of the available resources and today it uses more than can be replaced, said Mr Y C Deveshwar, Past President, CII, Chairman, CII-ITC Centre of Excellence for Sustainable Development Advisory Council, and Chairman, ITC Ltd. “Business can make a very large contribution to solve this problem, not because it has the financial resource, but because it has the managerial resource and innovative capacity, and because business has demonstrated that if an objective is set, it finds ways and mechanisms to be able to achieve those objectives,” he said.

Dr Andrew Steer, President and CEO, World Resources Institute, in his keynote address said that we live in a “good news, bad news, good news world.” The good news is the phenomenal progress the world, and

<b>Y C Deveshwar</b> , Past President, CII, Chairman, Advisory Council, CII-ITC Centre of Excellence for Sustainable Development, and Chairman, ITC Ltd	<b>Andrew Steer</b> , President & CEO, World Resources Institute	<b>Chandrajit Banerjee</b> , Director General, CII	<b>Rajiv Pratap Rudy</b> , Member of Parliament, and General Secretary, BJP	<b>Hem Pande</b> , Additional Secretary, Ministry of Environment, Forests & Climate Change	<b>U K Sinha</b> , Chairman, Securities and Exchange Board of India (SEBI)	<b>Paul Druckman</b> , CEO, International Integrated Reporting Council (IIRC)	<b>Suresh P Prabhu</b> , Chairperson, Council on Energy, Environment and Water (CEEW)

India, has made – doubling of incomes, halving of poverty, increased access to education and healthcare, gains in life expectancy, reductions in infant mortality, to name a few. However, this progress has also led to the bad news, putting great pressure on natural resources. Even so, the good news is, “There does not need to be a tradeoff. Today, research is overwhelmingly showing that organizations can grow, and grow Green at the same time,” he said, emphasizing that if we improve resources efficiency, we will not only grow better but live better.

India, said Mr Chandrajit Banerjee, Director General, CII, is facing a double dilemma: on the one hand it has to take care of the environment and biodiversity, and on the other, it has to provide infrastructure facilities, boost the economy, feed its ever-growing population, and provide basic amenities to its people. Industry needs to take leadership and must think of sustainable business as the new usual, he said.

Like previous years, the Summit this year too brought together the best minds to stimulate new thoughts and action on topics like Why should companies take sustainability seriously? Is sustainable mining an oxymoron? Roadmap for building 100 Smart Cities in India, Energizing the future, Be water smart, Integrated Reporting, Rethinking Capitalism, Corporate engagement in start-up incubation, and Valuing Natural Capital.

Acknowledging the challenges of urbanization, Mr Rajiv Pratap Rudy, Member of Parliament, and General Secretary, Bharatiya Janata Party, felt that, as we are still struggling to create basic infrastructure, it could be adapted to incorporate what is latest in the world to make it smart. The Government has identified developing Smart Cities as part of its agenda, but this cannot be done by the Government alone. “Whether it is in the Government, in partnership, or in the private sector, let us get going on issues. The Government, as facilitators, as policy-makers, will see that it happens,” he said.

Mr Ajit Gulabchand, CMD, HCC, said cities need to be livable, for people to be able to live comfortably, have a good quality of life, provide good education



**N K Singh,**  
Former Member  
of Parliament

**R Mukundan,**  
MD,  
Tata Chemicals  
Ltd

**Ajit Gulabchand,**  
CMD,  
HCC

for their children, have ease of transport, and have ease of doing work and business. “While IT will play a huge role, smart cities have to be about people,” he said.

At the Special Plenary on Integrated Reporting, Mr U K Sinha, Chairman, Securities and Exchange Board of India (SEBI), invited CII to develop a roadmap on Integrated

Reporting for discussion with SEBI. Clarifying that SEBI will not regulate disclosures that demand Integrated Reporting, he called for first creating awareness and building the environment for Integrated Reporting. He acknowledged that Integrated Reporting is the next step in the evolution of reporting and marks a fundamental change in the way corporates communicate with their stakeholders.

Mr Paul Druckman, CEO, International Integrated Reporting Council, explained that Integrated Reporting is not about mere reporting, it is about cohesive and concise reporting, that does not allow irrelevant information to obscure the important issues that are likely to affect the sustainability of the business model in the long term.

Solutions for the imminent water crisis, said Mr Suresh P Prabhu, Chairperson, Council on Energy, Environment and Water, call for change at three levels: technological, political and attitudinal.

Speaking on ‘Why should Companies take Sustainability seriously?’ Mr N K Singh, Politician, Economist, and former Member of Parliament, felt that the biggest issue is of burden-sharing. Developed countries have achieved good economic growth and have high carbon footprints and should bear the cost of renewable energy which is comparatively higher than conventional energy generation, he said.

It is imperative for companies to measure, benchmark and develop the biodiversity around their industrial activities,” said Mr R Mukundan, MD, Tata Chemicals, speaking on ‘Valuing Natural Capital.’

Mr. Hem Pande, Additional Secretary, Ministry of Environment, Forests and Climate Change, pointed out that the rate of loss of natural capital caused by human activities is 100 times more than that of natural loss.

# The Risks of India's Unseen Pollution Menace

Exposure to polluted sites adversely affects society in multiple ways, from risking children to mental and neurological issues, to decreasing productivity and increasing healthcare costs

**E**ven as air pollution is making headlines both domestically and internationally, awareness of the dangers of pollution seem to disappear when the problem lies underfoot: in the thousands of sites contaminated by industrial pollutants.

A recent pair of studies on the impact of toxic contaminated sites in Asia has arrived at a sobering conclusion - polluted sites are a large and heretofore insufficiently studied public health threat, contributing to as much death and disease as outdoor air pollution and dangerous diseases like malaria, with lead being one of the worst pollutants threatening children. India figures prominently in both studies.



Photo Courtesy: Blacksmith Institute for a Pure Earth, [www.pureearth.org](http://www.pureearth.org)



Photo Courtesy: Blacksmith Institute for a Pure Earth, [www.pureearth.org](http://www.pureearth.org)

– India, Bangladesh, Indonesia, Kazakhstan, Pakistan, Philippines, and Thailand – pinpoints lead as the worst pollutant.

The study goes on to estimate that 20% of the population in these seven countries is at risk from lead at toxic sites, including 200,000 children under the age of four who are exposed to lead in soil and water in sufficiently high doses to produce decreases in IQ.

India accounts for about one quarter of these children – About 50,000 Indian children are estimated to be at risk of diminished intelligence. At the lower end, this means that young Indian children may suffer irreversible injury to their brain and nervous systems with no overt signs and symptoms. At the higher end of the range, children could suffer seizures, coma, and death.

These two studies show that the impact of polluted sites could adversely affect society in multiple ways: an increasing number of children suffering from mental difficulties and neurological issues, decreasing productivity and earning potential of the affected population, and increasing healthcare costs required to treat the myriad of diseases related to exposure to toxic sites.

And this is just the tip of the iceberg. The toxic sites assessed in these two studies are a fraction of the thousands of contaminated hotspots in India and around the world.

## The root of the problem

The good news is that polluted sites can be cleaned

## What the Studies Reveal

One study estimates that in India, Indonesia and the Philippines alone, some 8 million people are at risk of exposure to industrial pollution at toxic sites. Of the 373 polluted sites analyzed for this study, a majority – 221 sites – are in India.

Using data collected, researchers calculated the burden of disease caused by the toxic sites in the form of DALYs (Disability Adjusted Life Years), which measure the sum of years of potential life lost due to premature mortality and the years of productive life lost due to disability.

They found that contaminated toxic sites contribute to as much death and disease as air pollution and malaria in the three countries, even though the problem of polluted soil and water gets significantly less attention.

Another study of toxic sites, this time across seven countries

up and lives can be saved. It has already been done in many industrialized countries. But many toxic sites remain, especially in countries with large informal economies.

Many of the worst-polluted sites analyzed in the two studies are contaminated by small-scale artisanal sources, such as lead-acid battery recycling and artisanal gold mining.

Small operators work informally, often in homes and backyards, with little training, few precautions and often no regulation. They also do not have the resources to address any pollution issues, even if it sickens themselves and their families.

A large number of toxic sites are also abandoned (legacy) sites, such as former tanneries. Although the polluting industries at these sites are no longer in operation, the contaminants remain and nearby communities continue to be poisoned.

Unfortunately, clean-ups seem to happen at toxic sites only after mass poisonings and multiple deaths draw worldwide attention, such as recent events in Nigeria and Senegal. Worldwide, exposures from most toxic waste sites continue unabated, and communities continue to be poisoned.

### The Indian Alliance on Health and Pollution

The two studies analyzed sites identified through the Blacksmith Institute's Toxic Sites Identification Program (TSIP), a global effort to identify waste sites,

implemented jointly with the United Nations Industrial Development Organization.

Blacksmith Institute, an international non-profit that works to solve toxic pollution problems, trained over 150 TSIP investigators to identify, visit and screen these toxic sites. They collected environmental samples, took photographs and GPS coordinates, and interviewed residents and stakeholders.

In India, the Government is working to prioritize the top ten worst polluted sites in the country for clean up, building in part on Blacksmith's data.

In addition, Blacksmith Institute-India, the Council on Energy, Environment and Water (CEEW), and the Public Health Foundation of India (PHFI) have come together to form the Indian Alliance on Health and Pollution.

The Indian Alliance on Health and Pollution will raise awareness about the problem of India's toxic sites by documenting them, tracking the progress of any remediation work done, and collecting and providing crucial information to the public and local official through a website and other sources. ([www.IndiaHealthPollution.org](http://www.IndiaHealthPollution.org) will launch next year)

With awareness comes action and in India, things are starting to happen. ■

*This article was contributed by Promila Sharma, Program Manager, Blacksmith Institute India and Magdalene Sim, Director of Communications, Blacksmith Institute. For more information on the Indian Alliance on Health and Pollution, please contact [promila@blacksmithinstitute.org](mailto:promila@blacksmithinstitute.org)*

Monthly Magazine of top management of 7400+ companies

  
Confederation of Indian Industry  
**COMMUNIQUE**

A Journal of  
Confederation of Indian Industry



**The Facts**

Print run of over 10,000 copies and readership of over 50,000  
Monthly Newsletter of top management of 7400 companies  
Read by CII Members, Thought Leaders, Diplomats, Bureaucrats and other decision makers

**The Coverage**

- Business News
- Economic Policy Update
- Sectoral Synergies
- International Reportage
- IPR & Technology
- Development Initiatives, and more...

**Mechanical Details\* and Tariff for Advertisements**

Full page size: 23 cms (height) by 17 cms (width) / Half page size: Size 11 cms (Height) by 17 cms (Width)

**Full Page**

Left hand charges per release: ₹ 15,000/ US \$ 450  
Right hand charges per release ₹ 20,000/ US \$ 575

**Half Page**

Charge per Release ₹ 8000

**Double Spread**

Charge per release ₹ 35,000 / US\$ 1000

**Back Cover**

Charges per release: ₹ 28,000 / US\$775

**Front Inside Cover / Back Inside Cover**

Charges per release: ₹ 23,000 / US\$650

**Premium pages: 1 & 3**

Charges per release: ₹ 22,000 / US\$600

\* All advertisements are non-bleed

Annual Subscription for CII Communique – ₹ 1000

For more details, Please contact: Ms Sarita Sawhny, **Confederation of Indian Industry**

249-F, Sector 18, Udyog Vihar, Phase IV, Gurgaon-122 015 (Haryana), India, Tel: 91-124-4013866 / 4014060-67 • Email: [sarita.sawhny@cii.in](mailto:sarita.sawhny@cii.in)

# Visionary Leaders for Manufacturing

## 'Village Buddha' kicks off



**C**II's much anticipated 'Village Buddha' programme, that aims to build a strong win-win relationship between Business and Society, was launched with much fanfare in a specially designed classroom in Thattanahalli village in Attibele on the Karnataka-Tamil Nadu border on 26 September.

CII, supported by four member companies, TVS Motor Ltd, Maruti Suzuki India Ltd, Kirloskar Brother Ltd and Godrej & Boyce Mfg Co Ltd, rolled out the first module of Village Buddha on 'Essence of Village Development' spread over four days from 25-28 September under the mentorship of Professor Shoji Shiba, Chief Advisor, Champions of Societal Manufacturing Project, under the India-Japan technical co-operation agreement.

Appreciating the initiative, Mr H K Patil, Minister for Rural Development and Panchayat Raj, Karnataka, said the Village Buddha programme offered an opportunity for holistic development of villages by inculcating a sense of brotherhood between Industry and society. Earlier, contributions from Industry meant donating physical infrastructure, but this programme calls for



**H K Patil**, Minister for Rural Development & Panchayat Raj, Karnataka, inaugurating the Village Buddha programme in Thattanahalli, with **Prof Shoji Shiba**, Chief Advisor, Champions of Societal Manufacturing Programme, and **Venu Srinivasan**, Past President, CII, Chairman, VLFM Initiative, and Chairman, TVS Motor Company

deeper engagement, he said.

Launching the project, Mr Venu Srinivasan, Past President, CII, Chairman VLFM Initiative, and Chairman, TVS Motor Company, said the aim is to train 150 to 200 'Village Buddha' experts in the first year through three models and cover at least 10,000 villages over the next five years.

"Through the project, a concerted effort is being made by CII to create a structured approach for manufacturers to engage

with villages. The project promotes the concept that business and society are interconnected and interdependent, providing both the context and impetus for development," he said.

The Village Buddha programme, explained Prof Shoji Shiba, is built on three beliefs:

1. Society's unsolved problems of today are tomorrow's business opportunities.
2. Society can be best improved through systematic and organized initiatives.
3. Business and manufacturing/services capability will enhance if business organizations work with society.



Programme participants on a village visit with **Prof Shoji Shiba**

Prof Shiba said Village Buddha will help companies appreciate the needs of rural markets and develop business models to tap opportunities at the bottom of the pyramid. The concept also envisages corporates working with villagers and panchayats to identify breakthrough projects around community needs such as clean water or self-

sufficiency in energy and education.

“Through this process, organizations will explore and enhance their capability to develop new businesses and offerings for emerging markets in the rural and urban fringes of India, where significant growth is expected in the coming decades. CSR is increasingly becoming a part of business strategy. It is estimated that more than 10,000 companies are already implementing CSR activities in villages. Village Buddha is designed to address this latent need in a systematic manner, said Mr Navas Meeran, Chairman, CII (SR) and MD, Eastern Condiments Pvt Ltd.

The four day module kicked-off with an informal dinner cum networking session with 16 participants representing 6 companies, Bosch Ltd, Cummins, Dalmia Bharat Ltd, Godrej & Boyce Mfg Co Ltd, Maruti Suzuki India Ltd and Tata Chemicals Ltd.

The main highlights of the module were :

- Presentation of 9 case studies of ‘village ecosystem’

from the four founding members

- Application of skills of observation and ‘Five Step Discovery Process (FSDP)’ during the visit to Kothagondapalli and Thattanahalli villages
- Presentation of learnings and an action plan for the future

Awarding certificates to the participants, Mr Venu Srinivasan said “These are first saplings we are planting, with a dream to cover at least 10,000 villages over the next five years.” He listed three clear messages emanating from the module, for successful village development:

- It is important to see village development as holistic development, not as isolated activities (e.g. education, health, etc)
- There is very deep science involved in village development. It can be done only by a dedicated group with full-time responsibility
- Women’s empowerment is fundamental to village development.





Confederation of Indian Industry

## 4<sup>th</sup> National Conference on AGRIBIOTECHNOLOGY

*Smart Agriculture: Transformation through Biotechnology*

25-26 November, 2014: Hotel Grand, New Delhi



### Highlights

Business Networking :: Developing Framework :: Interactive Sessions :: One to One Meetings

**Overview**

Biotechnology has emerged as a rapidly growing arm of applied sciences with vast potential to provide solutions to the problems facing the agriculture sector.

The agriculture sector in India suffers from several challenges and is seeking short and long-term solutions for stakeholders as well as sustainability. One of the ways to achieve the target average growth of 4% in the agriculture sector is to explore bio agriculture technologies and leverage their benefits. Biotechnology offers multiple innovative techniques to develop high yielding crops that can counter the biotic and abiotic stress associated with Indian agriculture. The strategic integration of biotechnology tools into Indian agriculture systems can revolutionise Indian farming and usher in a new era in agricultural practices in the country.

The role of the agri-biotechnology sector can be really leveraged if an appropriate ecosystem can be developed with respect to the policy framework and regulatory systems for promoting innovations and undertaking targeted initiatives.

**The key objective of the Conference is to continue and further build scientific and public discourse on the role and importance of Biotechnology in transforming the Agriculture sector of India.**

**Why Attend?**

The conference will provide opportunities for:

- Sharing knowledge and experience on the most recent innovations, trends, practical challenges encountered, solutions adopted etc. in the field of AgriBiotechnology and allied industries
- Participating in fact based debate on contentious areas.
- Participating in developing a coherent view of actions needed – a “call to action” to all stakeholders
- Having fruitful B2B meetings with dynamic representatives and researchers in the filed of Agri Biotechnology and allied industries.

**Platform for:**

1. Senior Managers from AgriBiotech industries, Agronomics, plant pathologies, environment biologists, biotechnologists and allied industries.
2. Academicians Directors, Research scientists from Agriculture & research organizations.
3. Farmers and Consumer Groups.
4. Responsible Social Organizations.

**Faculty Profile**

- Policy makers and regulators from Central and State Governments
- Leader and experts from AgriBiotechnology and allied industries
- Representatives from State Biotech Parks
- Scientists from Agriculture research organizations
- Experts involved in R&D, QC/QA, Product and market development

**Delegate Fees**

Category	Delegate Fees	3 or more delegates per organization
CII Members	₹ 3000	10% discount on total amount
CII Non Members	₹ 3500	10% discount on total amount
Academic/Research Institutes/NGOs	₹ 1500	N.A
Overseas Delegates	\$ 100	10% discount on total amount

**For Registration and Sponsorship opportunities please Contact:**  
**Neha Mathur - Deputy Director, Confederation of Indian Industry** | Core 4A, 4th Floor, India Habitat Centre, Lodi Road,  
 New Delhi 110 003, # 011-24682230 – 35, M: +91-9811504920 | E: neha.mathur@cii.in, lifesciences@cii.in | For more information, visit [www.cii.in](http://www.cii.in)



# Knowledge & Innovation Initiatives



## Technology Partnerships

### Andhra Pradesh Technology Development and Promotion Centre (APTDC) and Tamil Nadu Technology Development and Promotion Centre (TNTDPC)

#### IPEX-2014

The Andhra Pradesh Technology Development and Promotion Centre (APTDC) and the Tamil Nadu Technology Development and Promotion Centre (TNTDPC) of CII together organized the 5<sup>th</sup> edition of IPEX-2014, an international conference and exposition on 'Emerging Trends in Intellectual Property (IP) Management and Commercialization' on 5-6 September in Chennai. The conference was held to discuss emerging trends in IP management, exchange best practices, develop solutions, and publicize new initiatives on building an IP ecosystem in India.

The Indian Patent Office (IPO), United States Patent and Trademark Office - Global Intellectual Property Academy (USPTO-GIPA), the European Patent Office (EPO) and the National Academy of Legal Studies and Research (NALSAR) were the partners for the event.

Inaugurating the conference, Mr Rajeev Ranjan, Principal Secretary, Highways and Minor Ports, Tamil Nadu, noted that India's rank has come down in the Global Index of Innovation this year, which underlines the need for Indian Industry to be more innovative and competitive. IP plays a key role in enabling Indian industry to gain a competitive advantage, he said.

Mr Chaitanya Prasad, Controller General of Patents, Design and Trademarks, IPO, spoke about the vital benefits of IP for businesses. The IPO site has been modernized, with features to check the expired patents, he said.

The inaugural session was also addressed by Mr Francois-Regis Hannart, Principal Director, European and International Co-operation, EPO, Mr Ramesh Datla, Chairman, CII National Committee on Intellectual Property Rights, and CMD, Elico Ltd, Dr V C Vivekanandan, Ministry of HRD IP Chair and Professor, NALSAR University of Law, as well as other renowned speakers and faculty from Europe and India.

#### IPR & Biodiversity

The APTDC and CII, in association with the USPTO-GIPA, organized a seminar on 'Intellectual Property Rights and Biodiversity' on 16 September in Bhopal.

The seminar offered an overview on the Biodiversity Act and Rules in India and discussed the framework and guidelines on access and benefit-sharing. It also provided a brief on the implementation of the Biodiversity Act and Rules, and explored the intricate relationship between IPRs and biodiversity.

### Global Innovation and Technology Alliance (GITA)

#### India-Israel Industrial R&D Programme

The Global Innovation and Technology Alliance (GITA), on behalf of the Department of Science and



At IPEX 2014 in Chennai

Technology (DST), Government of India, jointly with MATIMOP, the Israeli Industry Centre for R&D, on behalf of the Government of Israel, launched the Request For Proposal (RFP) 2014 on 1 August with an application submission deadline of 19 December 2014.

The programme provides funding support to Indian and Israeli companies that forge a partnership for joint development of R&D projects, leading to commercialisation and benefit to both countries. Industry may further collaborate with R&D labs/academia in their respective countries.

Applications are invited in the focus areas of Affordable Healthcare, Energy, Agro Sector, Water, Information and Communication Technologies (ICT), and Telecom.

### India-Taiwan Programme of Cooperation in Science & Technology

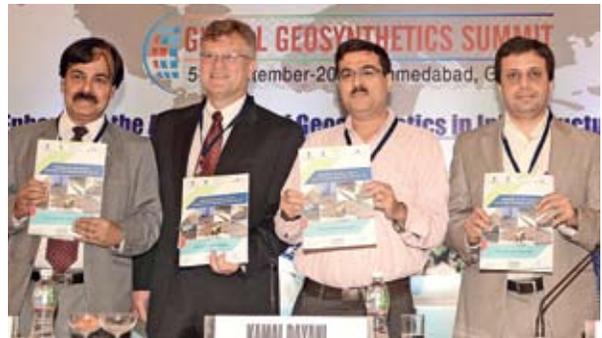
GITA, on behalf of the DST, and the Ministry of Science and Technology (MOST) of Taiwan, serve as nodal agencies to implement the programme of cooperation between India and Taiwan. The programme is pursuant to the signing of a MoU between the Taipei Economic and Cultural Centre (TECC) in New Delhi and the India-Taipei Association (ITA) in Taipei on scientific and technological cooperation in April 2007.

Applications are invited in the focus areas of micro/nano electronics, embedded systems and sensors; new materials for sustainable energy and storage devices; healthcare, including functional genomics, drug development and biomedical devices; earth atmosphere and ocean sciences, including disaster management; digital technologies for societal applications, and cloud computing; agricultural and food sciences.

While support for capital equipment is not available under the scheme, it provides financial support for the mobility of scientists / researchers from each side, additional incremental funding for scientific manpower; scientific minor equipment/accessories; and chemicals / consumables/accessories.

The joint project proposals, complete in all respects, must be submitted by the Indian partner to GITA and by the Taiwanese partners to MOST, latest by 31 December 2014.

*For more information, please visit [www.gita.org.in](http://www.gita.org.in)*



Dr Chandan Chatterjee, Advisor, Project & Technology, iNDEXTb, Gujarat; Dr George Koerner, Director, The Geosynthetics Institute, USA; Kamal Dayani, Transport Commissioner, Gujarat; and Kunjal Patel, Chairman, CII Gujarat, and Vice Chairman & MD, Voltamp Transformers Ltd, at the Global Geosynthetics Summit in Ahmedabad

### Gujarat Knowledge Application and Facilitation Centre

#### Global Geosynthetics Summit

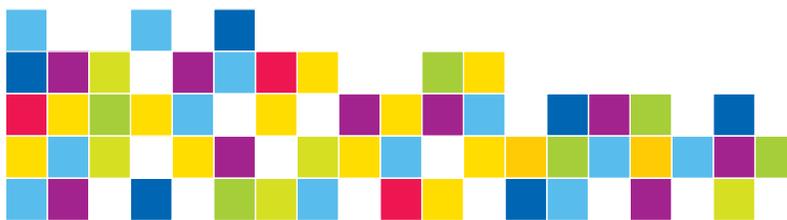
Globally, geosynthetics have successfully demonstrated their benefits across various applications - stabilization of roads and pavements, embankment protection, ground stabilization, soil erosion control, landfills and waste management etc. However, India is yet to benefit substantially from this technology even though adoption of geosynthetics is known to offer economic, social, environmental and technical benefits.

CII, jointly with the Indian Technical Textile Association, and supported by the Ministry of Textiles and the Government of Gujarat, organized a Global Geosynthetics Summit to focus on 'Enhancing the application of Geosynthetics in the Infrastructure Sector' on 5-6 September in Ahmedabad, as a precursor to Vibrant Gujarat 2015.

In his inaugural address, Dr George Koerner, Director, The Geosynthetic Institute, USA, said that accelerated adoption of Geosynthetics requires generic specification, packaged technology (design, build and supply), target distributors, and partnerships with large institutions.

The two-day Summit was well attended by over 300 delegates from across India and abroad, comprising representatives from the Ministry of Road Transport and Highways, the Ministry of Water Resources, Indian Railways, RITES, State PWDs, Urban Local Bodies, Border Roads Organization, Sardar Sarovar Narmada Nagar Ltd, Gujarat Mineral Development Corporation, Geosynthetics manufacturers, contractors, infrastructure developers, research agencies, and multilateral funding institutions.

A report on 'Present Indian Geosynthetics Scenario and Way Ahead' was released during the event. ■



## Coimbatore



Interaction with **Chhavi Rajawat**, India's youngest Village Head, in Coimbatore

Yi Coimbatore organized an interaction with Ms Chhavi Rajawat, India's youngest Village Head, on 4 September. With an MBA degree, and after serving in senior management positions in the Airtel Group, Ms Rajawat has taken the responsibility as a Village Head of Soda Village in Rajasthan, to facilitate effective water supply, solar power, roads, toilets and banks. She recently represented India at the UN Poverty Summit, where she highlighted the need for sound leadership at the grassroots level.

## Erode

On 5 September, Mr Tamal Bandyopadhyay, Deputy Managing Editor, Mint, spoke to Yi members about his book 'SAHARA: The Untold Story.' He also spoke about the banking sector and the Indian economy.

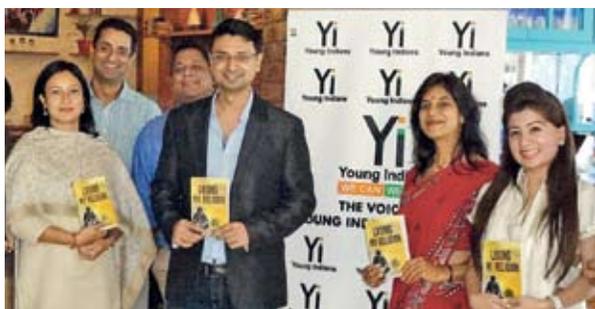


**Tamal Bandyopadhyay**, Deputy Managing Editor, Mint

## Guwahati

Yi Guwahati organized an interactive session with Mr Vishwas Mudagal, CEO and Co-Founder, GoodWorkLabs on youth entrepreneurship, on 5 September.

Mr Mudagal also spoke about his book 'Losing My



Interactive Session with **Vishwas Mudagal**, Author and Entrepreneur, in Guwahati

Religion,' for young enthusiastic individuals who wish to become entrepreneurs.

Ms Dipannita Jaiswal, MD, Brahmputra Teleproductions (Pvt) Ltd said that entrepreneurship has a key role in the growth of the country as it creates job opportunities and encourages innovation.

## Lucknow

The success mantra of the Mumbai Dabbawala Association is 'Work is Worship' and 'Customer is God' said Mr Pawan Agrawal, President, Mumbai Dabbawala Education Centre, at an interaction organized by Yi Lucknow, in association with CII, on 20 September.



Session with **Pawan Agrawal**, Director, Mumbai Dabbawala Education Centre, in Lucknow

The 125 year-old organization, established in 1890, and certified under ISO 9000: 2000, delivers around 2 lakh boxes and makes 4 lakh transactions every day, and has been showcased in the Guinness Book of World Records, he said.

## Madurai

Yi Madurai, in association with Nativelead Foundation, launched Arambam, a Start-up Contest, to promote innovation, entrepreneurship and skill



Launch of Arambam, The Start-up Contest, in Madurai

development initiatives, on 17 September. The initiative aims to enable a platform for innovation for new age entrepreneurship in tier II and III regions. 'Arambam' will select 10 outstanding ideas and innovations, in each category to qualify for the finals.

## Mysore

On 21 September, Yi, in partnership with Andolana Daily, conducted a soft skill and stress management training session for over 70 auto-rickshaw drivers. The programme was held to improve their mode of interaction with



Confederation of Indian Industry



**INSTITUTE of QUALITY**  
(Sponsored by AAI Limited)



**... your Quality Training Partner**

**Forthcoming Programmes**

**October-November 2014**

---

**13-14 October, 2014 | Madurai**  
Workshop on Quality Maintenance for Achieving Zero Defect in Manufacturing

---

**13-16 October, 2014 | Bangalore**  
Four Day Training Programme on Laboratory Management & Internal Audit as per ISO / IEC 17025:05

---

**28-29 October, 2014 | Bangalore**  
Two Day Work Shop on Engaging Employees from "Type Writer" Era of "1960" to Tablet Era of "2014" Generations

---

**29 October, 2014 | Pune**  
3rd National Conclave for Laboratories

---

**30-31 October, 2014 | Gurgaon**  
Workshop on Office TPM

---

**26 November, 2014 | Vadodra**  
Workshop on PEP

---

For further details, please contact:  
jayashree.das@cii.in

**Visit us at: [www.cii-iq.in](http://www.cii-iq.in)**

passengers, especially tourists, and lady passengers.

Mr Santhosh Aithal, IFBI, Mysore, listed positive thinking, happiness, success and the willingness to overcome barriers, as key attributes for stress management.



Soft Skill and Stress Management Training for Auto Drivers in Mysore

**Tiruchirapalli**

Yi Trichy held a session on 'Importance of Creativity in Business' with Mr Krishna Varatharajan, Chairman, Ideaplus, on 20 September.



Session on 'Creativity in Business' in Tiruchirapalli

The session discussed creativity in product design and creativity in marketing. Mr Varatharajan drew in the participation of the audience to make the session highly interactive.

**Visakhapatnam**

Addressing 'Yi Renaissance' on 18 September, Mr Shekhar Movva, President, Synergies Castings Ltd, delivered the keynote address on Entrepreneurship.' He said an entrepreneur must have a dream, vision, objective and ideas that can generate money.

Mr D N V Kumara Guru, National Chairman, Yi, described the roles and responsibilities of Young Indians in nation-building. On this occasion, Ms Deepthi Merudi and Mr Karan Nagpal were appointed Yi Chair and Co-Chair respectively for the year 2014-15.



At Yi Renaissance in Visakhapatnam

# 4<sup>th</sup> Industrial Maintenance Expo

## Effective Maintenance, Service and Care of Industrial Equipment



The 4<sup>th</sup> edition of the Industrial Maintenance Expo (IMX), with the theme of 'Effective Maintenance,' was organized from 19-21 September in Coimbatore, to educate, create awareness and demonstrate modern technologies of products and solutions relating to the Maintenance, Service and Repairs needs of Industry.

Industrial maintenance is of primary importance to Indian industry. Effective management of maintenance dramatically impacts our ability to manufacture quality products that are competitive in the world market, and could have dramatic impact in our ability to compete with goods from developed countries, said Mr P Radhakrishnan, Minister of State for Heavy Industries and Public Enterprises, inaugurating the event. Maintenance is even more important in increasing the productivity of Indian Small and Medium Enterprises (SMEs), which face frequent equipment breakdowns, accidents and corrosion, which also pose severe safety hazards, he said.

Maintenance is expected to play an even bigger role, as industries worldwide are going through increasing competition and increased automation of plants, said Mr. Ravi Sam, Chairman, CII Tamil Nadu, and MD, Adwait Textiles Ltd. and Adwait Steels Ltd.

Mr A Shivakumar, Co-Chairman, IMX 2014, and Chief Executive, EWAC Alloys Ltd, (A wholly-owned subsidiary of Larsen & Toubro Ltd), pointed out that, apart from efficiency and productivity, breakdown also impacts the safety of workers as industrial accidents become a greater risk. An organization that prioritizes industrial maintenance as per a regular schedule through breakdown analysis can avoid such losses to a great extent and prolong the life of company assets, he said.



**P Radhakrishnan**, Union Minister of State of Heavy Industries and Public Enterprises, inaugurating the Industrial Maintenance Expo in Coimbatore



**Dr U Kamachi Madali**, Associate Director, Indira Gandhi for Atomic Research, awarding the participants of the workshop on Corrosion Audit Methodology & Corrosion Management



Welcoming the initiative, Mr. TT Ashok, MD, Taylor Rubber Pvt. Ltd., said ineffective management of maintenance dramatically impacts our ability to manufacture quality products for global markets.

Besides a vast display of maintenance tools and technical products, the Expo hosted product launches by companies such as HPCL Milcy, Akzo Nobel, ITW Chemin, and Timken, among others, while a number of companies conducted dealer meetings and dealer training programmes at the event.

Several knowledge-sharing events were held coinciding with the Expo, such as a conference on Best Maintenance Practices for Zero Breakdown and Least Cost Maintenance Methods, a Corrosion Management Summit, and a Certification Workshop on Corrosion Audit Methodology and Corrosion Management.

The conference on TPM with a focus on sustained maintenance, focused on zero breakdown, least cost maintenance and good maintenance practices, while the Corrosion Management Summit deliberated on 'Corrosion Mitigation and Coatings.' The Certification Workshop on Corrosion Audit Methodology built capacity in Industry professionals through three different sessions discussing technical issues related to corrosion. More than 100 mechanical engineers attended the workshop, and were presented certificates by Dr. U Kamachi Mudali, Associate Director, Indira Gandhi

Centre for Atomic Research (IGCAR).

The event was supported by the Ministry of Heavy Industries and Public Enterprises, the National Small Industries Corporation (NSIC), the Indian Paints Association, the Tribology Society of India and TWI, UK, as well as the TPM Club India, and the CII – AVANTHA Centre for Competitiveness for SME.

## CII WR 7<sup>th</sup> HR Summit

# A Digital World: Evolving Landscape in India

The 7<sup>th</sup> edition of the CII Western Region's flagship **HR Summit**, with the theme of 'A Digital World: Evolving Landscape in India,' took a fresh look at shaping and leveraging human capital in today's world, defined by technology.

As India marches on the path of economic growth, the adoption of disruptive technologies, a digital revolution and a non-linear growth model unlock the potential of a billion Indians, and serve as the force multiplier for economic development.

Held on 24 September in Mumbai, the Summit discussed:

- The shifting market order and its impact on consumer preferences
- The emerging social order and its impact on employee behaviour
- Capability-building in the Digital World

Speaking at the Inaugural Session, Ms Chanda Kochhar, MD & CEO, ICICI Bank, said that for leaders today, the challenge lay in maintaining the right balance between the investment that digital innovation constantly requires and immediate profitability. One has to focus on what is immediate but at the same time invest in something new that will be relevant tomorrow, she said.

Commenting on the human element, she said, "Digitization may have changed the way we live, but it will not take the human element away."

Mr R Mukundan, MD, Tata Chemicals Ltd. listed the four things having the greatest impact on business today as digitization, feminization, casualization and migration ... Amongst all these, it is digitization that has the greatest impact on business and the other three factors, he added.

Noted speakers at the Summit included Ms Rama Bijapurkar, Management and Market Strategy Consultant; Prof Shiv Visvanathan, School of Government and Public Policy, O P Jindal Global University; Mr Rajiv Sabharwal,



'Quick adaptation to new tech and ability to invest in future tech while retaining the human element is the only way to stay ahead.'

**Chanda Kochhar,**  
MD & CEO, ICICI Bank



'Digitization has changed how we work, how we relate to work and how we relate to each other and our organizations.'

**R Mukundan,**  
MD, Tata Chemicals Ltd.

Executive Director, ICICI Bank; Mr Saurabh Tripathi, Partner and Director, BCG India; Mr Ashish Hemrajani, CEO, Bookmyshow; Mr Sandeep Chaudhary, CEO, India Aon Hewitt Consulting; Mr Judhajit Das, Chief Human Resources, ICICI Prudential Life; Mr Renny Thomas, Director, McKinsey and Company; Mr Satish Pradhan, Advisor, Tata Sons Ltd; Mr Samik Basu, Chief Human Resources Officer, PepsiCo, India Region; Mr

Srikantan Moorthy, Executive Vice President, Infosys; and Mr Kamlesh Dangi, Co-Chairman, CII Western Region, and Group Chief People Officer, Religare Enterprises Ltd, among others.

### Inquizzite

The semi-finals and final round of the 2<sup>nd</sup> edition of the HR and Business Quiz – Inquizzite, for young professionals, were also held on the same day.

SEBI/ Great Places to Work emerged as the Winner in the National Round, among the top 8 teams from across the country, who had won the regional rounds, while the runners-up were from Mahindra & Mahindra. Overall, 500 teams participated in the Quiz, which contained both HR and business elements.

Mr Yvan Legris, Global CEO, Aon Hewitt Consulting, awarded the winners with a cash prize of ₹ 1 lakh each, while the 1<sup>st</sup> Runners Up were awarded ₹ 50,000/- each.

### HR & IR Conclave

The 6<sup>th</sup> edition of the HR & IR Conclave, held on 25 September in Pune, looked at 'Enabling HR & IR through Technology.'

Mr Ameet Naik, Vice President, HR, and Global HR Head - India, China and MEA, Binani Cement Ltd, who was the keynote speaker, highlighted four major points: Transforming HR through technology and use of e-HR / HRIS, Gen Y and their expectations, Application of e-HR / HRIS, and Future trends in HR technology. ■



## Restructuring India-China Economic Relations

**T**he India-China economic relationship has multiplied manifold since the turn of the century. President Xi Jinping's state visit to India in September 2014 was the first incoming presidential visit after 2006, and promised to deepen and expand bilateral commercial engagement of the two Asian giant economies in new dimensions.

President Xi, accompanied by his wife – the famous Chinese singer Peng Liyuan – began his trip to India with a 5-hour stop in Ahmedabad, where he was received by Prime Minister Narendra Modi. The two leaders presided over the signing of three agreements with the Gujarat Government. The delegation visited the Sabarmati Ashram and Sabarmati Park and enjoyed an early dinner of local delights in a colorful Gujarati tent, accompanied by folk music and dance performances. It is unusual for high-level dignitaries to travel outside of the Indian metropolises, and this visit helped reinforce the significance of State Governments in the overall Indian economic development endeavor.

Notably, the two countries placed development at the heart of their current engagement by bringing out the Joint Statement on 'Building a Closer Developmental Partnership.' It was recognized that, being large emerging economies, the development aspirations of the two countries are linked and should be 'pursued in a mutually supportive manner', leveraging complementarities for bilateral and regional prosperity.

In 2003-04, India's exports to China stood at \$3 billion and its imports from that country came in at \$4 billion. Over the next ten years, bilateral trade went up ten times to \$73 billion in 2011-12 before subsiding to \$66 billion in 2013-14. While India's exports were \$14.8 billion, its imports from China expanded to \$51 billion. The huge trade imbalance of \$36 billion

is clearly recognized as unsustainable.

At the same time, FDI from China has been sparse, aggregating less than \$500 million since April 2000. Besides trade and investment, Chinese companies have been participating heavily in Indian infrastructure projects, primarily power, worth an estimated \$60 billion, accompanied by financing mechanisms.

It is necessary to restructure the economic relationship, and the two Governments seem to have deployed a strategy of investment-led trade in their joint statement. An investment of \$20 billion from China to India is proposed over the next five years, a big jump from the current level. To begin with, agreements for two industrial parks in Maharashtra and Gujarat have been signed.

Addressing structural trade imbalance is an important part of economic engagement strategy. This would involve resolving the hurdles faced by Indian goods in Chinese markets in various sectors. For example, the registration of pharmaceutical products takes years in China, which discourages Indian players from accessing the market. In agricultural goods, while a list of tradeables has been exchanged, progress on imports by China has been slow. Speedier phytosanitary negotiations are envisaged in the joint statement. In general, the two countries plan to forge production and supply chain linkages to widen trade cooperation.

A key area of growth would be trade in Services. China is one of the largest sources of outbound travel with some 100 million people going overseas each year. India could tap into this through creative models such as a Xuan Zhang circuit, named after the well-known 7<sup>th</sup>-century monk who traveled extensively in India. Expanding linkages between Indian IT companies and Chinese companies is also envisaged. Although many top IT firms from India

are present in China, they have not been able to tap into the market for Chinese enterprises due to various reasons.

The Chinese affinity for Indian movies is well-known, but local restrictions on foreign films mean that not many Indian movies appear on Chinese screens. The two countries signed an agreement on audio-visual co-production where Indian and Chinese media companies could work on projects together. China has also agreed to import more Indian films for commercial release.

In the infrastructure space, the Strategic Economic Dialogue process will examine new areas of cooperation. It is proposed that each country would work on a smart city in the other country to develop joint projects as a first step for wider collaboration in urban development. Interestingly, it was also agreed to establish sister-city relationships between Mumbai-Shanghai and Ahmedabad-Guangzhou. The sister-city concept is significant as the Chinese provincial governments accord high importance to developing linkages with partner cities in other countries through special departments.

Railway cooperation received the highest attention in the talks, and a MoU was concluded on an implementation plan targeting four identified areas. First, China will provide technical inputs for increasing speed on railway lines, beginning with the Chennai-Bengaluru-Mysore line. China would also train 100 Indian railway officials for heavy haulage. Station redevelopment is on the agenda, and China will also help in establishing the first railway university in India. Finally, China is interested in partnering a high-speed rail project for which India has agreed to study the feasibility. An Action Plan between the Indian Ministry of Railways and the National Railway Administration of the Chinese Government has been agreed upon.

Several other areas of cooperation have been identified, including energy, climate change, financial sector, and language training. All these serve to set a new pace for bilateral commercial engagement.

We cannot afford to have an unsustainable economic relationship between the two largest emerging economies in the world. Rebalancing the bilateral economic engagement would be challenging but with the visit of President Xi and commitment from the two Governments, the process can gather pace. Indian industry welcomes the initiatives and looks forward to exploring opportunities in the Chinese markets.

### Agreements Signed between India and China

1. Mou between Indian Ministry of Railways and Chinese Government on strengthening cooperation in Railways.
2. Action Plan between the Ministry of Railways, India, and the National Railway Administration of China on strengthening cooperation in Railways
3. Five-Year Trade and Economic Development Plan, which lays down a medium-term roadmap for promoting balanced and sustainable economic and trade relations between China and India, on the principles of equality and mutual benefit. The main objectives of the plan are to
  - Reduce bilateral trade imbalance
  - Strengthen investment cooperation to realize US\$ 20 billion investment from China in 5 years
  - Create a transparent, stable and investor-friendly business environment
  - Enhance cooperation between chambers of commerce and financial sectors.
4. Agreed Minutes of the 10<sup>th</sup> Session of the India-China Joint Economic Group
 

The 10<sup>th</sup> Session of the India-China Joint Group on Economic Relations, Trade, Science and Technology (JEG) was held in Beijing on 2 September. Both sides held detailed discussions to promote broad and deep bilateral trade and economic cooperation, and agreed to undertake measures to achieve sustainable and balanced trade. Specific measures to enhance market access to Indian products such as agricultural, pharmaceutical and export of services will be expedited.
5. The Agreement on audio-visual co-production between the Ministry of Information and Broadcasting, India, and the State Administration of Press, Publication, Radio, Film and Television, China, would give producers from both countries the opportunity to pool their creative, artistic, technical, financial and marketing resources to co-produce films. It would help Indian audio-visual products to gain greater market access.
6. Agreement on mutual administrative assistance and cooperation in Customs matters will enhance cooperation to fight trans-border economic crimes and custom offences. It would also also facilitate trade through enhanced customs cooperation.
7. Work Plan on Drug Administration and Cooperation between the China Food and Drug Administration

and the Ministry of Health and Family Welfare, India, under which the two sides will carry out cooperation in drug standards, traditional medicine and drug testing, etc. Both sides will exchange delegations to enhance cooperation.

8. Agreement on establishing Sister City relationship between Mumbai and Shanghai
9. Agreement on establishing Sister City relationship between Ahmedabad and Guangzhou
10. Agreement on establishing Sister Province/State relationship between Gujarat and Guangdong

11. MoU between the Maharashtra Industrial Development Corporation and Beiqi Foton Motor Co. Ltd. on supporting the setting up of a 1250 acre industrial park near Pune, Maharashtra, providing cluster-type development and generation of employment for a large number of people, with an expected cumulative investment of \$ 5 billion upto 2030.
12. MoU between the China Development Bank Corporation and iNDEXTb on supporting the setting up of industrial parks in Gujarat.

Source: Ministry of External Affairs

## Africa



**Dr Olusegun Aganga**, Minister of Trade & Investment, Nigeria, addressing an interactive Session in New Delhi. Also seen: **D S Dhesi**, Additional Secretary, Ministry of Commerce & Industry, India; and **Ndubuisi V Amaku**, High Commissioner of Nigeria to India

## Nigeria

### Nigeria invites Indian Investment

Indian Investors can reap huge benefits by investing in Nigeria, the largest economy of Africa, said Dr Olusegun Aganga, Minister for Industry, Trade and Investment, Federal Republic of Nigeria, at an interactive session organized by CII in New Delhi on 11 September.

Dr Aganga highlighted the excellent potential for trade and investment cooperation between India and Nigeria in sectors like pharmaceuticals, power and energy, agriculture – especially sugar, cotton textiles and garments, leather and leather products, palm oil production, and iron and steel. He described the strengths of his country, which has the 11<sup>th</sup> largest oil reserves in the world, the 8<sup>th</sup> largest natural gas reserves, and one of the fastest growing middle class and consumer segments, in addition to strong fiscal management.

Mr D S Dhesi, Additional Secretary, Ministry of

Commerce and Industry, India, noted that, of India's \$ 57 billion trade with Sub-Saharan Africa, \$ 17 billion was with Nigeria alone, a fair indicator of the role that Nigeria plays in India's trade. India imports oil to the tune of \$ 16 billion from Nigeria, he added.

India does not have any Free Trade Agreement with an African country, but is seriously looking at signing one with the Economic Community of West African States (ECOWAS) of which Nigeria is a major stakeholder, he said.

Mr. Ndubuisi V Amaku, High Commissioner of Nigeria, said that bilateral trade between Nigeria and India is growing fast, and now stands at \$ 19.5 billion. People to people exchanges are increasing, and more than 150 Indian companies, including Skipper Electricals (India) Ltd, Tata, Airtel, ONGC Videsh Ltd, NIIT, and Ashok Leyland, among others, are successfully operating in Nigeria, he added.

Earlier, Mr. N K Verma, Member, CII Africa Committee, and MD & CEO, ONGC Videsh Ltd, welcomed the Minister and the accompanying delegation, comprising of Nigerian Ambassadors from South Asian countries, senior officials from the Nigerian Government, the Nigeria Investment Promotion Commission, the Nigeria Export Promotion Council, Oil and Gas Free Trade Zone Authority, and the Nigeria Export Processing Zone Authority, among others.

Ms. Poonam Sachdeva, Group Director, Corporate, Skipper Electricals, shared her experiences of operating in Nigeria.

The session concluded with the release of a book, 'Nigeria – A Business Manual,' written by Mr Mahesh Sachdev, former Indian High Commissioner to Nigeria.

## Rwanda

### CII Delegation to WEDF

CII organized a business delegation to Rwanda and Uganda from 15-19 September coinciding with the World Export Development Forum (WEDF) 2014 organized by the International Trade Centre (ITC) and the Rwanda Development Board (RDB) in Kigali.

The WEDF, with the theme, 'SMEs: Creating Jobs Through Trade,' was inaugurated by Mr. Paul Kagame, President of the Republic of Rwanda.

The Forum brought together 800 delegates, representatives of governments, businesses, and trade support institutions from 73 countries around the world, to identify practical strategies for trade-led inclusive sustainable growth and development. The CII delegation attended various sessions and held B2B meetings at the WEDF.



CII Delegation members with **Tony Nsanganira**, Minister of State of Agriculture, Rwanda, in Kigali

## Uganda

### CII Delegation to Uganda

In Kampala, Uganda, the 12-member delegation met with Dr Ajedra Gabriel, Minister of State for Investment, Ambassador Onen Julius, Permanent Secretary, Ministry of Trade, Industry and Cooperatives,



Members of the CII Business Delegation to Uganda with **Dr. Ajedra Gabriel Aridru**, Minister of State for Investments, Uganda; **Elizabeth Paula Napeyok**, Ugandan High Commissioner to India, and **Dr A V S Ramesh Chandra**, Indian High Commissioner to Uganda, in Kampala

Mr. Alex Okello Bwangamoi, Permanent Secretary, Ministry of Works and Transport, Mr. James Baanabe, Commissioner of Energy Resources, Ministry of Energy and Mineral Development, and Mr. Mwhwezi Deus Assistant Commissioner – Agribusiness, Ministry of Agriculture, Industry and Cooperatives, to discuss the investment policies and trade opportunities in each sector in Uganda.

The meetings with Dr Sebbowa, Executive Director, Uganda Investment Authority, Uganda National Chamber of Commerce and Industry (UNCCI), and Mr Gideon Badagawa, Executive Director, Private Sector Foundation, Uganda, gave the visitors an opportunity to interact with local businessmen and have discussions with potential partners.

All the meetings were organized with the support of Dr Ramesh Chandra, High Commissioner of India to Uganda. Ms Elizabeth Napoyek, Ugandan High Commissioner to India, travelled to Uganda and joined the delegation for all the meetings in Kampala.

## Asia

### 5<sup>th</sup> Asian Business Summit

CII participated in the 5<sup>th</sup> Asian Business Summit (ABS) held in Manila, Philippines, from 14-15 September. The ABS is a grouping of 13 leading business chambers from 11 Asian countries/region.

The 5<sup>th</sup> ABS this year was hosted by the Philippines-



**Dr Naushad Forbes**, Vice President, CII, and Director, Forbes Marshall P Ltd (extreme right) with business leaders from Asian countries/region at the 5<sup>th</sup> Asian Business Summit in Manila, Philippines

Japan Economic Cooperation Committee (PHILJEC) in collaboration with Keidanren, Japan.

Dr Naushad Forbes, Vice President, CII, and Director, Forbes Marshall Pvt. Ltd. and Mr Rajesh Menon, Deputy Director General, CII, addressed the Plenary Session of the Summit. The meeting deliberated on various topics such as Asia's Growth Story; Regional Economic Integration, Facilitation of Trade and Investment; Energy & Environment; Infrastructure Development; and Movement of Natural Persons.

At the end of the meeting, a joint statement was issued presenting a framework for future collaboration between the participating countries.

## Japan

### India-Japan Business Leaders Forum

Coinciding with the visit of Mr Narendra Modi, Prime Minister of India, to Japan, the India-Japan Business Leaders Forum (IJBLF) met in Tokyo on 1 September. The 20-member Indian delegation was led by Mr Baba Kalyani, Indian Co-Chair of the Forum, and CMD, Bharat Forge Ltd. Dr Sadayuki Sakakibara, Chairman of the Board, Toray Industries Inc, was the Co-Chair of the Forum from the Japanese side.

The members of the IJBLF had intense discussions on various areas for cooperation, including improving the business environment, cooperation in strategic areas, Japanese investment in India for infrastructure development, and global cooperation. Later, the Joint Report of the Forum was submitted to the Prime Ministers of India and Japan.

### JETRO – NIKKEI Seminar

On the occasion of the visit of Mr Narendra Modi, Prime Minister of India, to Japan, CII, in collaboration with the Japan External Trade Organization (JETRO), organized a Business Investment Seminar in Tokyo on 2 September. Mr Narendra Modi delivered the keynote address at this seminar.

Other Indian speakers at the seminar included Mr Amitabh Kant, Secretary, DIPP; Mr Ajay S Shriram,



Dr Sadayuki Sakakibara, Chairman of the Board, Toray Industries Inc and Baba Kalyani, CMD, Bharat Forge Ltd, Co-Chairs of the IJBLF from Japan and India respectively, presenting the Joint Report of the Forum to Narendra Modi, Prime Minister of India; and Shinzo Abe, Prime Minister of Japan, in Tokyo

President, CII, and Chairman & Senior Managing Director, DCM Shriram Ltd; Mr Baba Kalyani, CMD, Bharat Forge Ltd and Mr S Ramadorai, Vice Chairman, TCS. The Seminar was attended by over 1000 representatives of Japanese industry.

## Pakistan

### Business Delegation from Pakistan

CII organized an interactive session with a business delegation from Pakistan, led by Mr S M Muneer, Chief Executive, Trade Development Authority of Pakistan (TDAP), on 13 September in New Delhi.

In his welcome remarks, Mr. Sunil Kant Munjal, Past President, CII, Co-Chairman, India-Pakistan Joint Business Forum, and Chairman, Hero Corporate Service, stated that trade and industry were ready and willing to strengthen the positive momentum in bilateral ties that has been built up over the last couple of years. He spoke of the potential to boost bilateral trade from the current level of formal trade of about US \$ 3 billion to US \$ 10 billion in the coming years.

Mr Muneer emphasized on the need to promote



Members of the India-Japan Business Leaders Forum (IJBLF) in Tokyo



Members of the India-Pakistan Joint Business Forum, at an interaction in New Delhi

and facilitate trade within the SAARC region in order to lower production and transportation costs and eventually benefit the consumer. Trade in agricultural commodities could help bridge short term supply gaps, he suggested, highlighting the need to open more land routes to facilitate border trade, and facilitate the visa process in the two countries to promote both tourism and business. He also called for roaming facilities to be allowed for phones from one country being used in the other country.

Mr. Abdul Basit, High Commissioner of Pakistan to India, said that, due to the efforts of the business community,

ties between India and Pakistan were now stronger. He called for building a relationship based on mutual trust and respect.

Both countries need to collaborate and exploit complementarities to produce competitive goods and capture a greater share of the world market, said Mr. Zakaria Usman, President, Federation of Pakistan Chambers of Commerce and Industry, and MD, Acme Mills (P) Ltd.

Mr. Syed Yawar Ali, Co-Chairman, Pakistan - India Joint Business Forum, and Chairman, Nestle Pakistan Ltd, observed out that the two countries were at a unique point in their history as both their Prime Ministers are perceived as being business-friendly and progressive. He felt that there was a need to build on this and promote the cause of India-Pakistan business relations.

In his concluding remarks, Mr. Rajesh Menon, Deputy Director General, CII, stated that CII would be happy to work with TDAP to find ways and means to boost bilateral trade.

## Australia

### Prime Minister of Australia visits India

Mr Tony Abbott, Prime Minister of Australia, accompanied by Mr Andrew Robb, the Australian Minister for Trade and Investment, and a delegation of 30 Australian CEOs from the areas of education, finance, resources and mining, visited India from 4-5 September. On this occasion, CII organized a joint business luncheon meeting, with other chambers, on 5 September in New Delhi.

Stating his intent to work towards stepping up Australian investment in India, Mr Abbot felt that the current level of trade and investment between Australia and India did not adequately reflect the true potential of the relationship. Australia could be a dependable partner in India's progress, especially in Energy Security, Resource Security and Food Security, he declared. He also announced the formulation of a new Colombo Plan to raise the number of Indian students studying in Australia.

Ms. Nirmala Sitharaman, Minister of State of Commerce



**Ajay S Shriram**, President, CII, and Chairman & Senior Managing Director, DCM Shriram Ltd; **Nirmala Sitharaman**, Minister of State of Commerce & Industry (Independent Charge), and Minister of State of Finance & Corporate Affairs, India; and **Tony Abbott**, Prime Minister of Australia, at a business meeting in New Delhi

& Industry (Independent Charge), and Minister of State of Finance & Corporate Affairs, India, who was the Guest of Honour at the meeting, urged Australian companies to step up their investment in India. Between 2000 and 2014, Australian investment in India was about USD\$ 600 million whereas Indian investment in Australia was of the order of USD\$ 11 billion, she said, pointing out that many new opportunities for investment have opened up with the measures taken by the new Government.

Mr Ajay S Shriram, President, CII, and Chairman & Senior Managing Director, DCM Shriram Ltd stated that Indian Industry looked forward to a comprehensive relationship with Australia in areas such as advanced technology, joint R&D, education and skill development, food processing services, vocational education and energy and environment.

The meeting was attended by close to 200 delegates including senior Government officials from India and top Indian industry leaders, with good participation from the education sector.

## Gulf & Middle East

### Bahrain

#### Building Ties with Bahrain

Coinciding with the OIFC Diaspora Engagement Meet held in Manama, Bahrain, on 6 September, Mr Chandrajit Banerjee, Director General, CII, held a meeting with Mr Ahmed Alkaabi, Director General, Private Office of Her Highness Shaikha Norra Bint Isa Bin Salman Al Khalifa, in her office.

Mr Banerjee committed CII's endeavor to promote various activities to strengthen India-Bahrain bilateral trade and economic relations. It was also agreed that CII would lead the India Pavilion participation at the Arab-Asia Business Partnership Summit titled 'Reinventing Regional Markets,' the first-ever conference and exhibition of Arab-Asian enterprises and corporates, to be held from 9-11 December in Manama.

This event, which is organized under the patronage of Dr Hassan A Fakhro, Minister of Industry and Commerce, Bahrain, aims to create opportunities for regional business to share insights and forge cross-border partnerships across the entire Arab-Asia Region. H H



*From left: Chandrajit Banerjee, Director General, CII; Sushma Swaraj, Minister of External Affairs & Overseas Indian Affairs, India; Dr Mohan Kumar, Ambassador of India to Bahrain*  
*From right: Tariq Mubarak Bib Daine, Ambassador of Bahrain to India; Khamal Bin Ahmed, Minister of Transportation & Acting CEO, EDB, Bahrain and other dignitaries, at the EDB luncheon meeting, in Bahrain*

Norra Bint Isa Bin Salman Al Khalita is the Chairperson of the Arab-Asia Business Partnership Summit.

#### CII Office in Bahrain

The Economic Development Board (EDB) of Bahrain, which is CII's partner in Bahrain, hosted a luncheon meeting in honor of Ms Sushma Swaraj, Minister of External Affairs and Overseas Indian Affairs, on 6 September in Manama. During the meeting, Mr Chandrajit Banerjee, and Mr Kamal Ahmed, Minister of Transport, Bahrain, and Acting CEO, EDB, jointly announced the opening of a CII office in the EDB premises.

## Latin America and the Caribbean

### Brazil

#### Interaction with Ambassador Designate to Brazil

CII organized an industry interaction with Mr. Sunil Lal, Ambassador-Designate to Brazil on 23 September in New Delhi, to enable members to apprise him of their business interest and concerns, if any, in Brazil. It was also an opportunity for Industry representatives to understand the vision and expectations of Mr Lal on expanding and strengthening business engagement with Brazil.

The interaction was chaired by Mr. Partha Guha Patra, Member, CII Latin America and Caribbean (LAC) Committee, and Co-Founder, SafetyKart Retail, and was attended by representatives from companies such as Tata Services Ltd, Bajaj Auto Ltd, Mahindra and



**Sunil Lal,**  
Ambassador-  
Designate to Brazil

Mahindra, Usha international, TechMahindra, Aditya Birla Group, Glenmark Pharmaceuticals Ltd, Uniphos, Bharat Petroleum, Punjab National Bank, Dynamic Logistics, Moser Baer, National Skill Development Corporation, and Uttam Sucrotech representing sectors such as Oil and Gas, Pharmaceuticals, Textiles, Agro-chemicals, Telecom, Logistics, Retail, Infrastructure, Automobiles, Energy, IT, Banking, Tourism etc.

Some of the key issues confronted by companies in doing business in Brazil such as tariff issues, high anti-dumping duties on Indian exports, import duties on software products, lack of direct air and ship links and language barriers were brought to the attention of Mr Lal.

The Ambassador-Designate asked Industry to expand its ambit of operations beyond Rio de Janeiro and Sao Paulo, and also promised to undertake, facilitate and increase business-to-business and people-to-people exchange between the two countries.

## East



At the Safety Symposium in Kolkata

### Safety Symposium and Exposition

11-12 September, Kolkata

The two-day Safety Symposium and Exposition highlighted the need for safe workplaces and the promotion of a culture of self-safety for the growth and development of the country.

At the Inaugural Session, Mr Madan Mitra, Minister of Transport and Sports, West Bengal, said he would soon submit a proposal to the State's Education Ministry to make a weekly class on safety mandatory in schools. The Minister also urged CII to team up with the State Transport Department to organize a big conference on safety with schoolchildren.

Mr Viresh Oberoi, Chairman, CII Eastern Region, and MD & CEO, mjunction Services Ltd, said an estimated 160 million people suffer from work-related diseases, and there are around 270 million fatal and non-fatal work-related accidents every year. The loss caused by such accidents and diseases is incalculable, he said.

Mr Anand Sen, President (TQM & Steel Business), Tata Steel Ltd, said safety is something which should be "internally driven", rather than by a set of rules and laws. Today, companies have realized that good safety means good business, he said.

CII Eastern Region submitted a set of recommendations emanating from the conference to the West Bengal Government.

### Climate Change Conference

16 September, Kolkata



At the Climate Change Conference in Kolkata

At the Climate Change Conference 2014, Dr Sudarsan Ghosh Dastidar, Minister of Environment, West Bengal, announced that the State Government would install solar panels in 100 schools and Government-run hospitals across 19 districts in the State as part of its plans to "make West Bengal a model in green movement in the country."

The West Bengal Pollution Control Board would fund the project, said its Chairman, Prof Binay Dutta.

Dr Ghosh Dastidar urged industries, NGOs and civil society to promote green technologies, construct Green buildings and use renewable energies. He unveiled the State Government's Vision 2022 which was prepared in association with CII, at the event.

### Banking Colloquium

19 September, Kolkata

Investments and savings cannot be seen in isolation:



At the Banking Colloquium in Kolkata

both are important for the revival of GDP growth and development, said Mr P Vijaya Bhaskar, Executive Director, Reserve Bank of India, at the Banking Colloquium. This is the right time to accelerate the growth engine, with simultaneous efforts by the Government and the financial system, he said.

Stressing the need for financial inclusion for MSMEs, speakers urged banks to act as change agents to overhaul the Indian banking landscape.

## Healthcare East

20 September, Kolkata



At Healthcare East, In Kolkata

Important decisions and plans were announced at the 9<sup>th</sup> Healthcare East event. "To take quality healthcare to the farthest corners of the State, we will build six more super-speciality hospitals and set up 51 high-end diagnostic centres in PPP mode," said Ms Chandrima Bhattacharya, Minister of State of Health and Family Welfare, West Bengal, at the inaugural session. She also announced the setting up of a medical college in Kurseong, in PPP mode, upgrading of several district hospitals into medical colleges in the next 2 years, and establishing 24x7 healthcare helplines across the State. Ms Bhattacharya released a CII-Grant Thornton Knowledge paper titled 'The Eastern Highway – Progressing Towards Smarter Health for All.'

Mr Malay Kr De, Principal Secretary, Health and Family Welfare, West Bengal, said the State Government is planning to launch a Para-medical Council on the lines of the Indian Medical Council. He urged healthcare players to look beyond Kolkata and invest in tier-II and tier-III cities.

## Devipaksha

23 September, Kolkata

Be confident, work hard, remain unflustered by frowns and jibes, and, more importantly, stand by



At the Conference on 'Profiles in Leadership' in Kolkata

other women, was the advice proffered by some extraordinary women who have not only broken barriers and conventions, but also brought in new perspectives and fresh ideas, at the Conference on Profiles in Leadership. The women leaders felt that young women would define the next generation of entrepreneurship.

Ms Roshni Sen, Secretary, Women and Social Welfare, West Bengal, and Prof Anuradha Lohia, Vice Chancellor, Presidency University, recounted how facing adversity had toughened them. Ms Sujata Sen, Director (East), British Council, Ms Helen LaFave, Consul General of the US, Kolkata, Ms Justice Indira Banerjee of Calcutta High Court, and noted dancer and social worker, Ms Alokananda Roy, among others, also shared their thoughts.

## I-Mark for MSMEs

24 September, Kolkata

I-Mark, an acronym for Indian Design Mark, could be a powerful motif and tool for MSMEs to get a bigger



Speakers at the Design Conference in Kolkata

slice of the world market, said Prof Pradyumna Vyas, Director, National Institute of Design, at the Design Conference, urging MSMEs across the country, including West Bengal, to apply for the I-Mark.

The Central Government has a subsidy scheme that offers MSMEs 60% waiver on application for the I-Mark tag. The I-Mark, an excellence standard initiated in cooperation with the Good Design Award of Japan, symbolizes product excellence in form, function, quality, safety, sustainability and innovation.

## Sessions on 'Make-in-India'

25 September, Raipur, Patna and Bhubaneswar

CII organized tele-viewing sessions of the launch of the 'Make in India' Campaign, followed by discussions on



Discussion on the 'Make in India' initiative in Raipur

how the States could integrate with the core vision of the campaign by taking suitable measures to create an industry-friendly environment. The sessions were organized in association with the Department of Industrial Policy and Promotion (DIPP).

In Raipur, senior representatives of the Chhattisgarh Government, including Mr Vivek Dhand, Chief Secretary; Mr D S Mishra, Additional Chief Secretary, Financing & Planning, Commercial Taxes, Mr N Bajendra Kumar, Additional Chief Secretary, Commerce & Industries, and Mr Aman Singh, Principal Secretary, Energy & IT, joined Industry leaders for the discussion.

In Patna, the participants at a special session to discuss how Indian Industry can live up to global expectations included Mr M K Verma, Regional Director, RBI, Bihar & Jharkhand, Mr Alok Kumar Sinha, Chief Adviser, Bihar State Planning Board, Mr Naveen Verma, Principal Secretary, Industries, Bihar, Mr Ravi Mittal, Principal Secretary, Sugarcane, Bihar, and Mr S P Sinha, Chairman, CII Bihar, and Adviser, Bihar Hotels Ltd.

In Bhubaneswar, too, senior Government officials and industry leaders discussed strategies to give a fillip to industrialization and manufacturing in the State. CII Odisha submitted a set of suggestions and recommendations to the DIPP after the conference. Among those present were Mr Vishal K Dev, Commissioner-cum-Secretary, Industries, Odisha and CMD, Industrial Development Corporation, Odisha, and Mr Ansuman Das, Chairman, CII Odisha, and CMD, NALCO.

### Interactive Session on Switzerland

29 September, Kolkata

Switzerland is looking at the early conclusion of the much-awaited broad-based Trade in Economic Partnership Agreement that India and Switzerland, together with Iceland, Liechtenstein and Norway, have been negotiating for the past seven years, said Mr Linus von Castelmur, Ambassador of Switzerland to India, at an interactive session. Switzerland, he said the

Ambassador, would be happy to work with entrepreneurs in West Bengal in skill development.

The Swiss Ambassador also said that Switzerland is interested in importing skilled labour, but looks for skills which are top-notch. We never compromise on quality and class, he said.

Earlier, Mr Umesh Chowdhary, Chairman, CII West Bengal, and Vice Chairman and MD, Titagarh Wagons Ltd, who is also the Honorary Consul of Switzerland in Kolkata, described how Switzerland has grown into a prosperous and modern market economy.



**Umesh Chowdhary**, Chairman, CII West Bengal, Vice Chairman & MD, Titagarh Wagons Ltd, and Honorary Consul of Switzerland (Kolkata); and **Linus von Castelmur**, Ambassador of Switzerland to India and Bhutan; at an Interactive Session in Kolkata

## Bihar

### CII calls on Bihar Chief Minister

5 September, Patna



**Jitan Ram Manjhi**, Chief Minister of Bihar; with **Viresh Oberoi**, Chairman, CII (ER) and CEO & MD, mjunction Services Ltd; and **S P Sinha**, Chairman, CII Bihar, and Senior Adviser, Bihar Hotels Ltd; at an interaction in Patna

A CII team called on Mr Jitan Ram Manjhi, Chief Minister of Bihar, to brief him on CII initiatives in the State and the region. Mr Viresh Oberoi, Chairman, CII Eastern Region, and CEO & MD, mjunction Services Ltd, and Mr S P Sinha, Chairman, CII Bihar, and Senior Adviser, Bihar Hotels Ltd, described CII's work in agriculture and food processing, tourism, healthcare, skill development

and MSME facilitation, and also briefed the Chief Minister on Agro Bihar, a joint initiative by CII and the Bihar Government. Mr Manjhi sought CII's cooperation for the promotion of organic farming and skill development in Bihar.

Mr Oberoi also addressed a Media Meet to share CII's agenda for the overall development of the State.

## Chhattisgarh

### CII calls on Chief Minister

5 September, Raipur

A CII team met Dr Raman Singh, Chief Minister of Chhattisgarh to brief him on CII initiatives in the State. Mr Viresh Oberoi, Chairman, CII Eastern Region, and CEO & MD, mjunction Services Ltd, accompanied by Mr Dinesh Agrawal, Chairman, CII



**Dinesh Agrawal**, Chairman, CII Chhattisgarh, and Executive Director, Godawari Power & Ispat Ltd; and **Viresh Oberoi**, Chairman, CII (ER) and CEO & MD, mjunction Services Ltd, with **Dr Raman Singh**, Chief Minister of Chhattisgarh, in Raipur

Chhattisgarh, and Executive Director, Godawari Power & Ispat Ltd, and Mr Manish Gupta, Immediate Past Chairman, CII Chhattisgarh, and Partner, Beekay Engineering Corporation, also briefed Dr Singh about CII's plans to organize Agro Chhattisgarh in early 2015.

## Jharkhand

### Seminar on Affirmative Action

10 September, Jamshedpur

Merit is not a standalone virtue: it is a sum total of societal, financial and environmental parameters, said Mr



Seminar on Affirmative Action in Jamshedpur

B Muthuraman, Past President, CII, and Vice Chairman Tata Steel Ltd, at a seminar on 'Affirmative Action in Private Sector: Making it Happen.' Mr Anand Sen, Chairman, Affirmative Action Sub-Committee, CII (ER), listed the Region's initiatives in Affirmative Action, while Mr T V Narendran, Chairman, CII Jharkhand, and MD, Tata Steel Ltd, described Tata Steel's work in social development. Ms Binita Soren, an employee of Tata Steel Rural Development Society, and a mountaineer, who climbed Mount Everest in 2012, shared her inspirational story.

## Odisha

### MSME Connect 2014

6 September, Balasore

MSME Connect 2014 provided a strong platform for MSMEs to build a sustainable association with large companies. Senior Government officials and top executives from leading organizations such as Tata Steel, NALCO, HAL, Emami Paper Mills Ltd, and Jindal Stainless Steel, offered perspectives on how MSMEs can make it to the next level through partnerships with big companies. The participants included Mr Nityanand Palai, Director of Industries, Odisha, Mr P K Gupta, Director In-charge, MSME-DI, Mr Fakir Mohan Nayak, Additional Secretary, MSME, Odisha, and Mr Rajdeep Mohanty, Chairman, CII North Odisha Zonal Council, and Resident Director, Jindal Stainless Ltd.

## West Bengal

### ICT for SMEs

3 September, Howrah

The State Government is determined to give ailing SMEs and MSMEs in Howrah a big push through ICT tools, said Mr Arup Roy, Minister, Agriculture Marketing, West Bengal, at the 2<sup>nd</sup> Seminar Series on Empowering SMEs through ICT Intervention. Mr Sandip Kumar Dutta, President, Howrah Foundry Association, said ICT is an indispensable tool for all businesses.



Seminar on ICT for SMEs in Howrah

## North East

### Assam

#### Multi Skill Development Institute in Digboi

1 September, Digboi

Mr Rameswar Teli, Member of Parliament, inaugurated the Indian Oil Corporation Ltd Assam Oil Division (IOCL-AOD) – CII Multi Skill Development Institute in Digboi. The CSR initiative aims to train underprivileged 400 youth from in and around the Digboi area each year, to promote employment and self-employment.

Digboi is home to the world's oldest running oil refinery. The Centre is utilizing the infrastructure of an old school, started in 1917, to run a centre of learning for capacity-building of youths, enhancing their livelihood options. The Multi Skill Development Institute will provide demand-based skill training through short duration (3 months) but intensive vocational modular courses.

At the inauguration of the Institute, Mr Barun Barpujari, Chairman, CII Assam, and Executive Director, IOCL AOD, said that the institute will start with three courses: Hospitality and Tourism; Beauty and Wellness and MIG Welding, to be followed by three more courses, on Electrician Trade, Construction, and Retailing, in the near future. Currently, the Centre has three well equipped labs for each trade with sophisticated training tools, as well as two MIG welding simulators, the first of this kind in the North East. The total intake in the first batch is 79 students, most of them in the age group of 18 to 30 years, with 66% belonging to the reserved category.

Alongside, CII will leverage its membership to provide the trainees with employment opportunities.

Mr. Abhijit Barooah, Co Chairman, CII North East Council, and MD Premier Cryogenics Ltd urged the trainees to make the best use of this opportunity.



First batch of students of the OCL AOD - CII Multi Skill Development Institute, Digboi



Subhash Chandra, Deputy Inspector General of Forests, Union Ministry of Environment and Forests; H Rohluna, Minister of Industries, Mizoram; and Ashutosh Kumar, Industries Secretary, Mizoram, at the Roundtable on Bamboo in Aizawl

### Mizoram

#### Roundtable on Bamboo

9 September, Aizawl

Taking forwards CII's effort to streamline the bamboo transit and regulatory regime in the North East, the second roundtable on this issue was held in Aizawl on 9 September. The roundtable was jointly organized by CII with the Bamboo Development Agency (BDA) in partnership with the Mizoram Chamber of Industries (MCI).

Inaugurating the roundtable, Mr H Rohluna, Minister of Industries, Mizoram, called for an inter-state bamboo trade agreement for transit and movement of bamboo and its related products to other States and abroad. While inter-state agreements would facilitate the transfer of technology between member States, agreements with other countries, especially those where no bamboo is grown, would help better market co-ordination, he felt. The Minister also suggested the creation of a Bamboo Board, in tune with the Jute Board, Spices Board, etc, to coordinate all activities related to bamboo. Such a Board could monitor and encourage industrial use of bamboo with an emphasis on environment protection, and adopt inclusive models and techniques to serve the needs of low income communities thriving on bamboo, he felt.

Mr Subhash Chandra, Deputy Inspector General of Forests, Union Ministry of Environment and Forests, Mr Ashutosh Kumar, Industries Secretary, and Executive Chairman, Bamboo Development Agencies, Mizoram, Mr Rosiama Vanchhong, Additional Principal Chief Conservator of Forests, Environment & Forest Department, Mizoram, and Mr Kedar Panda, Representative, Tripura Bamboo Mission, also attended the Roundtable, along with officials from various Mizoram State Government departments, as well as several business stakeholders.

## North



CII J & K Disaster Relief Material being flagged off from Chandigarh



Distribution of relief material in Jammu & Kashmir

### CII J&K Relief Initiative

A CII Special Task Force, constituted to reach out to the victims of the disaster-hit State of Jammu & Kashmir, is working aggressively in coordination with the district administration. Relief camps and control rooms have been set up in Jammu and in Srinagar to facilitate better and faster distribution of relief material, and enhance coordination and liaison with Army and local authorities.

CII, under the aegis of the CII Foundation, has dispatched sustainable relief material worth lakhs of rupees for the J&K victims. CII tied up with the Western Command, Indian Army, headquartered at Chandimandir, to air lift the relief material, including commodities of urgent requirement, to Srinagar from 3 BRD Air Force Station in Chandigarh.

The relief material, dispatched in 8-10 consignments, consisted of around 30,000 water bottles, 4400 torches with batteries, 20 water purifiers, 200 packets of baby food, 150 kg of milk powder packs, 4800 packs of Maggi noodles, 2400 bottles of juice, 2100 100 gm packs of Glucon-D, 15000 packs of glucose biscuits, 30 family tents, 14 cartons of medicines, 800 blankets, 36,000

soap cakes, 10,000 sanitary napkins, etc.

To channelize the relief work properly, the operation is being carried out in two phases. In phase 1, distribution of essential relief items is being done, while phase 2 would comprise rehabilitation work. The detailed plans for this are being worked out in coordination with the Government, and are likely to include interventions in low cost housing, water solutions, etc.

### ICT for SMEs

5 September, Chandigarh

12 September, Kanpur

The seminars on 'Empowering SMEs through ICT Intervention,' provided a platform for SMEs to interact with ICT service providers and understand the products and services which can enhance their competitiveness, productivity, business prospects and global outreach.

### Make in India Campaign

25 September, Chandigarh, Dehradun, Jaipur, Lucknow & Ludhiana

Sessions were organized at multiple locations to mark the launch of the 'Make in India' campaign by the Prime Minister of India.



Session on 'Make in India' campaign in Chandigarh

## Manufacturing Excellence Conclave

26 September, Chandigarh

The Conclave deliberated on the enablers for achieving excellence in the manufacturing sector, such as Technological Innovation, Automation, Productivity and Cost Competitiveness, Quality and Safety.

“Make in India (MII) is a new deal for India’s manufacturing sector which will ease procedures and welcome investment,” said Mr Ajay Shankar, Member Secretary, National Manufacturing Competitiveness Council (NMCC) at the event.

## 7<sup>th</sup> QC Competition – Preliminaries

10 September, Lucknow

19 September, Baddi

Quality Circles from various organizations made presentations on the specific projects handled by them at their work place. The assessment of the presentation was made on a weighted scale based on factors like problem selection, analysis, solution, presentation, etc.

## Chandigarh

### Edu Summit 2014

1 September, Chandigarh

CII, in partnership with the National Skill Development Corporation (NSDC), the National Skill Development Agency (NSDA) and the Government of Haryana organized the Edu Summit 2014. A CII – Ernst & Young Knowledge Paper on ‘Aligning Higher Education with National Skills Qualification Framework (NSQF)’ was released at the Summit.

“Defining the level of competence expected from various higher education degrees as well as from vocational training is the only way to bridge the huge disconnect between the skill requirements of Industry and those delivered by our institutes,” observed Mr J P Rai, Director General, NSDA.

### Session on Green Buildings

19 September, Chandigarh

The session was held to promote the adoption of Green building technologies and concepts in the Chandigarh region. It was decided to organize a conference and exposition to encourage stakeholders to go Green.

### Session on Solar Tariff Policy

22 September, Chandigarh

CII submitted its suggestions on the promotion of solar power at the meeting organized by the Joint Electricity

Regulatory Commission to decide on the solar tariff policy, and to share the positive impact of the installation of roof-top solar power plants in Chandigarh on the consumer’s tariff.

### Interactive Session on Philippines

26 September, Chandigarh

Mr John Paul B Inigo, Commercial Counsellor, Trade and Industry, Philippines, described opportunities for Indian companies in the Philippines in sectors such as Infrastructure, Hospitality, Pharma and Manufacturing.



**John Paul B Inigo**,  
Commercial Counsellor,  
Trade & Industry,  
Philippines

## Delhi

### Workshop on Barcoding

1 September, New Delhi



Workshop on Barcoding in New Delhi

The workshop was held to increase awareness about various Government schemes, with special focus on a scheme to promote the use of the Barcode. It also explained the reimbursement of expenses for barcode by the Ministry of MSME.

### Business Delegation to Germany

10-12 September, Thuringia and Stuttgart

A delegation led by Mr Arjun Wallia, Chairman, CII Delhi, and Group Founder and Chairman, The Walsons Group and Securitas India, visited Thuringia and Stuttgart.

In Thuringia, the delegates interacted with officials of the State Development Corporation of Thuringia, and visited companies and industrial areas. The delegation also participated in a conference on India Business Day at Thuringia.



CII delegation in Germany

## Meeting with CSC Leaders

18 September, New Delhi

A delegation of Commonwealth Student Conferences (CSC) Leaders interacted with Delhi State Council members over dinner. CSC is a unique organization dedicated to grooming future leaders in all walks of life across the Commonwealth countries.

## Finance for Women Entrepreneurs

22 September, New Delhi



IWN Session on Finance for Women Entrepreneurs, in New Delhi

Under the aegis of the Indian Women Network-Delhi Chapter, CII, jointly with EXIM Bank, organized an interactive session to address finance-related issues for women entrepreneurs to start a business. Exim Bank also presented a case study on Gender Disaggregation of Access to Finance Data, in order to identify solutions and strategies.

## Conference on Real Estate

24 September, New Delhi



Conference on Real Estate in New Delhi

The conference provided real estate developers as well as professionals from areas such as law, finance, construction, development, brokerage and appraisal, with the opportunity to look into the future of real estate, share their expertise, and make and strengthen professional relationships. Focused State Sessions were held for Delhi and Uttar Pradesh.

## Infrastructure Project Management

30 September, New Delhi

The conference sketched the roadmap for infrastructure development, management services and enhancing stakeholders' engagement in the country.



**Anshuman Magazine**, Conference Chair, and CMD, CBRE South Asia P Ltd and **Arun Maira**, Mentor, IBIN, at the Infrastructure Project Management Conference in New Delhi

If we want manufacturing to excel, infrastructure development is the biggest hurdle; which is in turn related to effective project management, said Mr Arun Maira, Mentor, India Backbone Implementation Network (IBIN), and Former Member, Planning Commission of India.

## Punjab

### Thailand Trade Show

17-21 September, Chandigarh



Visitors at the Thailand Trade Show in Chandigarh

The 5-day Business to Consumer (B2C) fair, jointly organized by CII and the Department of International Trade Promotion (DITP), Ministry of Commerce, Thailand, showcased the offerings of 30 Thai companies, with a special stall of Thai Airways and Tourism. B2B meetings between traders, manufacturers and distributors of the two countries were also facilitated.

## Rajasthan

### Jaipur By Nite

26-27 September, Jaipur

The 3<sup>rd</sup> edition of the festival presented a melange of folk music and dance, as well as a live painting exhibition. There were also performances by Ability Unlimited, the only organization in the world to innovate and present performances on wheel chairs.

The attendees included erstwhile royals like Princess Diya Kumari, Maharaja Gaj Singh Ji of Jodhpur, Shriji Arvind Singh Ji Mewar of Udaipur, and Maharani Rohini



**Shripad Yesso Naik**, Minister of State of Tourism & Culture



Inauguration of Jaipur by Nite, in Jaipur

Kumari of Karauli, as well as the Ambassadors/ High Commissioners of Italy, France, Australia, Slovak, Namibia, Rwanda, Slovenia, Nigeria, and Lesotho, and Mr Shailendra Agarwal, Principal Secretary, Tourism, Rajasthan; and other senior Government officials.

## Uttar Pradesh

### Faculty Development Programme

19 – 20 September, Lucknow



Faculty Development Programme for ITI teachers in Lucknow

Around 100 ITI teachers of the new course on Employability Skills participated in the programme. From the Uttar Pradesh Government, Prof. Abhishek Mishra, Minister for Skill Development, Mr Bhuvnesh Kumar, Secretary, Vocational Education and Skill Development, and Mr Rajendra Prasad, Director – Training and Employment were also present.

### RCEP Consultation Meeting

30 September, Lucknow

The consultation provided a general overview of the on-going Regional Comprehensive Economic Partnership (RCEP) negotiations, the largest Regional Trade Agreement (RTA) that India is negotiating. It was held to garner specific inputs from Industry members on tariff and Rules of Origin (ROO) issues with the

RCEP countries – ASEAN, Australia, China, Japan, South Korea and New Zealand, and share Industry's concerns/interests with the Ministry of Commerce.

The RCEP negotiations are entering into a crucial phase, with the next round of negotiation to be held in India.

## Uttarakhand

### CII – Waste Warrior Project

16 September, Dehradun

Mr Vinod Chamoli, Mayor, Dehradun, along with CII members, reviewed the project jointly initiated by CII and Waste Warriors in July 2014 to clean and beautify Gandhi Park.

### Industrial Expo & Industry Meet

19 September, Haridwar



Harish Chandra Durgapal, Minister of SSI, Uttarakhand, with CII members in Haridwar

Industry members interacted with Mr Harish Durgapal, Minister of SSI, Uttarakhand, and Government officials from the Department of MSME, SIIDCUL and DIC Uttarakhand, after the formal launch of the Industrial Expo.

## South

### Career and Educational Counselling

8 September, Chennai

Taking forward an on-going project, CII, in partnership with Titan, organized sessions on Career and Educational Counselling at Government Higher Secondary Schools in Krishnagiri District, for economically and socially disadvantaged students.

### IP Management for Electronics & IT Sector

19 September, Chennai

The seminar looked at the patenting trends of products, processes and business models in the Electronics and IT sector. It also explored software protection, copyrights and licensing strategies for IT and Electronics

companies in today's digital environment.

Mr R Devan, Deputy Controller of Patents and Designs inaugurated the seminar.

### Interactive Sessions on 'Make in India'

25 September

Coinciding with the launch of the 'Make in India' campaign by the Prime Minister of India, CII, jointly with the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, and the State Governments, organized Interactive Sessions with stakeholders across the country.

In the Southern Region, the sessions were held in



At the interactive session on the 'Make in India' Campaign in Chennai

Chennai, Vijaywada, Hyderabad, Puducherry, Bangalore, Thiruvananthapuram, Madurai and Coimbatore.

A key discussion point was the measures required to provide an impetus to industrialization and manufacturing with the 'Make in India' Campaign as an integral component.

### Session with DICCI Members

29 September, Chennai



Dr **Nachiket Mor**, Head Financial Inclusion Panel, RBI, and Chairman, IKP Centre for Technologies in Public Health; **B Thiagarajan**, Chairman, Affirmative Action Sub-Committee, CII (SR), and Executive Director & President, AC&R Products Business, Blue Star Ltd, and **Ravi Kumar Narra**, South India Coordinator, DICCI, at an interaction in Chennai

CII organized a knowledge-sharing and personality development programme with Dalit Indian Chamber of Commerce and Industry (DICCI) members. Experts from industry shared their experience in addressing business issues and described leadership traits.

## Andhra Pradesh / Telangana Infrastructure Conclave

2 September, Visakhapatnam

CII Andhra Pradesh, in association with the Canadian Trade Office, Hyderabad, organized the 'Andhra Pradesh-Canada Infrastructure Conclave' during the



'Andhra Pradesh-Canada Infrastructure Conclave' in Visakhapatnam

visit of a Canadian delegation to the State. Mr M T Krishna Babu, Chairman, Visakhapatnam Port Trust, delivered the special address.

### Opportunities in Defence Manufacturing

3 September, Visakhapatnam

The Roundtable Session highlighted various business opportunities available to defence manufacturing industries in the State. It also sought industry inputs on the State Government interventions required for the development of this sector. Dr. Rajat Kumar, Commissioner, Industries, Andhra Pradesh, participated in the session.

### Interactive Session on PF & ESI

11 September, Vijayawada



Interaction on PF and ESI in Vijayawada

CII Vijayawada Zone organized an Interactive Session with Ms T Indira, Regional Provident Fund (PF) Commissioner – II, and Ms J Padmavathy, Deputy Director, Insurance – I, Employees State Insurance (ESI), to provide insights on the new amendments in the PF Rules effective from September 2014, and also to address the issues pertaining to ESI.

### Roadshow on Andhra Pradesh

14 September, Chennai



Roadshow on Andhra Pradesh in Chennai

CII Andhra Pradesh, in association with the State Government, organized a Roadshow on Andhra Pradesh - IT, Electronics, Innovation and Start up Policies.

Dr. Palle Raghunatha Reddy, Minister of IT, Andhra Pradesh, led the event to promote Andhra Pradesh as a destination of choice for investments in IT, Electronics and related sectors, supported by a strong framework of new policies.

### Opportunities in Thailand

19 September, Visakhapatnam

A session on 'Investment and Trade Opportunities in



Interactive session on 'Opportunities in Thailand,' in Visakhapatnam

Thailand' promoted trade and investment relations between Thailand and India with special focus on agriculture and food processing; engineering; automobiles; electricals and electronics; chemicals and plastics, and the Services industry.

### Doing Business with USA

25 September, Visakhapatnam

The Session discussed ways to further economic and trade relations between India and USA, and specifically between industries in Andhra Pradesh and USA.

### Industry Study Mission

26 September, Bhadrachalam



Mission Members at ITC Ltd PSPD, Bhadrachalam

CII Telangana organized a 32 member study mission on Industrial Best Practices to ITC Ltd PSPD, Bhadrachalam.

### GST Implementation

26 September, Visakhapatnam

Mr Sumit Dutt Majumder, Former Chairman, Central Board of Excise and Customs, shared his thoughts on the current status of GST implementation and the preparedness of all the stakeholders with regard to transition to the GST regime. He said that GST would help Industry enhance its competitiveness by way of a uniform taxation regime.

## Karnataka

### Industry – Students Meet

15 September, Mysore

The Industry – Students Meet 2014 provided a platform for more than 3,500 engineering and management students from over 50 colleges from across the State to understand the expectations from Industry on the employability skills they need to acquire.

### IWN Certification Workshop

19 September, Bengaluru

Thev CII Indian Womens Network (IWN), in association with i-POINT, organized a certification workshop to address the shortage of independent panellists through an enablement programme. The serious shortage of qualified independent panellists required for the Internal Complaints Committee (ICC) has become a bottleneck in implementing the law on sexual harassment at the workplace.

### 3K Run

28 September, Mysore



Flagging off the 3K run in Mysore

Coinciding with the Dusshera celebrations, CII Mysore organized a 3K Run for Development and Unity to showcase Industry support for this cause.

## Kerala

### Business Opportunities in UAE

3 September, Thrissur

CII and the Thrissur Management Association, in association with the RAK Investment Authority (RAKIA) organized a Roundtable Meet to present business opportunities in Ras Al Khaimah, UAE. A presentation highlighted the various benefits offered to investors such as excellent infrastructure, tax-free environment, customized solutions, hassle-free procedures and value-added services.

### Organ Donation Drive

5 September, Kochi

Indian Women Network (IWN), jointly with the Indian Institute of Management Kozhikode, and InfoPark, Kakkanad, conducted an organ donation drive. The event was inaugurated in the presence of Mr Vijay Babu, film actor, director and producer.



Vijay Babu, film actor, director & producer inaugurating the Organ Donation Drive, in Kochi

## Puducherry

### Waste Elimination in Manufacturing

19 September, Puducherry

The workshop discussed the implementation of best practices such as Total Productive Maintenance (TPM); Toyota Production System, and Lean methodologies to enhance productivity and efficiency by eliminating waste in various stages of the manufacturing process.



**Rajshree Pathy**, Deputy Chairperson, CII (SR), and CMD, Rajshree Sugars & Chemicals Ltd

## Tamil Nadu

### Members Meets

8-13 September, Coimbatore, Erode, Salem & Tiruppur

Ms Rajshree Pathy, Deputy Chairperson, CII Southern Region, and CMD, Rajshree Sugars & Chemicals Ltd, met with CII members in different locations, to update them on the various services offered by CII.

### ICT for SMEs

10 September, Chennai



Session on ICT for SMEs in Chennai

The 2<sup>nd</sup> edition of the Seminar Series, 'Empowering SMEs through ICT Intervention' presented best practices on ICT implementation as well as cost-effective ICT solutions to enhance business growth.

### Launch of FLAG 2015

12 September, Salem

FLAG 2015 (First Look at Aspiring Graduates) kicked off its first event with the participation of more than 1000 students. In the final round, 117 students got offer letters for placement in different companies.

### Manufacturing Excellence Mission

18 September, Bengaluru

A 35-member mission from Salem visited Toyota Kirloskar Motor Pvt Ltd to learn best practices to enhance competitiveness, business excellence, etc in order to compete in the global market place.



CII Team from Salem District at Toyota Kirloskar Motor Pvt Ltd, Bengaluru

### TN HR Summit 2014

19 September, Chennai

Resources can be mobilized, and technology acquired, but HR has to be nurtured. Each person makes a difference, said Dr M Veera Shanmuga Moni, Secretary, Labour and Employment, Tamil Nadu, while inaugurating the TN HR Summit 2014. The seminar discussed topics such as 'Make in India – skill challenges and solutions, self-directed work teams, expectations from labour legislative challenges, strategies for employee retention, and employee management.

### Plant Visit to Carborundum Universal Ltd

19 September, Chennai

The plant visit to Carborundum Universal Ltd, Thiruvotriyur, was organized to learn the best manufacturing practices of the company.

### Clusters for Competitiveness

22 September, Karur

An Awareness Session on Cluster Approach helped participants understand the cluster model and its impact on business.

### Modern Trends in Construction Industry

22 September, Erode

CII Erode Zone, jointly with the Builders Association of India, Erode, the Erode District Civil Engineers Association, and the Indian Green Building Council (IGBC) organized a conference to discuss the latest technologies in construction engineering with the emphasis on quality and safety.



Conference on Construction Industry in Erode

## West

### Exploring Synergies in Mining

2-3 September, Mumbai

Representatives from Royal Bafokeng Platinum (RBPlat) a mid-tier platinum group metals producer from South Africa, met CII members to understand India as a market for business and trade, learn best practices in the mining sector in India and explore possible partnerships and synergies with mining and platinum companies.

### Interaction with WTO Dy Director General

11 September, Mumbai

CII organized a small interactive session over dinner for select members from Industry to meet Ambassador Yonov Frederick Agah, Deputy Director General, World Trade Organization (WTO), Geneva. Mr Shishir Priyadarshi, Director, Development Division, WTO, Mr Sumanta Chaudhary, Joint Secretary, Ministry of Commerce, and a few senior officials from the Ministry of Commerce, were also present.



**Amb. Yonov Frederick Agah**, Dy. Director General, WTO

### Building Ties with London

11 September, Mumbai

On the occasion of the visit of Sir Edward Lister, Deputy Mayor, Policy and Planning, London, and Chief of Staff to Mumbai, CII arranged meetings with leading corporates in India, to discuss the scope for strengthening FDI initiatives.

### RCEP Consultation Meeting

12 September, Mumbai



**Bipin Menon**, and **Vijay Kumar**, both Directors, Ministry of Commerce & Industry; **Sumanta Chaudhuri**, Joint Secretary, Ministry of Commerce & Industry, and **Dr Ajit Ranade**, Senior President & Chief Economist, Aditya Birla Group, at the RCEP consultation meeting in Mumbai

The consultation provided an overview of the ongoing Regional Comprehensive Economic Partnership (RCEP) negotiations, the largest Regional Trade Agreement (RTA) that India is negotiating. It was

held to garner specific inputs from industry members on Tariffs and Rules of Origin issues with the RCEP countries- ASEAN, Australia, China, Japan, South Korea and New Zealand.

Mr Sumanta Chaudhuri, Joint Secretary, Ministry of Commerce and Industry, and other senior officials joined the session.

### Enable the Capable

22 September, Mumbai

The seminar created awareness in the corporate world to view differently-abled people as a valued asset in an organization, with participation from Industry leaders, NGOs and specially-gifted individuals. CII presented a film on employing the differently-abled.

Ms. Arunima Sinha, the first female amputee who has climbed Mt. Everest, was a special guest, and shared her experiences.

### 'Make in India' Campaign

25 September, Bhopal, Daman, Gandhinagar, Indore, Mumbai, Panaji, and Pune



**Saurabh Patel**, Finance Minister of Gujarat, and **Anandiben Patel**, Chief Minister of Gujarat, at the launch of the 'Make in India' campaign in Gandhinagar

As a part of the Make in India National Campaign, CII organized a live telecast of the launch, and interactions with representatives of the State Government, Industry Associations, Industry and entrepreneurs, in various cities, to discuss the key issues faced by the Manufacturing Sector.

In Gandhinagar, Ms Anandiben Patel, Chief Minister of Gujarat, and other senior ministers and bureaucrats, participated in the discussions.

The viewing sessions in Mumbai, Pune, and Daman saw an impressive turnout of senior management as well as Government officials across various manufacturing sectors.

Mr. Manohar Parrikar, Chief Minister of Goa, addressed the gathering in Goa.

On the occasion, CII conducted conferences on 'Make in Madhya Pradesh' in Bhopal and in Indore.

## Services Data Collection

26 September, Mumbai



Stakeholders Consultation Meeting on Institutional Framework for Services Data Collection, in Mumbai

This meeting apprised corporates of the importance of sharing data and assuring its confidentiality and secrecy.

## Goa

### Knowledge Connect Project

21 September, Panaji



Manohar Parrikar, Chief Minister of Goa, launching the Knowledge Connect Project in Panaji

The Knowledge Connect Project, an initiative of Panaji First, was launched by Mr. Manohar Parrikar, Chief Minister of Goa. Mr. Surendra Furtado, Mayor of Panaji, library staff, faculty students and eminent citizens, were also present.

## Gujarat

### Promoting Vibrant Gujarat

The Government of Gujarat, jointly with CII, organized international road shows across the globe to promote the Vibrant Gujarat 2015 Summit and to meet potential investors/ business houses.

The delegations traveled to Qatar and the United Arab Emirates, Japan, Australia, Czech Republic, Poland and Russia, Hong Kong, China and Singapore, France and Germany, Sweden and Netherlands, and South Korea and Taiwan.

## Valuation & Business Modeling

10 September, Bhavnagar

11 September, Rajkot

Knowledge Sessions were held to broaden industry understanding of various aspects of valuation in an easy and practical manner.

## Workshop for Family Businesses

12 September, Ahmedabad

The workshop explored family emotion dynamics, with a focus on finance issues for family businesses.

## Protection of Accounts Receivables

12 September, Vadodara

The seminar examined the protection mechanisms available to companies to mitigate trading risks through the optimisation of trade receivables.

## Gujarat Manufacturing Show

19-20 September, Ahmedabad



At the Gujarat Manufacturing Show 2014 in Ahmedabad

The two day conference and exhibition looked at the Indian Electrical and Electronic equipment industry, its competitiveness and key bottlenecks, and identified various enablers for its growth.

## HR Seminar 2014

19 September, Rajkot

The HR Seminar, with the theme 'Human Resources in 2020: Challenges and Opportunities' discussed how Industry and academia can take advantage of modern day HR practices.

## ICT for SMEs

26 September, Vadodara

The 2<sup>nd</sup> edition of the Seminar Series on Empowering SMEs through ICT Intervention discussed the technology requirements for SMEs, and provided a platform for discussions between ICT service providers and users, on how ICT can help their businesses.

## Inviting Investments into Madhya Pradesh



**Anthony JC De Sa**, Chief Secretary, Madhya Pradesh; **Yashodhara Raje Scindia**, Minister of Commerce, Industries and Employment, Madhya Pradesh; **Shivraj Singh Chouhan**, Chief Minister of Madhya Pradesh; **Ajay S Shriram**, President CII, and Chairman & Senior Managing Director, DCM Shriram Ltd, and **Chandrajit Banerjee**, Director General, CII, at the CII National Council Meeting in Mumbai

Emphasizing the vital role industry plays in building India, Mr Shivraj Singh Chouhan, Chief Minister of Madhya Pradesh, said that he does not view Industry members as merely businessmen but as responsible and alert citizens of India and the world. Addressing the CII National Council Meeting in Mumbai on 23 September, Mr Chouhan invited corporates to participate in the Global Investor Summit and invest in Madhya Pradesh and benefit from its pro-industry policies.

Highlighting the huge strides made by the State in water, agriculture, infrastructure and power, the Chief Minister also listed the positive changes brought about in law and order, governance, labour laws, and industrial policy to improve the ease of doing business in the State, stressing that MP Government considers investments to be of utmost importance.

The State Government is committed to ensure

that the basic needs of citizens like food, clothing, shelter and education are fulfilled, he said, adding that quality of life can be improved by providing employment and provision of essential facilities including water, infrastructure and power. These facilities will also go a long way in improving the progress of the State's manufacturing and agriculture sector, he said.

Highlighting the importance of entrepreneurship in generating employment, Mr Chouhan said the State Government has started a scheme to finance aspiring youth entrepreneurs for amounts ranging from ₹ 10 lakhs to ₹ 1 crore, where the Government gives the repayment guarantee to the banks. The Government is also identifying able youth and providing them with requisite training, he said.

Mr Chouhan said that his Government is also ensuring security arrangements for working women.

### Roadshows for Global Investor Summit

To promote Madhya Pradesh as an investment destination and invite potential investors to participate in the Global Investors Summit 2014 in October in Indore, CII Madhya Pradesh organized a delegation to Dubai and Abu Dhabi led by Mr Shivraj Singh Chouhan.

Meetings were held with companies to invite investment in sectors such as infrastructure, aviation, tourism and food processing, in the State. An MoU was signed with Emirates Airlines for direct connectivity between Madhya Pradesh and UAE.

Mr Chouhan also hosted networking dinners for top industrialists in Bengaluru and in Coimbatore. Mr. Anthony JC De Sa, Chief Secretary, Madhya Pradesh, made a presentation on investment opportunities in the State, while Ms. Yashodhara Raje Scindia, Minister



Signing of MoU between Emirates Airlines and the Government of Madhya Pradesh in Dubai

of Commerce, Industry and Employment, Madhya Pradesh, also addressed the gathering. The sessions were preceded by one-to-one meetings between the Chief Minister and key industrialists to discuss potential investment projects.

## Maharashtra

### Manufacturing Excellence Conference

18 September, Aurangabad

The conference shared best practices to raise the bar of excellence in terms of change, development and upgradation of technology to accelerate the efficiency and competitiveness of the manufacturing industry while achieving customer delight.

### The Companies Act

22 September, Nagpur

CII Vidarbha Zonal Office organized a session on the Companies Act 2013, to discuss the provisions relating to Corporate Social Responsibility; related party transactions, and corporate governance.

### SME Delegation from France

22 September, Mumbai



SME Business Delegation from Vendee, France, in Mumbai

A French SME delegation, headed by Mr Christophe Jaffrelot, Leader of the APM Group, interacted with Mr Surendra Kumar Bagde, Secretary, Small and Medium Industries, and Development Commissioner, Industries, Maharashtra, and CII SME members.

### Session on CSR

24 September, Kolhapur

Forbes Marshall Pvt. Ltd, Pune, and Kirloskar Oil Engines Ltd, Kolhapur, presented case studies on CSR. The session also discussed CSR compliance as per the Companies Act 2013.

## Pune Zone

### Developing Employability Skills

2-20 September, Pune

To enable the students of ITI Shirur to become industry ready, CII, in association with Fiat India Automobiles Ltd, launched a Finishing School concept, wherein volunteers from Fiat will train the students on Employability Skills. Mr Chandrakant Ninale, Joint Director, Directorate of Vocational Education and Training, Pune, addressed the students during the inaugural session.

In 'Garnishing Talent,' another initiative, volunteers from Eaton equip students from vernacular, semi-vernacular and rural backgrounds with appropriate soft and social skills critical to individual and professional success.



Inauguration of the the 23<sup>rd</sup> and 24<sup>th</sup> Batches of the CII Foundation Finishing School, in association with Symbiosis, in Pune

The 23<sup>rd</sup> and 24<sup>th</sup> Batches of CII Foundation Finishing School, in association with Symbiosis, were inaugurated. The programme provides soft skills coaching to semi-final and final year students from various trades through a course curriculum designed jointly by Industry and the Institute.

Under the on-going CII Affirmative Action Initiative in association with Forbes Marshall, the Valedictory Session for the 9<sup>th</sup> Batch for Instrumentation and Electronics Engineers in Control Instrumentation was held, marking the culmination of the 12 week programme.

CII Pune organized a first-ever Career Boot Camp exclusively for Instrumentation and Electronics and Telecommunication Engineering students who had been a part of the CII Affirmative Action Initiative with Forbes Marshall. It provided an opportunity for employers to talk informally with a select group of students about their organization, possible internships, and regular full or part time positions.

CII also celebrated the success of training 1000 ITI / polytechnic students under a Finishing School Initiative conducted in association with Tata Motors.

### Sustainable Manufacturing

16-17 September, Pune

A study mission visited companies like Cummins Generator Technologies, Fiat India and Lawkim Motors-Godrej to understand their best practices for smart and Green manufacturing.

### Secretary's Day Out 2014

20 September, Pune

Pune saw a gathering of 120 secretaries from across the country at a programme developed to make them go from 'Good to Great.'



Secretary's Day Out 2014 in Pune