

Celebrating



th

Independence Day



Prime Minister Shri Narendra Modi Ji has given us the blueprint for rapid growth, with renewed emphasis on infrastructure, agriculture and other sectors. We, at ASSOCHAM, support the endeavour to make the country globally competitive.

Vineet Agarwal, President ASSOCHAM

Virtual Meet Global Value Chain Backward & Forward Integration

24th – 28th August 2021

To Register: <https://bit.ly/3IKZS9a>

Eminent Guests

Day 1: 24th August 2021



Shri Fagga Singh Kulaste
Hon'ble Minister of State Ministry of Steel Government of India
Value Creation through supply Chain for the steel industry 03:30 pm



Shri Dibya Shankar Mishra
Minister of State (Ind. Charge, Energy, Industries: Micro, Small & Medium Enterprises) Odisha
Building Odisha State Capabilities for Global Value Chain, 04:00 pm



Shri Bhagwanth Khuba
Hon'ble Minister of State (C&F) Ministry of Chemical and Fertiliser Government of India
Ecosystem for Solar Manufacturing in India, 04:30pm



Shri Amitesh Kumar Sinha
Joint Secretary, Ministry of New and Renewable Energy, Government of India
Envision for Solar Manufacturing in India, 04:30pm

Day 2: 25th August 2021



Dr Mahendra Nath Pandey
Hon'ble Minister Ministry of Heavy Industries and Public Enterprises, Government of India
Smart Manufacturing & Industry 4.0 delivering the next generation of manufacturing, 12:30 pm



Shri Arun Goel
Secretary (HI), Ministry of Heavy Industries and Public Enterprises, Government of India
Smart Manufacturing & Industry 4.0 delivering the next generation of manufacturing, 12:30 pm



Shri Murugesh Nirani
Hon'ble Minister for Heavy and Medium Industry, Government of Karnataka
Global Value Creation for Manufacturing Industry in Karnataka 02:00 pm



Shri Sanjay Jaju, IAS
Additional Secretary (Defence Production), Ministry of Defence, Government of India
Enhancing the Role of MSMEs in Defence Value Chain, 03:30 pm

Day 3: 26th August 2021



Smt. Alka Nangia Arora
Joint Secretary - SME, Ministry of Micro Small and Medium Enterprises, Government of India
Roundtable Discussion: MSME Experts Outlook Strategies & Roadmap, 11:00 am



Dr Partha Chatterjee
Hon'ble Minister, Dept of Industry, Commerce & Enterprises and IT & Electronics Government of West Bengal
Bengal readiness for global business 02:00 pm



Shri Satish Mahana
Hon'ble Cabinet Minister Department of Industrial Development, Government of UP
Building State Capabilities for Global Value Chain-Uttar Pradesh, 02:00 pm



Shri Rajvardhan Singh
Hon'ble Minister, Department of Industrial Policy and Investment Promotion, Government of Madhya Pradesh
Strengthening the role of exports through Global Value Chain in the state of Madhya Pradesh, 02:30 pm

Day 4: 27th August 2021



Shri Hardeep Singh Puri
Hon'ble Minister Ministry of Petroleum and Natural Gas and Housing and Urban Affairs Government of India
Inauguration of the Day: Collaborative Supplier Continuous Improvement for oil and gas industry, 11:00 am (TBC)



Shri Rameswar Teli
Hon'ble Minister of State Ministry of Petroleum & Natural Gas and Labour and Employment Government of India
Inauguration of the Day: Collaborative Supplier Continuous Improvement for oil and gas industry, 11:00 am (TBC)



Shri Pashu Pati Kumar Paras
Hon'ble Minister Ministry of Food Processing Industries Government of India
Developing India, a global sourcing hub for food processing, 11:00 am



Shri Som Parkash
Hon'ble Minister of State Ministry of Commerce & Industry Government of India
Global Value Chain: Enabling India as a Destination for World, 03:30 pm (TBC)



Smt. Anupriya Singh Patel
Hon'ble Minister of State Ministry of Commerce and Industry Government of India
Global Value Chain: Enabling India as a Destination for World, 04:30 pm (TBC)

Day 5: 28th August 2021



Shri Rajeev Chandrasekhar
Minister of State in the Ministry of Skill Development and Entrepreneurship & Minister of State in the Ministry of Electronics & Information Technology, Government of India
Inauguration of the Day: Talent management: Preparing Next Generation of Supply Chain leaders, 11:00 am



Shri Bhanu Pratap Singh Verma
Hon'ble Minister of State, Ministry of Micro, Small and Medium Enterprises, Government of India
Digital Transformation of Indian SMBs, 02:00 pm (TBC)

The Associated Chambers of Commerce and Industry of India

A journey towards India's Stature as a rising Economic Power

As the nation gets ready to celebrate 75 years of Independence, the Government of India is looking at achieving rapid economic growth of the nation and also at means to have a positive social impact of its policies on the lives of the people.


The Government, over the last several years, has increased the spending on infrastructure projects. This is also having a positive effect on other allied sectors. This thrust to infrastructure is increasing employment opportunities and thus triggering demand for goods and services. The government also hopes to make India a manufacturing hub by reducing the cost of logistics and making the produce more competitive.

The National Logistics Plan that the government is preparing to introduce aims to promote seamless movement of goods and services across the country. Once this happens, the cost of logistics will be reduced from the present 13 percent to 8 percent of the country's GDP in the next five years.

The government has been equally focused on creating healthcare infrastructure in the country. Through a health grid, the hospitals would be able to coordinate with one another at the time of any future national emergency like the COVID-19 pandemic.

In the last few years, the central Government has put a lot of emphasis on removing bottlenecks and doing away with redundant policy hurdles. This has assured a substantial jump in the ease of doing business. The Government has managed to create a conducive environment for nurturing start-ups in the country. In the last six to seven years, technology start-ups have managed to raise over \$32 billion, which is an affirmation of the favorable investment climate for start-ups in the country.





The government now needs to concentrate its efforts on micro, small and medium enterprises. They are the second-largest employment generators in India and the backbone of most developing economies.

ASSOCHAM, as an industry partner, has been aligned with the Government's vision and has been actively offering its suggestions and recommendations during all policy deliberations. We have been coming out with several initiatives to supplement the government's efforts. Our Start-Up Launchpad initiatives give budding entrepreneurs an opportunity to work with some of the top business groups and generate business opportunities.

Our guiding philosophy, which encompasses the four pillars of Entrepreneurship, Digitization, Sustainability and Empowerment, has readied our 101 year old industry body for a future commensurate with India's growing stature as a rising economic power. The initiatives conceived and implemented for these and many other segments have been instrumental in taking forward ASSOCHAM's endeavors in nation-building and enhancing inclusive growth.

Prime Minister Shri Narendra Modi Ji, during his address to the nation on the occasion of India's 75th Independence Day, laid out the blueprint for the growth of the country's economy with a renewed emphasis on the agricultural and infrastructure sectors, among others. The Prime Minister made the pathbreaking announcement of a Rs 100 lakh crore national infrastructure Masterplan, thus providing an integrated and holistic pathway to the Indian economy. We at ASSOCHAM are with the Government to break the shackles and step out of the shadows of the past to emerge as a nation that is globally competitive.

*Vineet Agarwal
President, ASSOCHAM*



Digital technology to drive India's future growth

To mark the 75th year of India's independence, next year on August 15, several mega projects will be dedicated to the nation. There would be several sectors that would be at the forefront to leverage the current momentum. One of the prominent ones would be digital technology.

The COVID-19 pandemic has revolutionized the way we live today. It has forced both the Government and the private players to adopt digital technology and upgrade infrastructure.

The honorable Prime Minister, Shri Narendra Modi Ji, in his Independence Day speech, also stated that the Government is taking all necessary steps to ensure the faster laying of optical fibre networks in rural areas to ensure access to data. This would ensure internet access to the remote corners of the country and help digital entrepreneurs in villages.

During the pandemic, small and medium businesses, which are considered to be the backbone of the economy, were able to leverage technology to a great extent and were able to speed up, simplify, and automate various everyday tasks.

Even retail businesses and consumers leveraged digital technology to trade goods and services online. There was a huge rise in e-commerce's share in the global retail trade in the past two years.

Further, with the rise of cloud-based solutions, enterprises are focused on creating systems to improve the customer experience, thereby allowing companies to produce new products or services that meet customer demands.

Technology has also enabled the delivery process of the right products at the right time, at a moderate price range.

There has been an 80 percent increase in digital transactions since the pandemic and this has been from tier II and tier III cities. In the year 2020, concepts like UPI payments grew by 80 percent over the usage of debit and credit cards. Even net banking and wallet payment registered a 120 percent growth and was one of the most preferred payment options, especially in smaller cities.

The Central Government too has taken a lot of digital initiatives to take care of the healthcare needs of citizens. Digital platforms like the launch of the e-Sanjevani, Arogya Setu app, teleconsultation portals, online consultation and clinical platforms, among others, have helped the common people to a large extent.

The Government of India has been initiating several programs to promote digital skilling and IT education to the marginalized sections with the aim to increase their employability. To help smaller business units make the best use of IT infrastructure to make their businesses more cost-effective and manage their business more efficiently, they launched the Digital MSME scheme.

Today, the use of digital technology is no longer considered as a luxury that one can afford to forego. In the changing world order, it is a means of staying relevant. We, at ASSOCHAM, are pledged to support the Government in every endeavor to realize the vision of a \$5 trillion economy.

Deepak Sood,
Secretary General, ASSOCHAM

RAISING SKILLS AND WELFARE OF CONSTRUCTION WORKERS

Webinar on
Raising Skills and Welfare of Construction Workers
for Sustainable Industry Competency

18th June, 2021 • 4:00 PM-5:30 PM

Speakers:

- Dr. Niranjan Hiranandani**
 Immediate Past President, ASSOCHAM & Co-Founder and Managing Director Hiranandani Group
- Shri Pradeep Aggarwal**
 Chairman, National Council on Real Estate and Housing, ASSOCHAM & Chairman, Signature Global India Pvt Ltd.
- Shri Rajeev Talwar**
 CEO & Whole-time Director DLF Ltd.
- Shri D K Sen**
 Chairman, National Council on Roads & Highway, ASSOCHAM and Whole Time Director & Executive Vice President Head Commercial Leasing, L&T Realty (Development Projects) L&T Ltd.
- Shri Ravi Ahuja**
 Co-Chairman, National Council on Real Estate and Housing, ASSOCHAM & Senior Executive Vice President (Development Projects) L&T Ltd.
- Shri Jaiprakash Shroff**
 Chairman, Skill Development Committee CREDAI
- Shri Mani Rangarajan**
 Group COO, Housing.com Makaan.com and Proptiger.com
- Shri Balaji A Sarma**
 Vice President - Operations LabourNet
- Dr Arun Mohan**
 Senior Advocate
- Shri Akshay Lakhnupal**
 CEO India Space Matrix

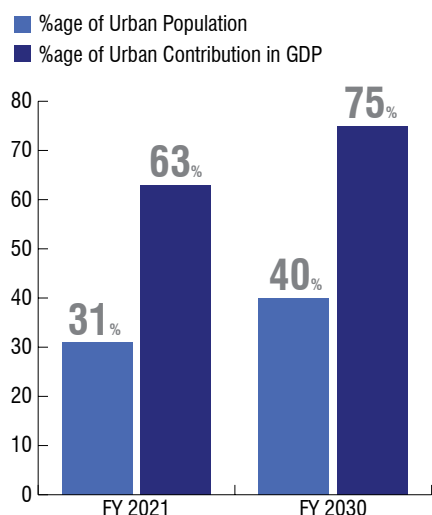
Partners: TCI, ReNew Power, Signature Global

Skill training is an important input that will make the workforce more productive. A certain amount of training is required in order to keep the workers efficient enough to render the services of production and construction.

ASSOCHAM organized a Webinar on 'Raising Skills and Welfare of Construction Workers for Sustainable Industry Competency' on 18th June, 2021. Shri Pradeep Aggarwal, Chairman, National Council on Real Estate and Housing, ASSOCHAM & Chairman, Signature Global India Pvt Ltd. gave the Welcome Address and Dr.

Niranjan Hiranandani, Immediate Past President, ASSOCHAM & Co-Founder and Managing Director, Hiranandani Group presented the Industry Perspective. The other eminent industry speakers included Shri Rajeev Talwar, Adviser, DLF Ltd, Shri Jaiprakash Shroff, Chairman, Skill Development Committee, CREDAI, Shri Mani Rangarajan, Group COO, Housing.com, Makaan.com and Proptiger.com,

Shri Balaji A Sarma, Vice President – Operations, LabourNet, Shri Akshay Lakhnupal, CEO India, Space Matrix, Shri Arun Mohan, Sr. Advocate, Shri D K Sen, Chairman, National Council on Roads and Highways, ASSOCHAM & Wholetime Director & Senior Executive Vice President (Development Projects), L&T Ltd.



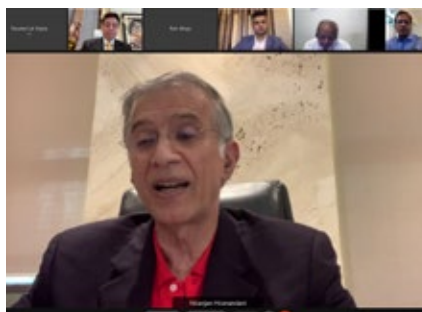
and Shri Ravi Ahuja, Co-Chairman, National Council on Real Estate and Housing, ASSOCHAM & Head Commercial Leasing, L&T Realty.

Following major issues and suggestions emerged during the discussions:

- Cities are engines of growth for the economy of every nation. Nearly 31% of India's current population lives in urban areas and contributes 63% of India's GDP. With increasing urbanization, urban areas are expected to house 40% of India's population and contribute 75% of India's GDP by 2030. Cities hold tremendous potential as engines of economic and social development, creating jobs and generating wealth through economies of scale. They need to be sustained through the high urban productivity for country's economic growth. The ongoing pandemic has put several challenges for cities, which will necessitate re-look at their sustainable and growth oriented functioning.
- Construction Industry is one of the world's major industries and an important contributor to any

country's Economy. The real estate sector holds significant prominence in view of its contribution to the Indian GDP. Housing sector has linkages to more than 250 ancillary industries and employs more than 10% of our workforce.

- Due to the lockdown and the ongoing pandemic, millions of India's labor force migrated back to their hometowns and villages. This mass exodus has caused a labor shortage in organizations across India.
- India is experiencing a growing demand for skill sets that match its growth requirement. There is a steady growth in the infrastructure construction which poses a great demand for workers of different trades and skill levels. In construction industry skills and knowledge are the driving forces for executing the work. People with higher and better levels of skill face the challenges more effectively and grab the opportunities. The structure of labour force gives a clear indication that much of the labour force (more than 50%) is not even skilled in terms of basic education and much of them are



Centre: Dr. Niranjani Hiranandani, Immediate Past President, ASSOCHAM & Co-Founder and Managing Director, Hiranandani Group. LtoR (Top): Mr Pradeep Aggarwal, Chairman, National Council on Real Estate and Housing, ASSOCHAM, Mr Akshay Lakhnampal, CEO India, Space Matrix; Dr. Arun Mohan, Sr. Advocate; Mr. Balaji A Sarma, Vice President – Operations, LabourNet.

not functionally skilled. Skilled labour force is still in shortage in India. One of the aims of the Training is to serve the social objective of developing trained construction workforce who are capable of delivering good standards of work acceptable to the Industry.

- Manpower is one such resource (both Skilled and Unskilled) that is sought in various construction activities – be it real estate or infrastructure development, and the demand for it has only been growing.
- Diverse set of people are required in order to execute the projects. Therefore, the diverse range of skilled people as well as unskilled workforce are required for construction projects. This essentially means some amount of training is required to be given to such workers in order to make them useful to render the services to the construction activity. Skill training is an important input that can make the workforce more productive. Here, skill building/skill development education can play a major transformative role to the individuals and communities by empowering them with the key inputs which matter in employability.
- Construction sector is an important and growing sector that requires a large amount of workforce for its operations. Much of the workforce in construction sector and outside has poor levels of skills, both education and functional.
- There is a conflicting situation as on the one side there is huge unemployment and on the other side there is a shortage of skilled

manpower in construction sector. To meet the growing challenges, each construction site should have a skill development centre for re-skilling and upskilling of construction workers

- As a country endowed with labour, India's situation is at best ironic. On the one hand, domestic economic growth has created huge employment demand and job opportunities, while on the other, a shortage of skills is making more people unemployable. What adds to the irony is that there are 17 central government ministries that offer skill development initiatives through school education, institutes of higher learning and specialised vocational training institutes. The large size of the population alone cannot be India's problem since China, with a similar scale of population and training structure, has better labour productivity (indicating higher skills).
- Towards this end, the government of India has set for itself a task of creating a skilled workforce of 500 million by 2022. A National Skill Development Council has been created. Given the policy focus and ambitious targets for scaling up vocational training and skill development efforts, it is important to first explain why a shortage of labour still exists despite ongoing initiatives to improve training.
- The federal structure of the Indian government results in a lack of coordinated action between national and state governments, which shows in mismatched prioritisation at the policy-making

On the one hand, domestic economic growth has created huge employment demand and job opportunities, while on the other, a shortage of skills is making more people unemployable

and implementation levels.

- There is need to develop, establish, standardize and sustain Industry Competency Frameworks, Skills Levels, Occupational Standards, Build, create and deliver Capacity, Investment and Skilling outcomes which shall meet or exceed customer expectations through ethical, transparent and effective management of the Construction and Infrastructure Industry Skill Development Fund.
- Even the real estate industry feels that skilled workforce in construction and allied sectors like welding, masonry, fitting, plumbing, and wiring etc. is the need of the hour and every stakeholder must make efforts to upgrade the skill level of the workforce.
- Although construction sector is the second-largest job provider, it is highly informal and unorganised, with unskilled and semi-skilled workers. High-quality infrastructure improves the efficiency of the economy in general and also increases the attractiveness of India as an investment location for Foreign Direct Investment.
- Focus on skill development from school level, recognition of informal learnings and a facilitative government approach

will help the construction industry in particular and India in general to reap the benefits of its vast demographic dividend.

- Even in the current recession due to pandemic, there is a shortage of construction workers. Activities under CSR should be increased for skill development of construction workers.
- Construction workers also need to be educated through videos on the construction site to upscale their skills on the ongoing projects. To fill the Skill gap, the industry needs to be organised. All engineering companies should have permanent labour on their rolls and deploy them anywhere as per requirement. This would require HR for workman by construction companies.
- Apart from All India One Ration Card, we also need to create All India Provident Fund account All India ESI, Pension Account for the old age so that the credit, and the benefits, can be availed anywhere in India. This will minimise exploitation and build security for future. It will open up opportunities, and create incentives with the labour. They should be provided basic facilities like housing, kitchen, healthcare and children's education in local schools. ●

ASSOCHAM HARYANA STATE MEMBERSHIP MEET & INTERACTION



Dr Saket Kumar, Director General (I&C), Government of Haryana, Mr Vijay Sharma, Chairman, ASSOCHAM Haryana State Development Council & Director, Jindal Stainless, Mr S V Goyal, Whole Time Director & CEO- Model Economic Township, RIL, Mr Lalit Agarwal, Chairman and Managing Director, V - Mart during ASSOCHAM Haryana State Membership Meet & Interaction

Curbs on the trade and industries will also go down in Haryana amid the decline in the corona virus cases in the state. This should provide a fillip to economic activity in the state.

Dr. Saket Kumar, DG, Industries and Commerce said during the interaction that Haryana government has set up a fund of ₹500 Crores for Covid Emergency Loan Scheme for new and old entrepreneurs supplying medicines, oxygen, and other medical facilities to Covid-19 patients.

He also assured that the government will consider ASSOCHAM's demand for auto renewal of licenses.

Saket Kumar was speaking during "ASSOCHAM's webinar on Interaction with Dr. Saket Kumar, DG, I&G, Haryana".

The Webinar started with the welcome address by Mr. Vijay Sharma, Chairman, ASSOCHAM, Haryana State Development Council, after which prominent members of ASSOCHAM raised their respective

concerns related to Trade and Industry in front of DG Industries and Commerce, Haryana.

"Haryana is also in process of notifying the Oxygen Production Policy to augment and facilitate the Medical Oxygen manufacturing facilities in the State of Haryana. Under the Policy, the industries involved in production of medical oxygen and related equipment shall be able to claim Capital subsidy @30% upto ₹75 Cr." he added. He also said that curbs on the trade and industries will also go down in Haryana amid the decline in the corona virus cases in the state.

Dr. Saket Kumar addressed all the issues raised by the members during the webinar and assured them full support and cooperation in future as well.

Mr. Vijay Sharma, Chairman, ASSOCHAM, Haryana State Development Council & Director, Jindal Stainless mentioned that Haryana was indeed among the states that handled the first wave & second wave of the pandemic very well and ensured that businesses remained operational. Jyoti Prakash Gadia, Co – Chairman, ASSOCHAM Haryana State Council & Managing Director, Resurgent India Limited in his vote of thanks said, "MSMEs need a package for its revival after being badly affected due to pandemic and lockdown".

Others who spoke during the online interaction were, Lalit Agarwal, Chairman and Managing Director, V – Mart, S V Goyal, Whole Time Director & CEO- Model Economic Township, RIL, Arjun Kohli, Chairman - North Region Tourism and Hospitality Council and Director, IG Hospitality India and Col Manbeer Choudhary, Director, Noor Mahal and President, Haryana Hotels Association and Ex-President of FHRAI. ●

INDIAN CAPITAL MARKET

@US\$ 5 TRILLION MARK

the way forward

ASSOCHAM organized a Webinar on 'INDIAN CAPITAL MARKET @US\$ 5 TRILLION MARK - THE WAY FORWARD' on June 22, 2021. Shri V S Sundaresan, Executive Director, Securities and Exchange Board of India (SEBI) inaugurated the webinar as Chief Guest and delivered the Keynote address. Other Key Panellists included Mr. S C Aggarwal, CMD, SMC Global Securities Ltd.; Mr. Sandeep Bhardwaj, CEO, India Infoline (IIFL); Dr. Saurabh Agarwal, Professor, Indian Institute of Finance; CA Atul Kumar Gupta, Advisor, Astrazure Legal Services Pvt Ltd.; Mr. Rishi Nathany, Head – Business Development and Marketing, MCX; Mr. Arun Raste, MD & CEO, NCDEX; Mr. Neeraj Kulshrestha, Chief Regulatory Officer, BSE Ltd.; Mr. Madan Sabnavis, Chief Economist, Care Ratings Ltd.; Mr. Narinder Wadhwa, Managing Director, SKI Capital moderated the webinar.

Following is The Gist of Discussions:

- New products needed to mitigate capital market risk. The risk appetite of the investors differs so it is very



With the launch of the Gold Spot exchange, India has an opportunity to become a price setter. There will be an opportunity to offer both spot gold and the electronic gold receipts to be traded on the exchange as securities.

important for the market regulator to come out with newer products from time to time to cater to them. India has a higher percentage of younger population as compared to other countries. Hence, there is a need to create an ecosystem with a robust enforcement system leveraged by technology.

- With the launch of the Gold Spot exchange, India has an opportunity to become a price setter. With the launch of this Gold Spot Exchange, there will be an opportunity to offer both spot gold and the electronic gold receipts to be traded on the exchange as securities. Other new products like the innovators growth platform (IGP) and introduction of Options on commodities would help mitigate risk among a different class of investors. Non-profit organizations would be able to raise capital for their ventures through the Social stock exchange which is yet another new product.
- As for the uniform security market code, it was informed that by

removing the provisions which are not useful, it will really be helpful for the ease of doing business by stating all the required compliance in one code. The market regulator is also working on different kind of concepts for the benefit of the capital market. Things like controlling shareholder with a differential type of share voting pattern will help in raising money by selling stake but not losing control. The percentage needs to be significant even if not a majority to become a controlling stakeholder.

- A comparison of the US economy and its capital market capital shows a difference of around 198 percent while that of India is just around 104 percent. There is a huge potential which can be tapped.
- The share of agriculture is growing in India's GDP. From a 16- 17 percent, Agriculture's share has grown to 20 percent with a 3.4 percent growth even during the pandemic. It was mostly the government

spending in agriculture which was spearheading the growth. Mitigating risk in the agriculture sector is much needed.

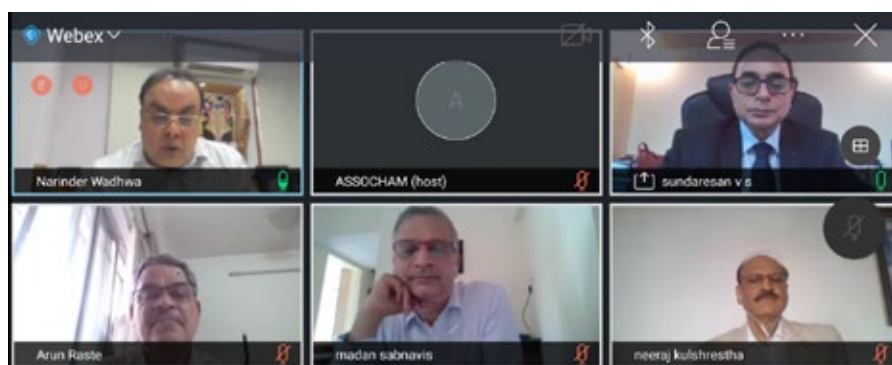
- For the development of the capital markets, there is a need to further push reforms. There is a need to push for faster clearances. To set up a power unit, one needs to get almost 90 different kinds of clearances. Financial aspects like taxes and interest rates need stability.
- Entire rural India for agriculture sector and commodity sector the whole investment cycle done by Government as Government is putting lot of money in this sector.
- The population of rural India in terms of share of economy for surplus is growing. People are putting money in banks and majority in Postal and savings account as the incremental savings from Rural India. If we see alternative investment for them the investment banker will be having investment in mutual funds or alternate investment funds or equity markets.
- For rural India, commodity derivative is big market where investors and market is in rural side as that type of asset is not promoted by banker as it is a fault in Indian banking sector and unfortunately regulator is different. SEBI in developmental role and

pursuing with RBI permitted mutual funds, alternate investment funds and in near futures FPI for commodity derivative market.

- With US and India example, the percentage of equities of market cap in US Market share is 71% and in India equity is 36% and commodity derivative market 0.12%. There is huge scope for people to invest in derivative market and agri commodities and also make money out of that. It also mitigates the risk in agriculture investments.
- There is a thought that NPA are in agriculture and allied sectors as it is not like that. Farmers are hedging the risk and Banks can hedge the risk. The derivative and futures market is one big option to help eliminate those NPAs with that improvement in liquidity either in equity or derivative markets as they are bound to grow.
- In the monsoon session, Banking Regulation Act Amendment will be coming as there is need to amend certain clauses in Banking Regulation Act thereby the banks will be forced to link loans with hedging as it will eliminate bank problems and provide risk free rate to agriculture sector and derivative markets. As there is discussion about ESG with the investment in agriculture and rural India the

capital market will grow and ESG compliance as well as most of the companies will be ESG compliant.

- We are on the cusp of second green revolution as SEBI regulator enabling to do it for agri and derivative markets. To ensure that we achieve as USA achieved the market cap to be doubled of actual GDP.
- Markets are important for capital raising. Despite Covid it has raised 235 billion US \$ as compared to last year which has been record and possible with different asset class like equity, debt. Incentives to be provided to new generation companies as for startups as SEBI has come up with regulations and can be improved on further inputs.
- It took 60 years for India's GDP to reach a figure of \$1 trillion, 12 years to reach another \$1 trillion, and just 5 years to reach the next \$1 trillion. So we should expect 3-4 years to reach the figure of \$5 trillion due to several factors like the PLI schemes. However, we need to put a lot of emphasis on getting the infrastructure in place.
- The regulators, broking industry has taken numerous steps to make process simple and make information to end user as they can take right decision as it is empowering customers as low cost of servicing, advance mobile app, cheaper internet and kind of content available through YouTube for online learning platform help in retail revolution. The average age of new investor is below 30 years as 4 years back it used to be 38-39 years. It will go to average age of 24-25 in next few years. It is cheaper internet that user in remotest part of India uses as compared to users in cities. ●



(LtoR): 1st Row: Mr. Narinder Wadhwa, Managing Director, SKI Capital; Mr V S Sundaresan, ED, SEBI.
2nd Row: Mr. Arun Raste, MD & CEO, NCDEX; Mr. Madan Sabnavis, Chief Economist, Care Ratings Ltd.; Mr. Neeraj Kulshrestha, Chief Regulatory Officer, BSE Ltd.

CHANGING DYNAMICS OF DIRECT SELLING INDUSTRY

in COVID-19 Pandemic

Direct selling has supported many families impacted by the Covid pandemic by providing them an alternative career opportunity particularly for those who lost their jobs due to recession.

ASSOCHAM organized a Webinar on 'Changing Dynamics of Direct Selling Industry in COVID-19 Pandemic' on 25th June, 2021. Mr. Gautam Bali, Chairman, Direct Selling Council, ASSOCHAM & MD, Vestige Marketing Pvt. Ltd. gave the Industry Perspective and Mr. Deepak Chhabra, Co-Chairman, Direct Selling Council, ASSOCHAM & MD, Tupperware presented the Theme Address. The other eminent industry speakers included Mr. David Stanley, Managing Director, Healux International Pvt Ltd, Ms. Patricia Cerra Madariaga, Former Executive Director, Direct Selling Association, Columbia, Mr. K. M. Rabique, International Marketing Director, DXN Marketing India Pvt Ltd., Mr. Vipul Mathur, Business Head, Udaan.Com, Ms. Maria, Fernanda, Executive Director, AEVD, and PROCOSMETICOS, Mr. Naresh Dixit, Managing Director, Saranew



LtoR: Mr. Deepak Chhabra, Co-Chairman, Direct Selling Council, ASSOCHAM; Mr. Gautam Bali, Chairman, Direct Selling Council, ASSOCHAM; Ms. Maria Fernanda, Executive Director, AEVD and PROCOSMETICOS; Ms. Patricia Cerra Madariaga, Former Executive Director, Direct Selling Association, Columbia; Mr. K. M. Rabique, International Marketing Director, DXN Marketing India Pvt Ltd., Mr. Vipul Mathur, Business Head, Udaan.Com

Eco-Friendly Products Pvt Ltd. Ms. Chavi Hemanth, Founder, EBS India Inc. moderated the webinar.

Following major issues and suggestions emerged during the discussions:

- Direct selling has significantly supported many families impacted by the Covid pandemic by providing them an alternative career opportunity particularly for those who lost their jobs due to recession. The major impact of COVID 19 included loss of jobs, shrinking of disposable and discretionary income and also adversely affected the consumer sentiments too.
- Prior to outbreak of pandemic - During the Pre-Covid era - the major element for direct selling was personal relationships, One to One

Selling and Sizeable Gatherings. However, in the COVID era direct sellers are reaping the benefits through virtual platforms.

- Direct selling is seeing transition by adopting new ways of business both Physical and Digital. The industry is moving from offline to online mode with adoption of Whatsapp, facebook, Zoom and more.
- There is a paradigm shift through social media and it has reshaped and redefined its operations. In the past before pandemic, Direct Sellers used to visit only a limited number of customers in a day, now they can reach out to hundreds of people in the network using online Social Media Tools.
- During the period of Jan- Mar Quarter, India's GDP grew 1.6% and witnessed a contraction of 7.3%

for the entire Financial Year 2020-21. The economy at the end of FY 20 was ₹145 trillion (GDP at constant prices) and economy contracted at 8% due to first wave of COVID 19.

- Due to the Pandemic, we are facing slowing of economic activities that has led to Salary Cut and Job Displacement in formal and informal sectors of India.
- Altogether 61% men and 19% women remained employed whereas 7% Men and 47% women lost their jobs during COVID pandemic. Young women were the most affected and experienced higher job losses and about 33% of women at age group of 15-24 years failed to return to jobs till the end of Dec 2020.
- The direct selling industry provides all weather employment opportunities with giving the sellers scope to work at their own place and having a personalized approach for each customer. Direct selling industry has provided a supplementary income opportunity during this pandemic period.
- The direct selling industry supported the MSME sector by making efforts in restoring the confidence in MSME sector and direct selling companies also encouraged Indian MSMEs.

- The direct selling industry during the COVID pandemic adapted to various measures which included: Core of Direct Selling Business Model; Physical Distancing; Transition towards physical movement; Transformation of Direct Selling Industry; Self-Employment Opportunity.
- The major trends that influenced direct selling industry included technological interventions with online methods, innovative enhancement through training and orientation programme, growth drivers, changes in consumer tastes and preferences with uptick in consumer demand like nutritional and herbal products
- From the year 2022 onwards the new trends will include social selling media platforms; virtual training will become new normal with direct sellers focussing on Make in India products.
- The direct selling industry has evolved with differentiating between shared spaces and personal spaces, there is a growing desire for personal space in tier 1 cities.
- Direct selling industry has led to women empowerment and boosting entrepreneurship, with

training of women direct sellers, upskilling of many with the changing business environment in the post covid economy. The contribution of direct selling industry in the upliftment of women will lead to the progress of the nation.

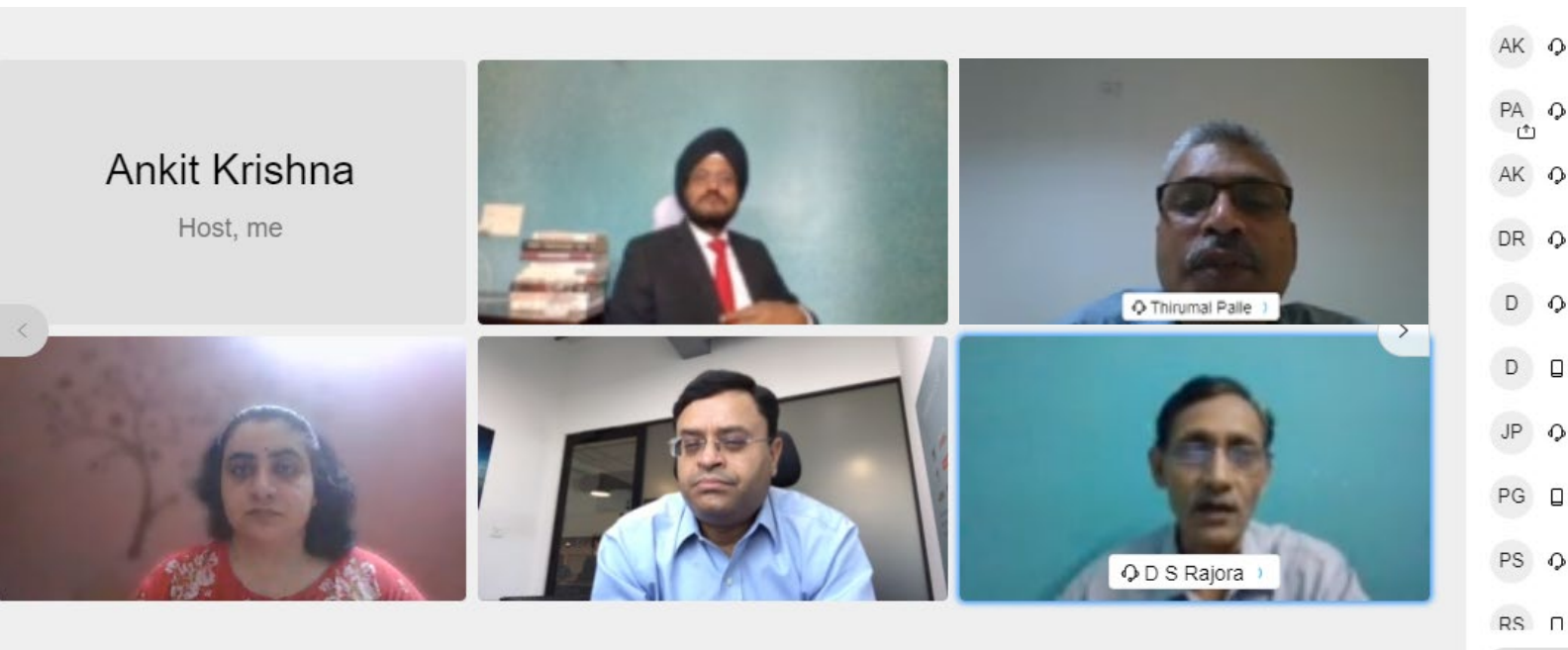
- During Pandemic, Direct Selling Industry has proved that it can survive the turbulent economic cycles through Innovation, Common Sense & Presence of Mind.
- Implementation of a 360 degree online ecosystem has led to transparency in the Direct Selling Sector. During the Pandemic, Direct Selling Business is being conducted via screen without physical Intervention
- Direct Selling Industry has prioritized investments in Training & Development Tools i.e. Awareness about Online Tools which helps Direct Sellers to achieve better results; Upgradation in logistics supply chain; Develop deeper insight into the customers' needs and wants in the emerging new normal.
- The direct selling industry focuses on giving protection to the sellers, guarantee of self employment and custodian for customers. As the Covid innovations have been adopted, the industry is growing smoothly during pandemic times since last one and half year.
- Direct Selling Industry brings in ultimate convenience in business for distributors, creating awareness on the usage of products via online trainings and webinars, updating the applications used for Direct Selling in a timely manner and Making use of Digital touch points such as social media. ●



LtoR: 1st Row: Ms. Chavi Hemanth, Founder, EBS India Inc; , Mr. Naresh Dixit, Managing Director, Saranew Eco-Friendly Products Pvt Ltd. **2nd Row:** Mr. David Stanley, Managing Director, Healux International Pvt Ltd, Mr. Deepak Chhabra, Co-Chairman, Direct Selling Council, ASSOCHAM & MD, Tupperware; Mr. Gautam Bali, Chairman, Direct Selling Council, ASSOCHAM & MD, Vestige Marketing Pvt. Ltd.; Ms. Maria, Fernanda, Executive Director, AEVD, and PROCOSMETICOS; Ms. Patricia Cerra Madariaga, Former Executive Director, Direct Selling Association, Columbia. **3rd Row:** Mr. K. M. Rabique, International Marketing Director, DXN Marketing India Pvt Ltd., Mr. Vipul Mathur, Business Head, Udaan.Com

Virtual Meeting of National Council on **AUTO & AUTO ANCILLARIES**

Automobile is one of the most focused areas of ASSOCHAM through which different policy interventions and Government representations can be taken up. Component manufacturers, OEMs etc. are integral parts of auto eco-system.



Mr. R S Kalsi, Chairman, National Council on Auto & Auto Ancillaries, ASSOCHAM & Senior Executive Director - Marketing and Sales, Maruti Suzuki India Ltd; Ms. Pooja Ahluwalia, Vice President, Primus Partners Private Limited; Mr. Satyakam Arya, Co-Chairman, National Council on Auto & Auto Ancillaries, ASSOCHAM & Managing Director & CEO, Daimler India Commercial Vehicles Pvt. Ltd. and Mr. D S Rajora, Asstt. Secretary General, ASSOCHAM.

The First Meeting of the National Council on Auto & Auto Ancillaries of ASSOCHAM was held through video conferencing at 11:30 AM on 30th June, 2021.

Mr. R S Kalsi, Chairman, National Council on Auto & Auto Ancillaries, ASSOCHAM & Senior Executive Director - Marketing and Sales, Maruti Suzuki India Ltd., welcomed all the participants and mentioned that it is an exciting time when ASSOCHAM has introduced a new structure, which will enable

the Council to work in more efficient and effective manner. It will help members to share their thoughts and put forward their issues & concerns in front of concerned authorities through ASSOCHAM.

Auto & Auto Ancillaries is one of the focus areas of ASSOCHAM through which different policy interventions and Government representations can be taken up. Auto eco systems like component manufacturers, OEMs etc. are important areas. There are multiple stakeholders who are part of the

discussion and that will make a holistic effort to drive the council towards its successful implementation.

Coming out of second wave, we have to protect both lives and livelihoods, while taking extreme care of health and safety and COVID appropriate behaviour. Safety protocols must be strictly followed, especially on the shop floor, in the field and also, at the sales outlet points to be very very careful on an ongoing basis.

Indian automotive sales have shown resilience during the pandemic, but have not returned

to their pre COVID-19 level. Auto is one of the important sectors of Indian economy and manufacture of transport equipment accounts for almost 10% to 12% of the gross value added within India's manufacturing sector. And, any decline in that area significantly hurts India's economic outcomes.

Ms Pooja Ahluwalia from Primus Partners gave a presentation highlighting ASSOCHAM's functional priority on identified 4 pillars and emphasised on deciding 3-4 themes by the council on key areas which would be focused during the Year. It was decided that a sample Template for the same would be sent to members for their views, which will help them identifying priority themes and setting the agenda of the council for the Year.

Mr. Satyakam Arya, Co-Chairman, National Council on Auto & Auto Ancillaries, ASSOCHAM & Managing Director & CEO, Daimler India Commercial Vehicles Pvt. Ltd. said that auto industry, in fact, was struggling even before the COVID. And what has happened with the COVID is many of those effects have been amplified. In fact, if you take a look back at the automotive industry, globally, and also in the context of India, we are facing three storms together, he said.

The first one is the cyclic storm. We've seen that reflected in the volumes or the market size. The second one is the structural reforms and the third one is the transformational change.

He further said that when we look at the commercial vehicle industry, two years ago, we had sold 400,000 trucks. Last year, this number came down. Now this was the segment, which was the most effective, but if you look across past reverse the effect of slowing down of the economy

and pandemic has been in double digit growth. And in most of these sectors, we have gone back 10 years in terms of the size of the market and that's a matter of deep concern. This is something which we must also think how can we push the growth agenda for the customers.

While talking about the structural reforms he said that it is getting impacted by the regulations or by shifting consumer behaviours. COVID has actually amplified the effect of the structural reforms. We all have to think about, how do we reimagine. There are businesses that we can convert this crisis but this will require large investments and this will also require advocacy with the government and other stakeholders of our industry to get the right solution for our industry.

The third topic is more long term in nature and what is getting accelerated day by day. And that is the transformational stuff. We all are talking about or community views, which will be carbon neutral, we're talking about electrification, we're talking about fuel cell. And this will lead to a dramatic change in the way

of industry is organized or structured.

In fact, if you look at India, our situation is quite unique as compared to the Western world. So there are no templates which we can easily pick up and apply. If you look at our country, there are three things which are driving transformational change e.g. energy security, reducing pollution and the third is how we bring down the foreign exchange, because we know 70% of the crude oil, which we lose supporting. And this is only due to the fact that the government is pushing very aggressively on blended fuels, and natural gas, whether it is CNG and LNG. So, we have to all think about as a group, what is the best? And how do we advocate that way, with various stakeholders.

Mr. Arya, while discussing about GST issues, said that it is certainly not just asking for a reduction in tax, but put it in a different way and we should bring three things together. One comparing the tax structure of other countries. Second we should bring out the aspect of how the technology gap is closing. Now looking at India as compared to Europe or America now for example Titanium DSX, Earlier



Auto industry faces multiple challenges, still, at the time of the pandemic, it stood by the country and supported the government in many ways

we had PS4 so vehicles were cheaper and this shows that vehicles have added huge amount of average cost so they become expensive. Third is per capita income in India compared to those economies. If we bring these three together then it will show how economical vehicle India have become.

Following other major suggestions were made during the discussion:

- The automotive sector provides 37 billion direct and indirect jobs while stimulating job creation in the other industries as well.
- The sector is expected to account for 65 billion jobs in India by year 2026 as companies increase production.
- Industry has faced many recent challenges including devastating costs.
- Going to the lockdown challenges, leading the demand supply equation MSMEs are facing serious cashflow issues.
- The rise in input costs increased price of vehicles and huge spike in fuel prices is a double whammy for the consumers.
- Scrap policy and other strong policies have already been announced but in fact if we look closely there are different elements of scrap policy. Incentive part is completely missing.
- An incentive-based policy needed for scrap over 15-year-old commercial vehicles and revised axle norms.
- There is a need to promote



localisation. Priorities or Support needed in the sourcing of automotive components under Make in India.

- How we can see this digital transformation and connectivity will be seeing more such threat and what can we do to avoid this which may be true for PCs based on our observation and discussion. The one thing that is missing is a disclosure policy, how can we help create awareness if there are certain threats on a particular vehicle or system of variability.
- There are issues related to GST in the EV sector. There is 5% GST on batteries which come with the vehicle but GST at the rate of 28% will be applicable when it is sold separately. There should be parity and GST applicability should be 5% for all cases.
- People are sceptical about their jobs, future, their personal health; the pandemic is not only impacting the health, but also the very core of human psychology. Many consumers have started questioning their consumption patterns; people

are shifting their expenses more towards health care and insurance.

- There is a rising awareness and inclination for savings, more for future protection rather than gratifying and impulsive needs.
- The industry currently is facing multiple challenges like how to manage their various supply chain issues i.e. shortage of semiconductors, as well costs typically steel import restrictions through different quality control orders are some of the areas of concern as of now.
- Most of the dealers were unable to open their showrooms in May. Even in June, some dealerships remain closed because of lockdown in those states or towns, this is a time to closely monitor local situation and OEMs should continue to support their suppliers and dealer.
- It was informed that on the issue of high prices of steel and cement, the government is aware and they have their own system to manage all such issues. Yet the increase in cost of raw material is a major point of concern.
- Industry has always stood by the country at times of need and supported the government. Just like during the first wave, in the second wave also many companies came forward to support healthcare infrastructure, augments supply of medical oxygen and support local communities.
- It was informed that Maruti Suzuki has undertaken mega initiative of scaling up the production of PSA oxygen generator plants by over 10 times utilizing its expertise. Under CSR, along with some of its supplier partners, Maruti Suzuki has donated 25 such plants to government hospitals in various states. ●

Unlocking the Potential of Quantum for India

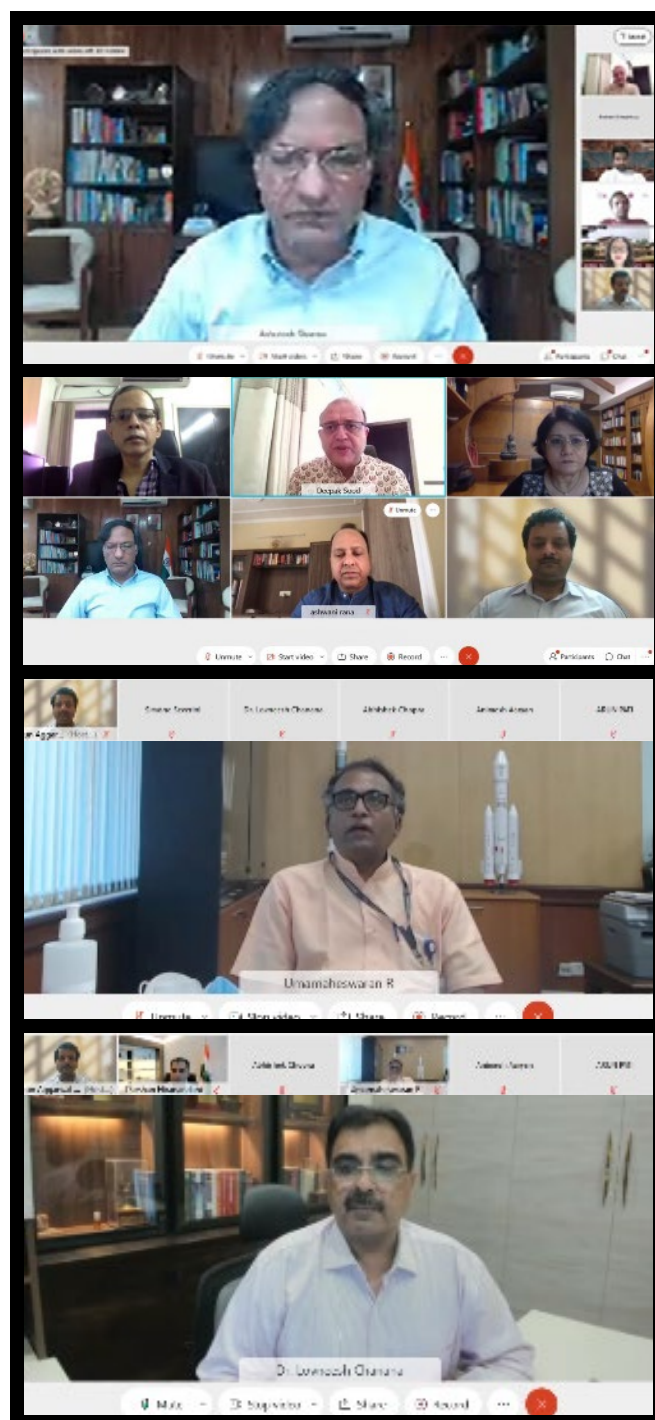
INDIA QUANTUM TECHNOLOGY CONCLAVE-2021

Quantum computing will help India realize future expectations of various fields, including Manufacturing, IT, Healthcare, Pharma, Ed-tech, Finance, Cyber Security and Research.

The range of quantum technologies is expected to be one of the major technology disruptions that will change entire paradigm of computation, communication, and encryption. It is perceived that the countries who achieve an edge in this emerging field will have a greater advantage in garnering multifold economic growth and dominant leadership role. Quantum computing will help India realize future expectations of various fields, including Manufacturing, IT, Healthcare, Pharma, Ed-tech, Finance, Cyber Security, Research etc. Constant investment in R&D, autonomy, and hunger for new technologies hold the key to better prospects. It has become imperative both for government and industry to be prepared to develop these emerging and disruptive technologies in order remain competitive, drive societal progress, generate employment, foster economic growth, to improve the overall quality of life and to address the ever-increasing technological requirements of the society.

ASSOCHAM believes that quantum computing will contribute greatly towards creating the digital infrastructure for the country. To discuss the industry roadmap on quantum computing technology adaptation, commercialization, and future strategies of Indian industry to develop these emerging and disruptive technologies, ASSOCHAM organized 2nd Edition of India Quantum Technology Conclave (IQT2021) in May 2021.

The Conclave brought together industry leaders from quantum space, research institutions, government agencies and investors to discuss the opportunities in India and drive forward the commercialization and real-world deployment of Quantum technologies. This year's theme has been



“Unlocking the Potential of quantum for the businesses in India”. This year's topics include -Roadmap for India in terms of Commercialization opportunity in Quantum computing and evolving Startups in India, Quantum Computing Applications & different architectures, Quantum as technology for Cyber Security, Machine learning, Communications & cryptography, International perspectives and investment Opportunities in India and Preparing a Quantum ready organization for Future. ●

Haryana MSME SAMVAAD

REINVENTING & SCALING UP MSMES



Mr Pratap Chandra Sarangi, Hon'ble Minister of State, Ministry of Micro, Small & Medium Enterprises, Government of India, Mr Dushyant Chautala, Hon'ble Deputy Chief Minister of Haryana, Government of Haryana, Mr Vineet Aggarwal, President, ASSOCHAM & Managing Director, Transport Corporation of India Limited, Mr Vijay Sharma, Chairman, ASSOCHAM Haryana State Development Council & Director, Jindal Stainless, Mr Kulwin Seehra, Chairman, ASSOCHAM Regional Council on MSME & Executive Director, GNA Axles Ltd, Mr Jyoti Prakash Gadia, Co - Chairman, ASSOCHAM Haryana State Council, Managing Director, Resurgent India Limited addressing during ASSOCHAM Haryana MSME SAMVAAD

MSME Samvaad' discussed the roadmap and present scenario of MSMEs as Haryana's industrial ecosystem thrives on the back of 9.7 lakh MSMEs which is employing 19.06 lakh people.

MSMESector is the backbone of the modern-day economy which is under revival due to the pandemic and a strong pillar which can fulfil the dream of the Hon'ble Prime Minister to make India an economy of USD 5 Trillion.

As northern region of the country has strong potential to grow MSMEs, ASSOCHAM Northern region started an initiative called 'MSME Samvaad'

to discuss the roadmap and present scenario of MSMEs in states like Haryana, Punjab, Himachal Pradesh and UT of Jammu and Kashmir.

The Series of MSME started with Haryana, as Haryana's industrial ecosystem thrives on the back of 9.7 lakh MSMEs which are employing 19.06 lakh people. The major MSME footprint present in the State includes sectors like automobile, food & beverages, textiles, engineering, and

metals sector. The manufacturing MSME spectrum in the state comprises of both state-of-the-art medium enterprises as well as a large number of traditional micro and small enterprises.

Haryana MSME Samvaad was inaugurated by Mr. Pratap Chandra Sarangi, Union MoS MSME and Mr. Dushyant Chautala, Dy CM Haryana, who were the key speakers in the inaugural session among many other Industry leaders.

The session started with the welcome address by Mr. Vijay Sharma, Chairman ASSOCHAM, Haryana State Development Council & Director, Jindal Stainless

followed by Mr. Vineet Agarwal, President, ASSOCHAM & Managing Director, Transport Corporation of India Limited, Mr. Kulwin Seehra, Chairman, ASSOCHAM Regional Council on MSME & Executive Director GNA Axles Ltd., Mr. Dushyant Chautala, Dy CM Haryana and Mr. Pratap Chandra Sarangi, Union MoS MSME.

Mr. Pratap Chandra Sarangi, Hon'ble Union MoS, Ministry of MSMEs while appreciating ASSOCHAM and its leadership for organizing MSME Samvaad Series in all Northern states starting from Haryana said, "Haryana has signed MOU with e-commerce players globally to increase MSME footprints in Haryana. I extend the handholding and facilitation support on ground level. ASSOCHAM has a big role to play by bridging the gap between Industries and government."

Mr. Dushyant Chautala, Dy CM of Haryana informed the session that Haryana is a state for Industries having lot of Mother industries in the

Haryana is a state for Industries having lot of Mother industries in the state and they are looking forward for more big industries to come

state and they are looking forward for more big industries to come. He said "The State Govt is providing relaxation to MSMEs, special rebate for establishing liquid oxygen plants & 500 cr fund for all manufacturing industries related to healthcare, in light of the ongoing pandemic."

Vineet Agarwal, President, ASSOCHAM said, "MSMEs are going through a tough time these days. Raw material cost has increased. Payments are being delayed which has badly impacted the sector."

He also suggested three important aspects, like Access to finance, Access to Market and Digital adoption by State Govt.

Mr. Jyoti Prakash Gadia, Co – Chairman, ASSOCHAM Haryana State Council and Managing

Director, Resurgent India Limited gave Vote of Thanks in the inaugural session. ASSOCHAM also launched a report in knowledge partnership by TechSci Research on Roadmap to AatmNirbhar Haryana after which the Excellence Awards were announced for different categories, for which ASSOCHAM had received large number of registrations.

The award for MSME of the year 2020-21 - Manufacturing was won by Allied Medical Limited, Award for MSME of the year -Innovation was won by Chemical Resources (CHERESO), State Bank of India won the title of Best MSME lending Bank of the year 2020-21, True Credits Pvt. Ltd. Won the Award for Best NBFC of the Year 2020-2021 and Women Achiever Award 2020-21 was given to Curls and More LLP. ●



Mr Vivek Atray, Former Director – Industries, Govt of Haryana & Motivational Speaker, Author & TEDx Speaker, Mr S V Goyal, Whole Time Director & CEO- Model Economic Township, RIL, Mr Lalit Agarwal, Chairman and Managing Director, V – Mart and other leaders addressing at Investing Haryana panel session, during ASSOCHAM Haryana MSME SAMVAAD



Sh T.V.S.N. Prasad, IAS, Additional Chief Secretary, Finance & Planning, Department of Economic and Statistical Analysis, Government of Haryana with Industry leaders addressing at MSME Financing panel session, during ASSOCHAM Haryana MSME SAMVAAD

DIABETICS SHOULD TAKE SPECIAL CARE

- Dr V. Mohan

We should ignore the rumors being spread on social media about vaccination, it is the only way to protect ourselves from Covid-19. Everyone should get vaccinated. It is safe for all.



Dr V Mohan, Chairman, Dr Mohan's Diabetes Specialties Centre and President, Madras Diabetes Research Centre, Chennai, Mr Jitender Sodhi, Chairman, ASSOCHAM Himachal Pradesh State Development Council and Chairman & Managing Director, Ayush Group of Companies Indiaduring COVID 19 Awareness Series Session 1

To create awareness among the people about Covid-19, ASSOCHAM organized a Session 1 on 'Effects of Covid 19 on Diabetic patients' with renowned Diabetologist Dr. V Mohan on June 05, 2021.

The session started with the welcome address by Mr Jitender Sodhi, Chairman, ASSOCHAM Himachal Pradesh State Development Council and

Chairman & Managing Director, Ayush Group of Companies India.

Dr V Mohan, Chairman, Dr Mohan's Diabetes Specialties Centre and President, Madras Diabetes Research Centre, Chennai during the event said that diabetics are more prone to Covid-19 and they should take special care of themselves during this tough time.

"Diabetics should always be cautious about any kind of viruses

like covid-19. The risk of losing life is three times higher for uncontrolled Diabetic persons than a non-diabetic person. Controlling diabetes and getting vaccinated is the only safeguard for such patients," Dr. Mohan said.

Putting stress on the importance of vaccination, he said, "Vaccination is the only way to protect ourselves from Covid-19. Everyone should get vaccinated. It is safe for all. We should ignore the rumors being spread on social media about vaccination."

The session was well attended and appreciated by the members as well as the attendees from different parts of the country.

During the welcome address Mr Sodhi said, "Individual with diabetes should be more cautious to avoid the corona virus. One should increase their immunity by eating healthy, doing yoga, exercise regularly, consume immunity enhancing herbs and fruits."

A Q&A session was also organized during the session, in which queries from of attendees were answered by Dr. V Mohan.

The session concluded with the closing remarks by Mr. Rakesh Nagpal, Co-Chairman, ASSOCHAM Himachal Pradesh State Development Council and CEO & Founder, Alfa Chemicals. ●

COVID-19 Awareness Web Series - Session 2

COVID-19 CAN DAMAGE ALL ORGANS

- Dr Trehan

Covid-19 is not only a virus that damages lungs but it can affect all other organs as well and Cardiac patients have to be more cautious.



Dr. Naresh Trehan, CMD Medanta – The Medicity, Mr Jitender Sodhi, Chairman, ASSOCHAM Himachal Pradesh State Development Council and Chairman & Managing Director, Ayush Group of Companies India during COVID 19 Awareness Series Session 2

To create awareness among the people about Covid-19, ASSOCHAM organized a Session 2 on In Conversation with renowned Cardiovascular and Cardiothoracic surgeon, Dr. Naresh Trehan, CMD Medanta – The Medicity. The session was organized on June 25, 2021.

During the session, Dr. Naresh Trehan, CMD Medanta – The Medicity, informed that Covid-19 is not only a virus that damages lungs but it can affect all other organs as well. Dr Trehan shared that Cardiac patients have to be more cautious about

protecting themselves from Covid-19.

“Covid can affect heart functioning and it should not be taken lightly. The cardiac patient must consult their doctors in any such case and never try to treat themselves”, Dr Trehan said.

“Vaccination is the only weapon we have to fight with this virus, everyone should get themselves vaccinated as soon as possible,” he added.

Dr Trehan also answered a number of queries raised by the attendees during the session and cleared their doubts.

Mr. Jitender Sodhi, Chairman

ASSOCHAM Himachal Pradesh State Development Council, during his concluding address, thanked Dr. Trehan for providing free Consultation to covid patients through ASSOCHAM.

“COVID 19 long-haulers have lingering cardiac impacts from corona virus infections”, Mr Sodhi said.

Tips from Dr Trehan will help patients lead a good quality of life, decreasing morbidities and mortality rate. His brief insight on the subject will surely help to minimize the effect caused by COVID 19 imposition, he added. ●

VIRTUAL CORPORATE GOVERNANCE SYMPOSIUM STRENGTHENING CORPORATE

Organised by: Department of Corporate Affairs | On: Wednesday, 14 July 2021, 3PM- 6PM

The audit committees have an enhanced responsibility to balance the priorities unlike their routine way of doing practices in the past.

The audit committees play a pivotal role for an effective corporate governance. The approval of audit committees to financial and non-financial data is in core for internal control, regulatory compliances, and risk management. The consistent growth of EVA

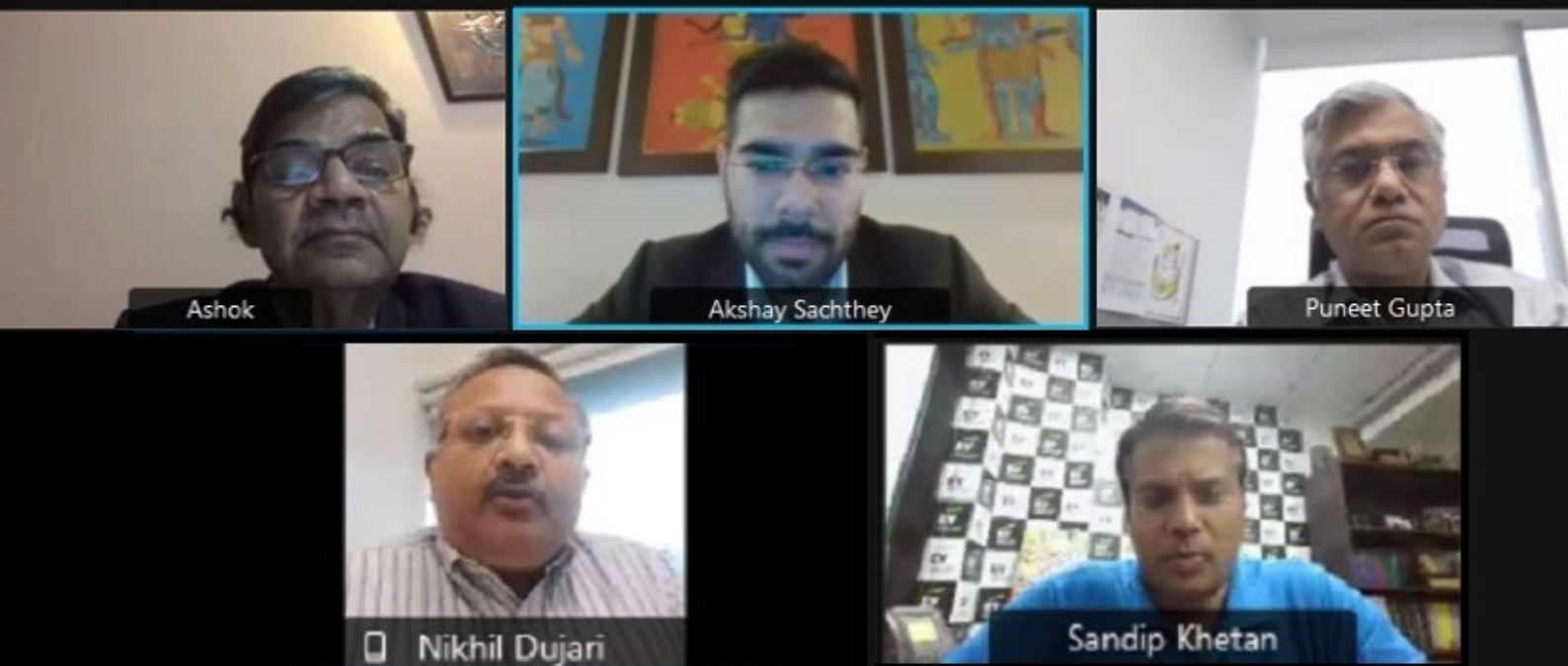
in the long-term is the outcome of unquestionable ethics which is witnessed by the impetus in conducive changes that enable an entity to be an exemplar of a highly responsible corporate citizen. On the other hand, the instances of corporate financial scams and frauds

have legal and penal implications to promoters as well as auditors and such fundamental crisis discourages and prevents several stakeholders from taking investment risks and the practices of members of the audit committee also undergo scanning alongside several other challenges.

The second wave of the COVID-19 pandemic has triggered a variety of business, financial and operating issues, and challenges to the organizations. The audit committees have an enhanced responsibility to balance the priorities unlike their routine way of doing practices in



Speaking: Akshay Sachthey



the past. This is in the context of the oversight role of the audit committees that the fundamental rights of stakeholders should be on verge of strategic agendas and that global best practices co-evolving with the severity of pandemic would only empower the audit committees to combat the new challenges and risks.

In view of emerging trends in the practices of audit committees as well as challenges being faced by them towards protecting the interests and rights of shareholders and strengthening the overall corporate governance frameworks in the organizations, ASSOCHAM organized the Corporate Governance Virtual Symposium Series 1: “Effective Audit Committee” on Wednesday, 14th July 2021.

About Participation

The conference was deliberated by eminent speakers and participants were from the government, regulators, corporate governance

Speakers were from the government, regulators, corporate governance, company directors CFOs, legal heads, compliance heads, among others.

practitioners, directors on board of corporates, company secretaries, CFOs, legal heads, compliance heads, among others. More than 950+ participants attended the conference.

Inaugural Session

- **Ms. Preeti Malhotra**, Chairperson ASSOCHAM National Council for Corporate Affairs, Company Law and Corporate Governance & Chairman, Smart Bharat Group gave the Opening address.

- **Ms. Ritika Ganju**, Partner, Phoenix Legal presented the Knowledge Partner address.
- **Mr. Nawshir H. Mirza**, Professional Independent Director gave address during the Inaugural session of the conference.
- **CS Nagendra D. Rao**, President, Institute of Company Secretaries of India gave the Special Address.
- **CA Amarjeet Chopra**, Member NFRA & Past President, ICAI gave the Special Address.
- *Guest of Honor:* **Shri R. Bandyopadhyay**, Former Secretary, Ministry of Corporate Affairs, Govt. of India & Former Member Central Administrative Tribunal, Deputy Director General, Ministry of Corporate Affairs, Govt. of India presented the Keynote Address on the theme to all invited guest speakers and participants and apprised his views on need of discussion and deliberations on the subject.
- **Mr. Vijay Sachdeva**, Co-

Chairman, ASSOCHAM National Council for Corporate Affairs, Company Law and Corporate Governance & Deputy National Leader (North), Risk and Advisory Services, Haribhakti & Co. LLP gave the concluding remarks and vote of thanks to all the participants of the conference.

The Virtual Conference was moderated by Mr. Santosh Parashar, Additional Director & Head Department of Corporate Affairs. Around 950+ delegates had participated in the conference.

Technical Session - I

(4.00pm-5:00pm)

CA (Dr.) Ashok Haldia, Chairman, ASSOCHAM Task Force on Accounting Standards & Former Secretary, ICAI, and Former MD & CEO, PTC India Financial Services Ltd. chaired and moderated the session, Mr. Akshay Sachthey, Principal Associate, Phoenix Legal gave presentation on the topic Roles and responsibilities of the members of the audit committees, Mr. Puneet

Around 950+ delegates participated in the conference and discussed the crucial role that audit committees play in taking corporate governance to greater heights.

Gupta, Managing Director, Protiviti Global gave the address, Mr. Sandip Khetan, National Leader - Financial Accounting Advisory Services, EY gave presentation on the topic Role of Audit Committees in accounting fraud prevention, Mr. Nikhil Dujari, Chief Financial Officer, GMR Energy Ltd. presented his address.

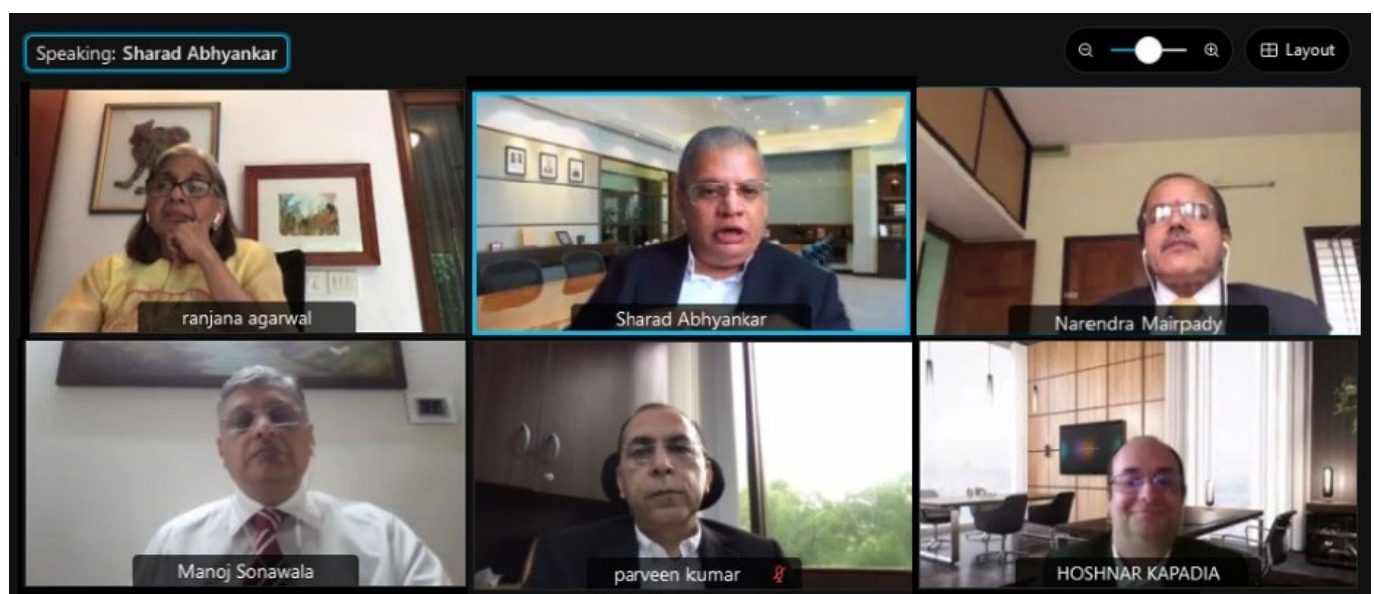
Technical Session - II

(5.00pm-6.30pm)

CA Ranjana Agarwal, Founder & Managing Partner, Vaish & Associates and Independent Director on Corporate Boards chaired and moderated the session, Mr. Sharad Abhyankar, Partner - Corporate and Commercial, Corporate Governance, Khaitan & Co gave presentation on the topic Related Party Transactions, Dr. M. Narendra,

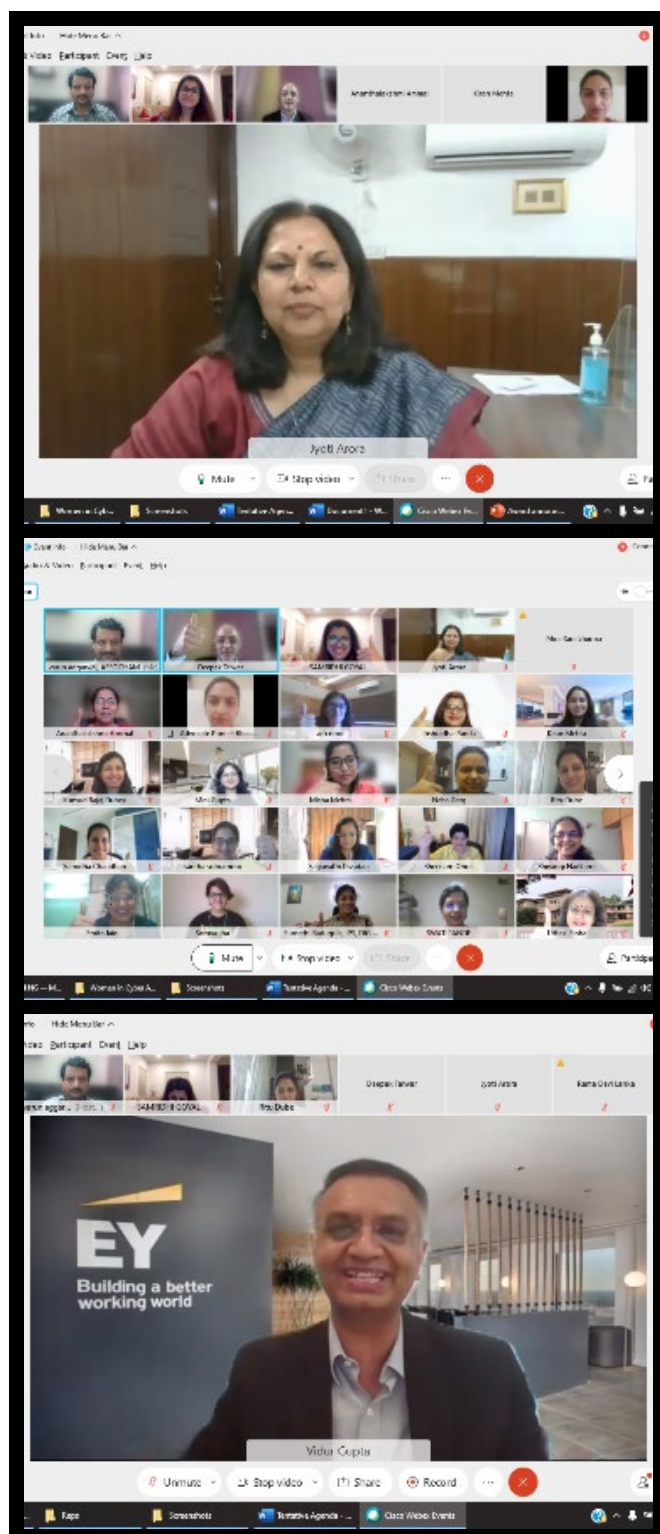
Former CMD, Indian Overseas Bank & Adviser, ENQUBE Collaborations gave presentation on the topic Balancing Core Responsibilities with Emerging Priorities, CS Manoj Sonawala, Principal Consultant, Manoyog GRC Advisors Pvt. Ltd. gave presentation on the topic Emerging trends and challenges, Mr. Parveen Kumar, Partner - National Head Assurance, ASA & Associates LLP gave presentation on the topic Understanding Roles and Responsibilities of Statutory Auditors and Mr. Hoshnar Kapadia, Partner, KPMG in India gave presentation on the topic Contemporary themes for Audit Committee consideration.

The conference ended successfully with closing remarks and thanks by chairs, co-chairs and members of organising committee. ●



Women in Cyber Security MAKING A DIFFERENCE

Women are doing exemplary work in the field of Cyber Security in India



To honor and felicitate Women, who are doing exemplary work in the field of Cyber Security in India, ASSOCHAM has initiated an Award “Women in Cyber: Making a difference”. EY was the Knowledge Partner to this Award.

Dr. Gulshan Rai, Former National Cyber Security Coordinator, Former Director General, Cert-In was the Jury Chairperson and Members include Dr. Neeta Verma, Director General, NIC, Ministry of Electronics and IT, Government of India, Dr. Charru Malhotra, Associate Professor, Indian Institute of Public Administration and Ms. Mini Gupta, Partner, EY. ●

KEY SPEAKERS

1.	Ms. Sheenam Ohrie	Vice President, Dell Digital and CIO Leader, APJ, Dell Technologies
2.	Ms. Mini Gupta	Partner, EY
3.	Ms. Santha Subramoni	Global Head, TCS Cyber Security Practice
4.	Ms. Jyoti Arora	Special Secretary & Financial Adviser, Ministry of Electronics and IT, Government of India
5.	Shri Deepak Talwar	National Security Officer, Microsoft & Chairman, ASSOCHAM National Council on Cyber Security
6.	Ms. Ritu Dube	Global Head, Pre-sales and Solutions, GRC and Data Privacy, TCS Cyber Security Practice
7.	Shri Vidur Gupta	Partner, EY (Knowledge Partner)
8.	Dr. Charru Malhotra	Associate Professor, IIPA
9.	Shri Manoj Abraham IPS	Additional Director General of Police, Kerala
10.	Ms. Rama Devi Lanka	Director, Emerging Technologies, IT Electronics & Communication Department, Government of Telangana
11.	Ms. Satyavathi Divadari	Chief Cyber Security Architect, Micro Focus
12.	Ms. Sailaja	Vadlamudi, Application Security Lead, SAP Labs India

ILLNESS-TO-WELLNESS CAMPAIGN DIABETES CARE AND MANAGEMENT

In Post COVID-19 Era



With India hit by a lethal second wave of Coronavirus, there have been many cases of people with diabetes getting affected by Covid-19. Besides, health experts also say that diabetes, coupled with Covid, is the reason behind sudden spike in mucormycosis or 'black fungus' infections in the country.

Under the series of ILLNESS To WELLNESS campaign, ASSOCHAM organized a webinar on "Diabetes Care and Management During Post COVID-19 Era" which was held on Tuesday, 15th June, 2021, from 10.30 AM To 12.30 PM with the multi prolonged strategies and objectives to cascade mass awareness, disseminate knowledge & wisdom about diabetes which has been in the spotlight for

increased risk of severe Covid-19 outcomes. The aim was to promote healthy living with a keen focus on wellness and preventive health through healthy habits, diet, exercise, and holistic health.

The webinar witnessed the gracious presence of high government official, renowned endocrinologists, ophthalmologists, diabetologists, obstetrician and gynecologists that included – Dr. Sudhir Gupta, Senior Chief Medical Officer (SAG), Ministry of Health and Family Welfare, GoI, (Padma Shri) Dr. (Prof.) Anoop Misra, Chairman, Fortis – C–DOC (Centre of Excellence for Diabetes, Metabolic Diseases and Endocrinology); Dr. Samir Sud, Co-Founder and Medical Director, Sharp Sight Eye Hospitals; Dr. Dheeraj Kapoor, Chief Endocrinology, Artemis Hospitals; Dr. Hema Divakar, CEO, Asian Research and Training Institute for Skill Transfer (ARTIST) and Medical Director, Divakar’s Specialty Hospital, Bengaluru, and Mr. Anil Rajput, Chairperson, ASSOCHAM CSR Council.

The health reports suggest that nearly one in six people with diabetes in the world is from India, also known as the world’s diabetes capital. Furthermore, health experts in the webinar amicably and coherently suggested that Covid19 triggering severe complications in diabetic patients and administering correct

Diabetes can be avoided by adopting a healthy lifestyle. Diabetes is controllable, manageable, and treatable too. The effort should be to manage it well.

dose & duration of steroids can eventually stop the infections.

With India hit by a lethal second wave of Coronavirus, there have been many cases of people with diabetes getting affected by Covid-19. Besides, health experts also say that diabetes, coupled with Covid, is the reason behind sudden spike in mucormycosis or ‘black fungus’ infections in the country.

Dr. Misra, a well-known diabetologist, shared his perspective, “Mucormycosis is mostly seen in Covid-19 patients with uncontrolled diabetes. Most of these patients are on steroids. In this epidemic, an interesting point is that mortality in these patients is lower than previously. This is because of improved multi-disciplinary management.”

Dr. Gupta, in his keynote address, emphasized on the need to adopt a

healthy lifestyle. He gave the ‘mantra’ that an individual needs to both “preach and practice” healthy habits for good life which includes intake of balanced diet, regular workout, adequate and proper sleep that are important to avoid stress. He further added that diabetes can be avoided by adopting healthy lifestyle and it is controllable, manageable, and treatable too.

Dr. Kapoor noted that diabetes needs to be controlled very rigorously to avoid complications arising out of Covid-19 and indiscriminate use of steroids should be discouraged.

Dr. Sud in his address suggested that preventive strategies should be incorporated hand in hand with treatment of Covid-19. “One way to stall the possibility of the fungal infections is to make sure that Covid-19 patients - both in treatment and after recovery - are administered the correct dose and duration of steroids.”

Mr. Rajput said that Covid-19 pandemic has left an indelible mark on humankind leading to colossal loss of lives and livelihoods. Noting that vaccination is an important tool to help stop the pandemic, Mr. Rajput said, that since we are still learning how vaccines will affect the spread of COVID-19, people who are fully vaccinated against COVID-19 should keep taking precautions in public places like wearing a mask, staying 6 feet apart from others, avoiding crowds and poorly ventilated spaces, and washing their hands often.

Dr. Divakar, who moderated the session meticulously, enlightened the audience with her knowledge fountain and made the session very interesting and interactive to extract best of knowledge from the panelists to make optimum benefits for the audience. ●



PROGRESSIVE AND FUTURISTIC SKILL DEVELOPMENT

Need of the Hour

Skill development is imperative for India to reap its huge demographic dividend provided by its young and creative population. Without skill development, this dividend can not be realized.

India with one of the largest youth population in the world needs to create millions of jobs every year to reap the advantage of this demographic dividend. Skill Development is the only solution to

sustain this demographic dividend and to prepare the workforce for Industry 4.0 fuelled by increasing urbanization, ubiquitous internet connectivity and the proliferation of high-tech technology.

- ### KEY ISSUES DISCUSSED
- Future of Skilling
 - Role of the stakeholders
 - New perspective of Skilling
 - New platforms for Skilling
 - Role of the Government in Skilling
 - Issues and challenges in Skilling Post COVID-19

With an objective to understand the immediate issues faced by the Industry due to labour and workforce migration and understating the Government's readiness to support the skill training sector to recover after

Event Info | Hide Menu Bar | Live Connected | ASOCHAM INDIA Host

Viewing Gopalkrishna Joshi...

Future of Jobs Report 2020 by World Economic Forum

How is business adapting in response to COVID-19? In addition to the labour market displacement caused by this health shock, employers are set to accelerate their job automation and augmentation agenda, raising the possibility of jobless recovery.

This means that workers displaced from the labour market have fewer opportunities to return to work as businesses reduce their workforce.

Business Adaptation Strategy	Share of employers surveyed (%)
Accelerate the digitalisation of work processes (e.g. use of digital tools, video conferencing)	84
Provide more opportunities to work remotely	83
Accelerate automation of tasks	50
Accelerate the digitalisation of upskilling/reskilling (e.g. education technology providers)	42
Accelerate the implementation of upskilling/reskilling programmes	35
Accelerate ongoing organisational transformations (e.g. restructuring)	34
Temporarily reassign workers to different tasks	30
Temporarily reduce workforce	26
Permanently reduce workforce	13
Temporarily increase workforce	5
No specific measures implemented	4
Permanently increase workforce	1

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ASSOCHAM National Council on Education and Presidency University, Bengaluru, organized a webinar on “Cutting Edge Career Options of 21st Century” on 15th June 2021.

the COVID lockdown, India’s Apex Chamber, ASSOCHAM, organized a Webinar on “Progressive and Futuristic Skill Development: Need of the Hour” which was held on 21st May, 2021 from 11:30- 1:00 PM.

The eminent speakers were Dr. Gopalkrishan Joshi, Executive



KEY SPEAKERS

1. **Dr. Mahendra Nath Pandey** Hon’ble Minister, Ministry of Skill Development & Entrepreneurship
2. **Dr. Niraj Kumar Pawan IAS** Chairman, Rajasthan Skill & Livelihoods Development Corporation
3. **Mr. Girish Kundan Jha** Founder CEO, Skills Asstra Techcon LLP
4. **Mr. Deepak Pareek** Managing Partner, HnyB Tech Incubations Pvt. Ltd
5. **Mr. Maninder Singh** Chairman, ASSOCHAM National Council on Skill Development & Secretary, Bal Bharti
6. **Mr. Deepak Sood** Secretary General, ASSOCHAM



ASSOCHAM National Council on Education and Assam Down Town University, Assam organized a webinar on “Challenges of the Initial Years of Transition to NEP 2020 with Special Reference to NER” on 30th June 2021.



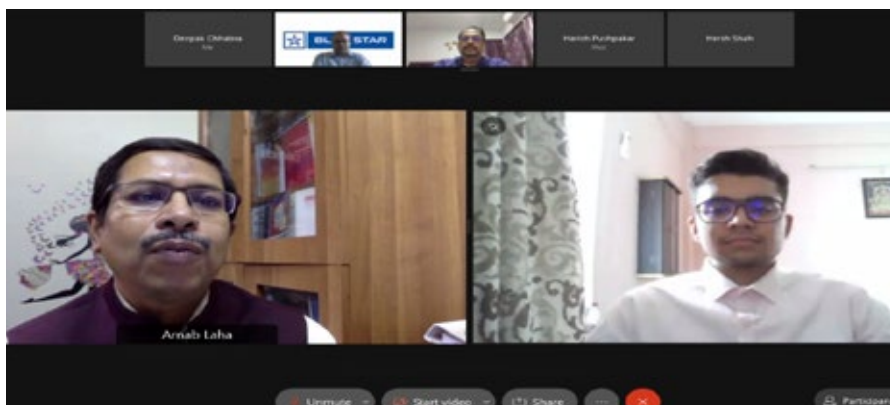
Director, Karnataka State Higher Education Council (KSHEC) Govt. of Karnataka, Dr. Sistla Rama Devi Pani, Editor, University News Association of Indian Universities and Professionally Trained Career Counsellor, Dr. D. Subhakar, Vice Chancellor, Presidency University, Bengaluru, Mr. Hamza Taqi, Master Performance Consultant, Kuwait, Ms. Charushilla Narula

Bajpai, Founder & Key Mentor, Universityconnection.in, Dr. Fazalur Rahman, Founder & MD, Talentpepz Career Solutions (India) P. Ltd., Mr. Supriyo Guharoy, Director, Presidency University and Mr. Deepak Chhabra, ASSOCHAM Education Council.

The eminent speakers were Shri Saju Vaheed A, IAS, District Magistrate and Collector, South

Tripura, Lt. Gen. (Dr.) Rajan S Grewal, Vice Chancellor, Sikkim Manipal University, Prof. N. C. Talukdar, Vice Chancellor, Assam Down Town University, Dr. Rani Jha, Dean, Faculty of Science and Technology, Arunachal University of Studies, Prof. Sunanda Baruah, Dean, Faculty of Engineering and Technology and Mr. Deepak Chhabra and Mr. Harish Pushpakar from ASSOCHAM Education Council.

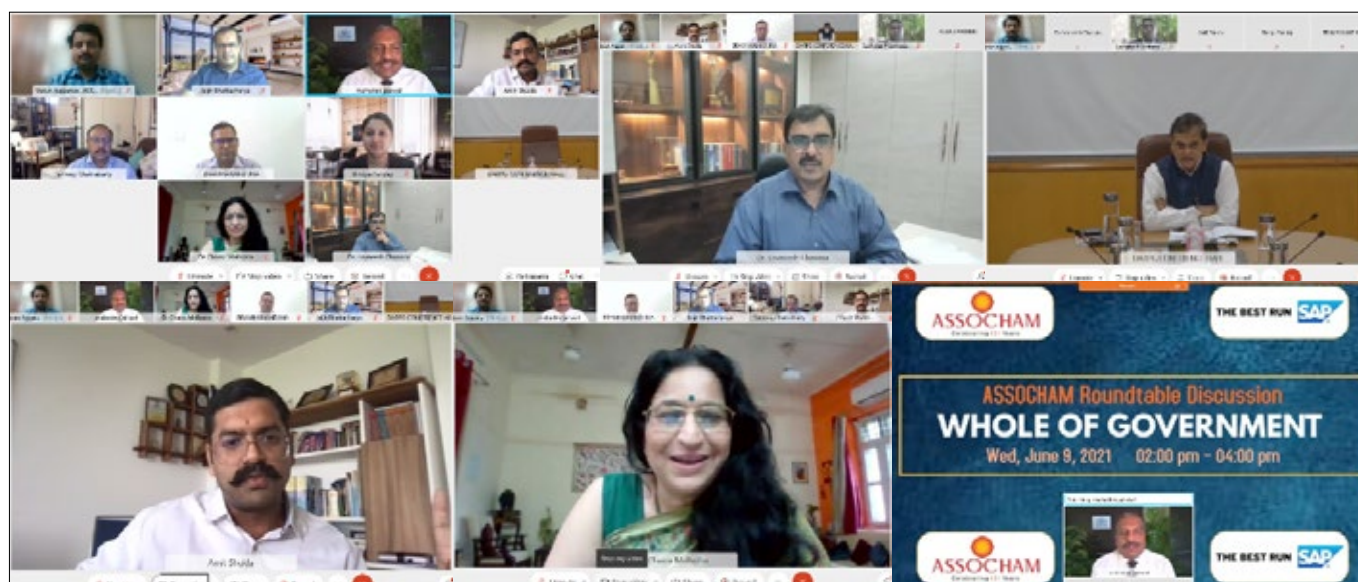
Eminent speakers also included Prof. Arnab K Laha, IIM Ahmedabad, Mr. Sanjay K. Mathur, SIRM, Vice President, Tata Communications, Mr. Neeraj Basur, CMIRM, Group CEO, Blue Star Limited, Mr. Hersh Shah, SIRM, CEO- IRM India Affiliate and Member, ASSOCHAM National Council on Education and Mr. Deepak Chhabra, ASSOCHAM Education Council. ●



ASSOCHAM National Council on Education and IRM India Affiliate organized a Exclusive panel discussion webinar on "Enterprise Risk Management in a Post-Pandemic World" on 21st June 2021.

E-GOVERNANCE CAN HELP ACHIEVE Whole-of-Government

To discuss the challenges and opportunities/solutions to make Whole-of-Government a reality, ASSOCHAM organised a Roundtable Discussion in June 2021.



Whole of Government refers to the joint activities performed by diverse ministries, public administrations and public agencies in order to provide a common solution to particular problems or issues. It is a concept that unifies various agencies and functions of the government such that they appear as ONE to the citizens. The terms like, “one-stop government”, “joined-up government” and “whole-of-government,” have been interchangeably used to describe integration of silos in public administration to formal and informal networks.

Several areas justify the coordination among different public administrations to represent Whole of Government. Pressures from public opinion, budgetary constraints, security, counterterrorism, and environmental impact are some examples which influence integration of Government services. Aligning common interests, avoiding task duplications, reducing costs, increasing productivity, and achieving a coherent line of action are some other elements that have led to vertical and horizontal coordination of different Government Agencies.

E-governance is one such tool to achieve the whole of government. Whole of government is integration of services across federal, state, local government and various

KEY SPEAKERS

- | | | |
|----|-----------------------------------|---|
| 1. | Shri V Srinivas IAS | Additional Secretary, Department of Administrative Reforms and Public Grievances (DARPG), Government of India |
| 2. | Dr. Lovneesh Chanana | Chairman, ASSOCHAM National Council on IT/ITES & eCommerce |
| 3. | Shri Sudhakar P Venkatesan | Industry Business Architect, SAP India Pvt Ltd |
| 4. | Prof Mahadeo Jaiswal | Director, IIM Sambhalpur |
| 5. | Shri Brahmanand Jha | Sr. Consultant, NeGD |
| 6. | Shri Amit Shukla | Founder & CEO, Easy Gov |
| 7. | Shri Tanmoy Chakrabarty | Group Government Affairs Officer, Tata Sons |
| 8. | Dr. Jaijit Bhattacharya | President, Centre for Digital Economy Policy Research |
| 9. | Dr. Charru Malhotra | Associate Professor, IIPA |

departments leading to a single window for citizens. It is a government which unifies all functions, agencies, levels of government and brings together a one government. ●

FINANCING INDIA'S MSMEs

Ease of Financial Access Crucial For Sustainability



Shri Sivasubramanian Ramann, IAAS, SIDBI, addressing the ASSOCHAM E-Conclave on "Financing India's MSMEs".

MSMEs have to be helped with credit rating schemes and innovative digital financial products to become more bankable and thus get quick access to much needed financing.

The Associated Chambers of Commerce and Industry of India (ASSOCHAM), India's Apex Chamber for Commerce & Industry, with the support of Ministry of MSME, Government of India organized an E-Conclave Financing India's MSMEs "Ease of Financial Access & Economic Sustainability to MSMEs" on Wednesday, 9th June 2021. The prime objective of the deliberation was to explore the various issues to identify

the policy interventions & to foresee continued evolution of the MSME lending landscape which can be another step towards achieving the vision of Aatmanirbhar Bharat.

The E-conclave was moderated by Mr. Madan Sabnavis, Chief Economist, CareRatings and began with Welcome address by Shri Uddhav Poddar, ASSOCHAM Co Chairman, National Council of Ease of Doing Business & Economic Affairs, followed by inspiring thoughts of Shri

KEY SPEAKERS

1.	Shri Sivasubramanian Ramann	IAAS, Small Industries Development Bank of India (SIDBI)
2.	Shri Swarup Kumar Saha	Executive Director, Punjab National Bank
3.	Shri Mahabaleshwar M S	Managing Director & CEO, Karnataka Bank Ltd.
4.	Shri Alok Kedia	Country Head, Business Banking, IndusInd Bank Limited
5.	Smt. Y. Kumari	General Manager, Institutional Finance, Small Industries Development Bank of India (SIDBI)
6.	Shri Uddhav Poddar	CMD, Bhumika Group
7.	Shri Umesh Balani	MD and CEO, Rotomag Motors and Controls Pvt Ltd
8.	Shri Sushil Kumar Sarawgi	Managing Director, KOR Energy (India) Pvt. Ltd
9.	Shri Kamlesh Gandhi	CMD, MAS Financials
10.	Shri Vivek Malhotra	General Manager, Direct Credit, Small Industries Development Bank of India (SIDBI)
11.	Dr. Abhishek Agrawal	Chief Regional Officer, Accion
12.	Shri Pradeep Gode	Managing Director, C2FO India
13.	Shri Prakash Sankaran	MD & CEO, Invoicemart
14.	Shri Anil Verma	Director, Moglix
15.	Shri Madan Sabnavis	Chief Economist, Care Ratings

THE DISCUSSION MOVED AROUND

- Policies & Growth for MSMEs in India
- Credit & Finance for MSMEs
- Impact of RBI Governor's Recent Announcement in the outlook of Covid-19 pandemic on MSMEs
- Challenges faced in Lending to MSMEs
- Alternative Credit Finance for Small Businesses
- Innovations in MSME Financing
- Ecosystem Enabling Services – TReDS (Trade Receivables Discounting System) & LSPs (Loan Service Providers)
- Market Based Financing to the MSME Sector
- Digitizing the Lending Process for MSMEs



Shri Swarup Kumar Saha, Executive Director, Punjab National Bank, addressing at the ASSOCHAM E-Conclave on "Financing India's MSMEs"

Umesh Balani, ASSOCHAM Chairman, National Council of MSME Development, on challenges and issues on need for extensive collateral, strict repayment tenures making it difficult for MSME owners to opt for a loan leading to quashing of their dreams of financial independence.

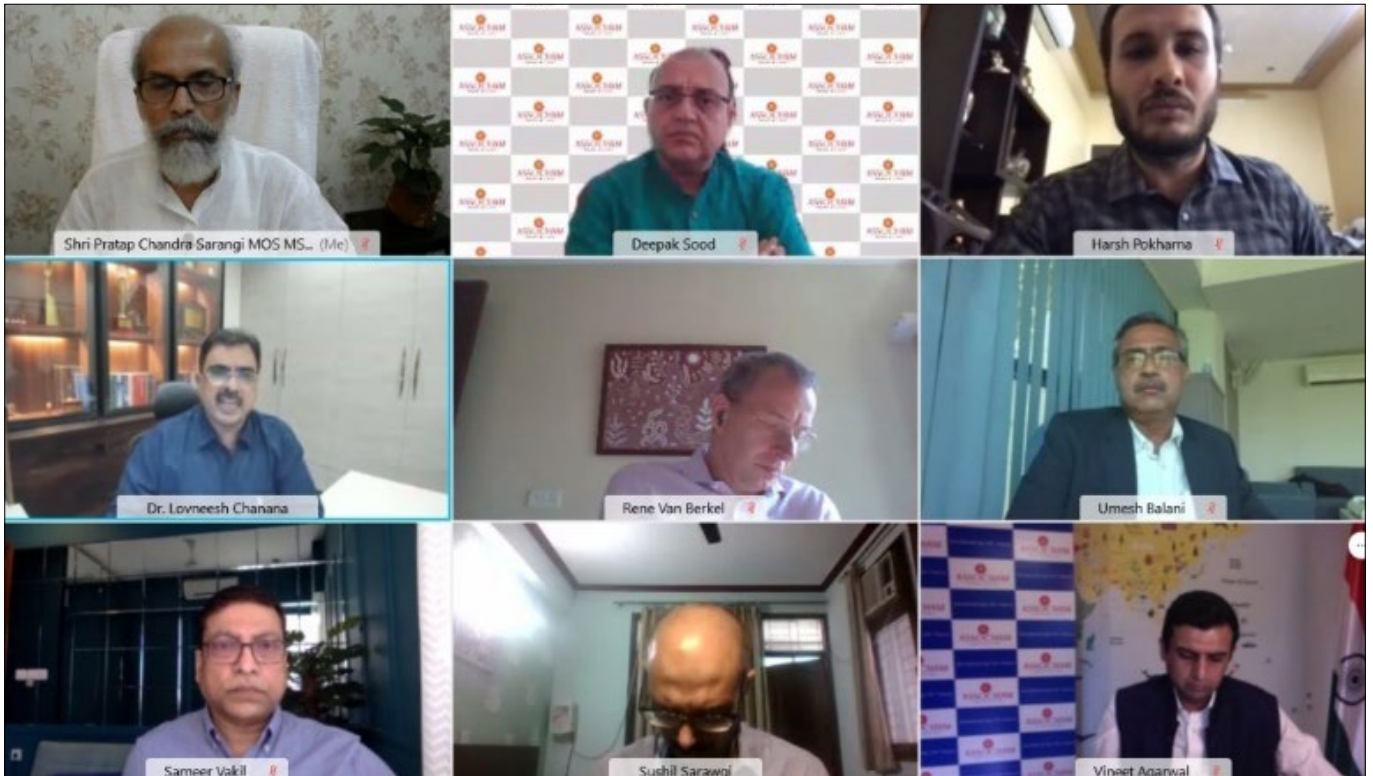
Key Outcomes

The MSMEs have tremendous potential to be an important source of employment and entrepreneurship. However, lack of adequate access to finance has remained the biggest hindrance for MSMEs to grow, compete, and create jobs. The reasons are numerous – insufficient operating information, financial illiteracy of small enterprise owners, small ticket size of loans, among others. This has resulted in many MSMEs grappling with a shortage of funds. The need is to create a favourable environment which would foster application, assessment and ultimately enablement of digital lending along with other traditional sources of credit to various sectors of the economy including MSMEs. Credit Rating schemes, to enhance comfort-level of lending institutions, Role of public sector banks in stepping up the credit to MSMEs, Innovations in digital financial products & digital awareness, innovative business models of fintech's helping MSMEs to become more bankable by removing significant obstacles like quick access to financing. ●

Making MSMEs

GLOBALLY COMPETITIVE

MSMEs will have to embrace technology and focus on value addition to enhance competitiveness in the global arena.



Chief Guest Shri Pratap Chandra Sarangi, Hon'ble Minister of State, Ministry of MSME, Government of India with other panel of speakers at the ASSOCHAM Virtual Session on "Modernization of MSMEs"

THE DISCUSSION MOVED AROUND

- Scenario & Growth prospects for the MSME Sector in India
- Transformation of Indian MSME sector and making it globally competitive
- Modernization of MSMEs through technologies like IoT, AI, Robotics etc.
- New-age digital techniques for MSMEs
- Digitizing the Lending Process for MSMEs
- Indian e-commerce ecosystem and linked MSMEs
- Role of the Ministry of MSME's recent initiatives in modernization of the MSME sector - financial support mechanism through Fund of Funds, broadening definition of MSMEs, introducing IT based Champions platform to provide solutions to issues of the MSMEs

The Associated Chambers of Commerce and Industry of India (ASSOCHAM), India's Apex Chamber for Commerce & Industry, with the support of Ministry of MSME, Government of India, organized the Virtual Session on "Modernization of MSMEs" on Monday, 24th May 2021. The prime objective of the Session was modernization of the MSME sector and making them globally competitive.

The Virtual Session on "Modernization on MSMEs" was addressed by Chief Guest Shri Pratap Chandra Sarangi, Hon'ble



Chief Guest Shri Pratap Chandra Sarangi, Hon'ble Minister of State, Ministry of MSME, Government of India addressing the ASSOCHAM Virtual Session on "Modernization on MSMEs".

Minister of State, Ministry of MSME, Government of India.

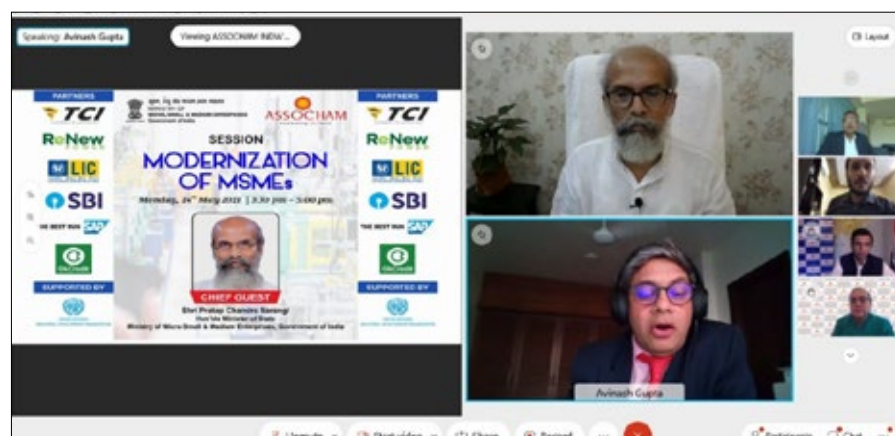
Other dignitaries addressed the Session were Shri Vineet Agarwal, President, ASSOCHAM; Dr. René Van Berkel, UNIDO Representative, UNIDO Regional Office – India; Shri Deepak Sood, Secretary General, ASSOCHAM; Shri Umesh Balani, Chairman, ASSOCHAM MSME Development Council;

Dr. Lovneesh Chanana, Vice President (Digital Government) - Asia Pacific, SAP; Shri Harsh Pokharna, Co-Founder & CEO, OkCredit; Shri Subhash Chand Jaiswal, Chief General Manager (SME & SCF), State Bank of India; Shri Sameer Vakil, Co-Founder & CEO, Global Linker; Shri Avinash Gupta, Co-Chairman, ASSOCHAM MSME Development Council and

Shri Sushil Kumar Sarawgi, Co-Chairman, ASSOCHAM MSME Development Council.

Key Outcomes

- Domestic MSMEs will have to embrace technology and focus on value addition to enhance their global competitiveness.
- The Technology could also help MSMEs gain global market access, a much-needed diversification that could step them up for bigger opportunities.
- MSMEs digitization is the key to transform them.
- MSMEs need to focus on capital, power & logistic cost.
- While the Government is working on measures to create a level-playing field for the Indian MSMEs, these players will have to embrace technology and focus on value addition to enhance competitiveness in the global arena. ●



Shri Avinash Gupta, Co-Chairman, ASSOCHAM MSME Development Council, moderating the ASSOCHAM Virtual Session on "Modernization on MSMEs"

International MSME Day Celebration **INTEGRATING MSMES WITH GLOBAL VALUE CHAINS**

At present lot of international trade is happening in the form of global value chains. In view of this, MSMEs should understand the importance of integration with those chains and upgrade themselves accordingly.

THE DISCUSSION MOVED AROUND

- Transformation of MSMEs through Digitisation, ICT, IoT & AI etc.
- Unlock future potential of MSMEs through E-Commerce
- Leverage Technology to enable the global integration
- Financing Models to Encourage SME Internationalization
- Role of Quality and Standardisation in Global Value Chain
- Trade and Supply Chain Finance
- Government Assistance and Schemes to enable MSMEs

The Associated Chambers of Commerce and Industry of India (ASSOCHAM), India's Apex Chamber for Commerce & Industry, with the support of Ministry of MSME, Government of India, organized an E-Conference on the occasion of the International MSME Day under the theme of "Enabling MSMEs for Global Value Chains" on Saturday, 26th June 2021.

The prime objective of the conference was to discuss the different opportunities and challenges towards Global Integration of MSMEs.

The E-Conference was addressed by the Chief Guest Shri Pratap Chandra Sarangi, Hon'ble Minister of State, Ministry of MSME, Government of India.

Other dignitaries who addressed the Conference were Smt. Alka Nangia Arora, Joint Secretary – SME, Ministry of MSME, Government of India; Shri Sudatta Mandal, Deputy Managing Director, Small Industries



Development Bank of India (SIDBI), Shri Umesh Balani, Chairman, ASSOCHAM MSME Development Council; Shri Sushil Kumar Sarawgi, Co-Chairman, ASSOCHAM MSME Development Council; Shri Abhishek Agarwal, President – Judge India & Global Delivery, The Judge Group; Shri Paresh Shetty, President – Sales, Cloud4C Services Ltd; Shri Ashutosh Chadha, Vice President & Head Public Policy Government Affairs - South Asia, Mastercard; Shri Vijay

Sharma, Chairman, ASSOCHAM Haryana State Development Council and Shri Anand Tandon, Founder and CEO, Myforexeye.

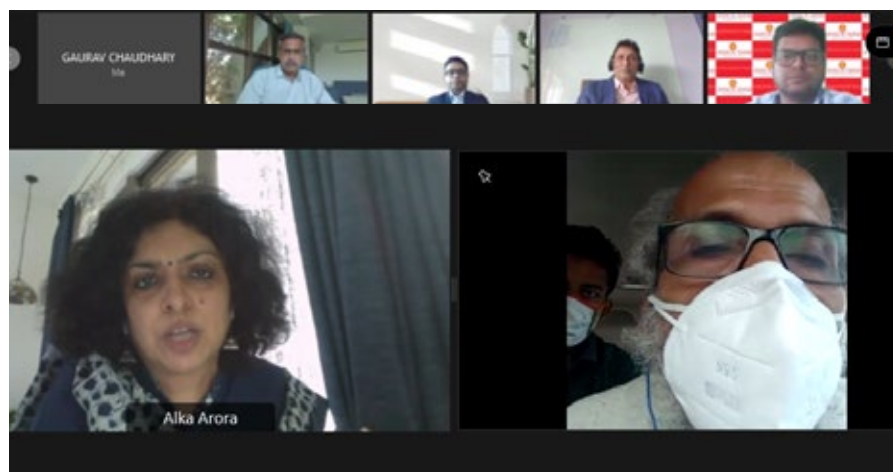
The e-Conference was addressed by 10 speakers from government and various domains of industry and attended by 700 plus participants.

Key Outcome Points

- The role and potential of Indian MSMEs along with the need to improve their efficiency,

productivity and quality needs to be viewed in the context of a globally competitive landscape.

- MSMEs need to understand the importance of integration with global value chains which are driving the trade currently.
- At present lot of trade is happening in the form of global value chains and MSMEs should understand the importance of integration with those chains and upgrade themselves accordingly.
- The integration of MSMEs is critical for the financial viability of global value chains as not only do they provide a low-cost way of operations but also with their geographical reach and innovation capabilities, MSMEs form the cornerstone for fostering global economic growth.
- In the process of integration to the global value chain, MSMEs face many challenges. Therefore, efforts must be made to strengthen the sector locally to enable their penetration and reach globally. ●



Smt. Alka Nangia Arora, Joint Secretary – SME, Ministry of MSME, Government of India, addressing the ASSOCHAM E-Conference on “Enabling MSMEs for Global Value Chains”

IP SCHEMES AND INCENTIVES for Startups and SMEs



Start-ups are the key drivers of growth. By fueling innovation, they have proven themselves to be major contributors to the IP Industry.

The event started with the welcome address by Dr. Hemang Shah, Co-Chairman, ASSOCHAM IPR Council. He expressed that start-ups are the key drivers of growth. They fuel innovation. He expressed the belief that they create a perfect opportunity for them to improve IPR. There were about 6000 patents filed between 2009-2019. Start-ups are key contributors to the IP industry. India

has numerous schemes that support the start-ups and SMEs.

Mr. Sudipto Roy
Vice-President, Engineering,
Qualcomm

Mr. Roy started by stressing the importance of IPR for startups particularly from Qualcomm's own journey. He mentioned that Qualcomm also started as a Start-up 35 years ago and had the privilege of

sharing the system level innovation with anyone in the world. Qualcomm has been successful in fostering grassroots innovation in various parts of the world. In parallel to the Make in India initiative, Qualcomm had started the Design in India program where they take about 12 start-ups and provide a variety of incubation programs. It also provides monetary incentives, mentorships for scaling business operations and leverage Qualcomm global network by helping the start-ups be successful not only in India but also outside India. Qualcomm provides a post incubation innovation commercialization

fund. He also spoke about the IPR mentorship and patent generation program which was added to the incubation program about 3 years ago and has seen a tremendous growth. So far, they have incubated 65 through the 2020 cycle and they are doing a great work. Many of them have launched the commercial products. The start-ups have gone on to file 200 plus patents. IPR has numerous benefits one of which is protecting the idea from the competitors which helps in obtaining investments. It helps in company and product image both domestic as well as global recognition. It also provides a legal protection of the innovation and can also be commercialized. Qualcomm wanted to provide a way to all the stakeholders to understand IPR without many legal jargons which are often a barrier in understanding IPR and came up with the L2Pro program. It covers fundamentals of IPR. Some of the schemes available in India are the SIPP scheme (Start-up Intellectual Property Protection) which provides a discounted patent filing fees, provides access to patent attorneys whose fee

Protecting innovation is a key part of achieving success by a start-up as it comes with numerous benefits, including value addition.

is paid by the government and also an expediated patent examination.

He concluded by saying that in addition to business model and technology development protecting innovation is a key part to your success as a start-up as it comes with numerous benefits.

Ms. Meena Nagraj C.N. IAS

MD-KBITS- Government of Karnataka

Ms Nagraj opined that start-ups play an important role in promoting innovation and economic growth. Identification and protection of intellectual property is crucial for start-ups to safeguard their

unique products. She said that IP plays a vital role in taking innovation to the markets. With the advent of IP regime in India the state government and central government have initiated several schemes, policies and programs for increasing awareness for intellectual property rights and extend assistance to educational institutions, government organizations and start-ups in protecting their IP work across the country. Some of the schemes and programs work with assistance of professional IP practitioners empaneled in respective departments, programs or schemes while others provide monetary assistance. Government of India has provided these schemes to provide a conducive environment and robust ecosystems which in turn led to encourage the protection of IPR.

Some of the schemes are launch of start-up India and forming the National IP policy 2016, Support International protection IP in electronics and IT scheme for protection of IP by SME and technology start-ups. Scheme for promoting awareness on IPR for micro and small enterprises aims to identify the IPR needs of the MSME industry and advise the patent portfolio, Patent facilitation program. State of Karnataka has always felt the leadership position in both domestic and global map of entrepreneurship and innovation as it has highest number of start-ups being the start-up capital with around 20000 tech start-ups out of which 6000 being product start-ups. Government of Karnataka has always been the role of facilitator to bring together all the right stakeholders to develop the state's ecosystem via domestic innovation. Government of Karnataka has been a pioneer in launching sector specific schemes



Mr. Sudeepo Roy, Vice-President, Engineering, Qualcomm

in IT, Biotechnology, Electronics system design and manufacturing, animation, visual effects, gaming and comics to give a push to the growth of technology sector and innovation in the state. All sector specific policies provide reimbursement, tax incentive, patent cost for the start-up keeping in mind the challenge faced by these sectors. The patent reimbursement incentive launched by Government of Karnataka aims to develop the state as the center of innovation. By doing this new companies and innovation technologies will be provided more conducive environment to emerge. In all the policies we have ensured that the domestic patents are reimbursed up to sum of ₹2 lakhs and international patents up to ₹10 lakhs. A dedicated start-up IP support cell in industry and commerce department. Incentives of technology upgrade, quality satisfaction and patent registration under ESDM policy 2013 we provide

There is a need to make start-ups aware of various schemes to reduce their regulatory burden and allow them to focus on their core business.

inputs and incentives under these policies. Similarly in all other sectors start-ups based out of Karnataka can apply for patent reimbursements.

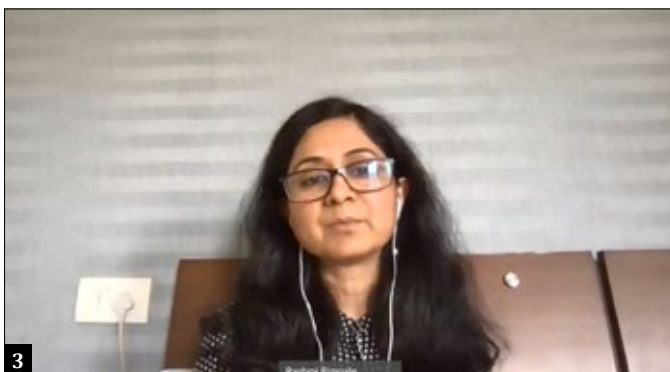
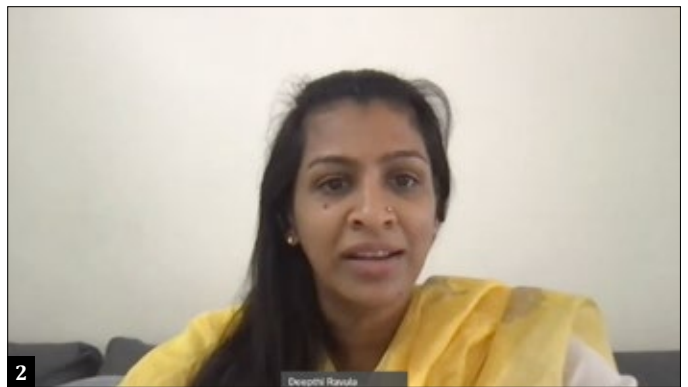
She also raised the question that are all relevant stakeholders aware of these schemes and incentives. There is a need to make start-ups aware of various government schemes to reduce the regulatory burden on start-ups and allow them to focus on their core business and to keep compliance cost low.

She concluded by saying that there is a need to make sure all the start-ups and MSME's are aware of all the schemes and incentives provided by the Government.

Ms. Deepthi Ravula

CEO, WE-HUB, Govt. of Telangana

Ms. Ravula started by saying that in Telangana one of the first law that was passed was TS i-pass to make sure any application for support is passed within 14 days. If the decision is not made the entity can sue the government for the delay. In addition to TS i-PASS there are sector specific schemes such as policies for ESDM, Bio-technology, defense, aerospace. The reason for sector specific schemes is because each sector has different requirements and having sector specific policies cater the specific needs of that industry. There is innovation



1. Ms. Meena Nagraj C.N. IAS, MD-KBITS- Government of Karnataka; 2. Ms. Deepthi Ravula, CEO, WE-HUB, Government of Telangana; 3. Ms. Rashmi Pimpale, Director, Strategy and Portfolio Development, RICH, Government of Telangana; 4. Ms. Aastha Grover, Head - Startup India, Invest India Partner, YJ Trivedi & Co

framework in Telangana creating T-Hub which is an incubation cell. A lot of times start-up founders are thinking to creating hardware the barrier to entry is super high so we have created T-Works which will create networks of tinkerers and makers which will help the hardware start-up industry. For women entrepreneurs WE-Hub is created which helps women to become a successful entrepreneur. She also suggested that if a start-up wants to know more go to the portal Start-up Telangana. Every start-up should realize the importance of IP and should seek information from big companies such as Qualcomm. She also said that every department within the central government has a support mechanism for IP. IPFC are also available which help reduce the filing budget. Domestic patents are reimbursed for about ₹2 lakhs. For foreign patent reimbursement it is about ₹10 lakhs. The reimbursement is done in 2 phases - first 50% when the patent id filed and the other 50% when the patent is granted.

She concluded by saying that all the start-ups should make the best use of the available schemes and incentives provided in the IPR domain.

In Start-ups and SME's due consideration is not given to IP. The reason is lack of awareness and that the value is often underestimated.



Welcome Address: Dr. Hemang Shah, Co- Chairman, ASSOCHAM IPR Council

Ms. Rashmi Pimpale

Director, Strategy and Portfolio Development, RICH, Govt. of Telangana

Ms. Pimpale opined that IP pervades our lives in ways more than we imagine. For example, the fitness brands, telecast of favorite show, music that you hear, the software which we use - each of these have some component of IP attached. However, in Start-ups and SME's due consideration is not given to IP. The reason is lack of awareness and that the value is often underestimated, tedious process of the patent procedure, lack of awareness of the filing procedure. Some of the remedies suggested by her are to create awareness about IPR, having an IP strategy by the Start-ups and SME's.

She concluded by saying that IP is not the reserve of large businesses, but it is critical to the success of every company, however small it may be.

Ms. Aastha Grover

Head Startup India, Invest India

Ms. Grover said that innovation is the distinguishing factor between Start-ups and SME's. She encouraged the audience to do undertake the

L2Pro course. She said that at Start-up India a pool of over 500 facilitators including patent and trademark have been empaneled by the government, the attorney's fees is also paid by the CGTMSE's office and the list is available on the Start-up India website. Benefit for start-up recognized under DPIIT is it provides fast track patent examination because with a patent a start-up can fast track its investment journey, the fastest patent examination is done within a year. 80% exemption on the patent application fees is good enough to apply through this route. Start-up India is helping the start-ups in early stages by seed funding scheme by Start-UP India as well as other departments, for market access highly recommended to getting on boarded on the government e-market place and looking at domestic as well as international opportunities.

She concluded by saying that the Start-ups and SME's must visit the websites of various states as well as the central government websites for ample amount of information regarding all the incentives and schemes. ●

IPR BEST PRACTICES FOR INNOVATORS

IP can bring many benefits to the Start-ups in terms of copyrights, patents and trademark.



The event started with the welcome address by Dr. Hemang Shah. He emphasized on the importance of innovation and the role played by Start-Ups in the field of innovation. He then introduced all the esteemed speakers of the webinar.

Dr. Hemang Shah

Co-Chairman, ASSOCHAM IPR Council and India Engineering Lead, Qualcomm Technology Licensing
Dr Shah introduced the L2Pro

platform by saying that it has been designed especially for Indian Start-Ups and MSMEs. He said that IP can bring many benefits to the start-ups in terms of copyrights, patents and trademark. He also mentioned that the L2Pro program is designed in three levels viz basic, intermediate and advanced. He said that the course also has various quizzes and upon successful completion of the quiz a certificate is issued by DPIIT, NLU Delhi, and Qualcomm. He also informed that the course is free of cost.

Mr. Jitesh Chaudhary

Director, C-DAC, Silchar

Mr. Chaudhary opined that advancement and adoption of technology is helpful for growth of any economy. This will only happen when there is an ecosystem present which helps innovation to convert into a product and go to the market. In this ecosystem IPR plays an important role in success of any innovation to reach market and earn revenue. He also emphasized that innovativeness is a necessary skill for anyone who

has to succeed in the present world and for that reason the WIPO issues Global Innovation index to showcase how the countries are performing in the front of innovation and unfortunately in none of them India is performing well. He mentioned that despite all these deficiencies globally Indian start-up ecosystem stands third. This is because of the venture capitalists and private equity investors and almost 20% of Indian Start-Ups have global presence and almost 90% of the Indian Start-Ups receive funding from the MNC's which is facilitating the growth of start-ups. He also explained about the valley of death which means the failure of an idea to manifest into a product and reach the market. He said that having a proper IPR policy helps an idea to reach the market escaping

Almost 90% of the Indian Start-Ups receive funding from the MNC's which is facilitating their growth. Almost 20% of them have global presence.

the valley of death. IPR is a bonding link between government, company and stakeholders. IPR brings not only economic benefits but also encourages innovation in the society. He also mentioned some of the challenges from the innovator's point of view which do not encourage them to file

an IP. He also said some of them are the lack of awareness of the innovator, cost of filing of IP and the long time period of receiving a grant. He also mentioned that these problems in IPR can be tackled by approaching a professional and understanding various IPR available and having a strategy of filing IP. He also advised the Start-Up to emphasize on confidentiality and put in place measures to maintain confidentiality. They should also be mindful about who will own the IP rights.

He concluded by saying that IPR system is an important tool in this competitive and innovative world.

Dr. Vinita Jindal

Chief Manager, IP Technology Management, BIRAC

Dr Jindal said that IPR is an intangible



The screenshot shows a Zoom meeting interface with five participants in the top bar: Hemang Shah, Bhawna Mittal, Jitesh Choudhary, Nahid Alam, and Yashpal Verkiya. Below the participants is a large banner for a webinar titled "L2PRO - LEARN TO PROTECT, SECURE AND MAXIMIZE YOUR INNOVATIONS". The banner includes the L2Pro India logo, the workshop title, date (19th May, 2021), and time (11:00 AM to 12:30 PM). It lists six eminent speakers with their photos and titles: Mr. Jitesh Choudhary (Director C-DAC Silchar), Ms. Vinita Jindal (Chief Manager IP Technology Management BIRAC), Dr. Hemang Shah (Co-Chairman, ASSOCHAM IPR Council & India Engineering Lead, Qualcomm Technology Licensing), Mr. Jatin Trivedi (Co-Chairman IPR Council, ASSOCHAM & Sr. Partner, YJ Trivedi & Co.), Mr. Balwant Rawat (Leader IP and Innovation Management Daimler), and Dr. Anurag K Agarwal (Professor Indian Institute of Management Ahmedabad). The banner also provides a registration link, contact information for Ms G Keerthi and Mr. Yashpal, and logos for contributors (CPAM, Qualcomm, ASSOCHAM, AIFFC) and outreach partners (ASSOCHAM, AIFFC). At the bottom, it lists supported organizations like JINCUBATOR, GENSEV, and others.

Welcome Address: Dr. Hemang Shah, Co-Chairman, ASSOCHAM IPR Council and India Engineering Lead, Qualcomm Technology Licensing

asset. It is a creation of mind and it can be protected for a period of time. She described that IPR are exclusive rights which can be sold, licensed or assigned. IPR are time bound and territorial. She quoted examples of what comes under each category of IPR. She advised the start-ups that one can identify the product or services and then decide on the type of IP protection which has to be obtained. For example: A company name can be protected under Trademarks. Maintain an IP inventory and decide on the type of IP. She also advised the Start-Up to Check whether the product or service satisfies the patentability criteria. The novelty of the product or service has to be checked using various searches. She mentioned to categorize the products into which must be protected, and which need not. She mentioned the need to identify the reasons for ensuring the IP protection. She stated that some start-ups are confused as to

Venture capitalists or investors are keen on knowing the details of the invention, which jeopardizes the innovation if provisional application is not filed.

patent and if to patent when to go for filing a patent. She said that an effective strategy could be file a provisional application. The venture capitalists or investors are keen on knowing the details of the invention which jeopardizes the innovation without filing of a provisional application.

She concluded by saying that the responsibility of start-up does not end by filing one patent, but one has to re-evaluate the filed patents and make necessary additions.

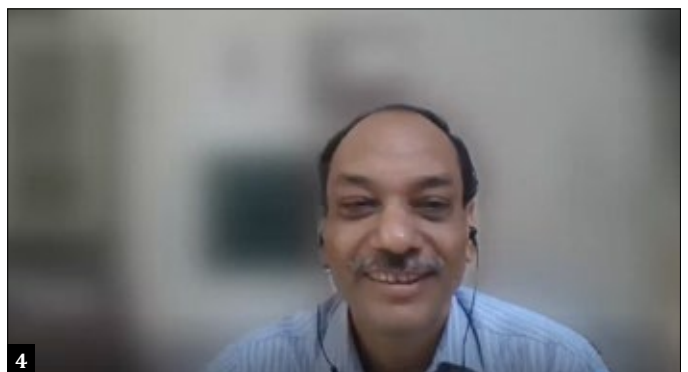
Mr. Jatin Y. Trivedi

Co-Chairman ASSOCHAM IPR Council, Senior Partner, Y.J Trivedi & Co.

Mr Trivedi mentioned that innovation

is a combination of an idea and solution to a problem. He also mentioned the types of intellectual properties viz. patents, trademarks, design and copyright. He stated India’s stand in IPR and said that India is improving in the field of IPR. He described IPR as an idea converted into statutory rights. He quoted an illustration of a pen is provided which comprises of all the IPR.

He opined that having an IPR would prevent counterfeiting an innovative product or service and creates a legal barrier and creates a corporate identity through branding and trademark strategy. He also said that having proper IP assets



1. Mr. Jitesh Chaudhary, Director, C-DAC, Silchar; 2. Mr. Jatin Y. Trivedi, Co-Chairman ASSOCHAM IPR Council, Senior Partner, YJ Trivedi & Co; 3. Mr. Balwant Rawat, Leader IP and Innovation Management, Daimler; 4. Mr. Jatin Y. Trivedi, Co-Chairman ASSOCHAM IPR Council, Senior Partner, YJ Trivedi & Co

would give access to new markets and attracts the investors. He stated a survey according to which IP intensive industry are estimated to generate 72% more value added per employee. He opined that Intellectual Property Rights and innovation are two sides of the same coin. He mentioned the example of udta chaata, a rain harvesting method to state that innovation is not limited to a product, but also a service in support of which he stated the example of wework an innovative concept to provide shared workspace. Innovation is also not limited to technology but also slogans which will keep them competitive and unique from their counterparts.

He concluded by saying that innovation not only provides a solution for a problem but can also be licensed, and business can be made out of it. In the end he quoted the example of Kodak company which sold some of its patents which helped them to come out of bankruptcy.

Mr. Balwant Rawat

Leader IP and Innovation Management, Daimler

Mr Rawat spoke about the internal aspects a Start-up should have in order to have a sustained innovation culture. He said that every start-up or business starts with an innovative idea and the founders have innovative ideas. However, as the organization grows, the passion of having innovative ideas slowly takes a back seat. He said that in order to ensure a sustained innovation culture, a culture of innovation has to be integrated with the basic culture of the organization wherein every employee is contributing to the organization's innovation

goals and strategy, wherein every employee is sensitized about the importance of innovation and the IP strategy of the company which helps in channelizing the employee's ideas to accomplish the innovation policy of the company. He also said that If an organization can invest in the right people, process and tools within the organization the innovation can be sustained. He said that the managers, leaders and founders comprise the people and should emphasize on the IP on daily basis and practice the right behavior by encouraging risk taking and appreciating the employees in order to motivate them. The technical experts also play major role in sustaining the IP by giving constructive feedback, identifying the problems or opportunities by collaboration. The in-house IP team can be a torch bearer by mentoring the innovators as they are working towards the business goal. He also said that the policies which the organization should have are identifying the problems and opportunities and how the employees get the share of these opportunities. He also said that there has to be a process to collect ideas, provide feedback and to check

The example of Kodak company was quoted sharing that Kodak sold some of its patents which helped it to emerge out of its bankruptcy.

the IP risk of such ideas. Process to celebrate and reward these innovations as it will motivate the employees towards innovation.

He concluded by saying that a start-up should have an idea to engage the employees in the journey of innovation in order to have a sustained innovation process in the company.

Dr. Anurag Agarwal

Professor, Indian Institute of Management - Ahmedabad

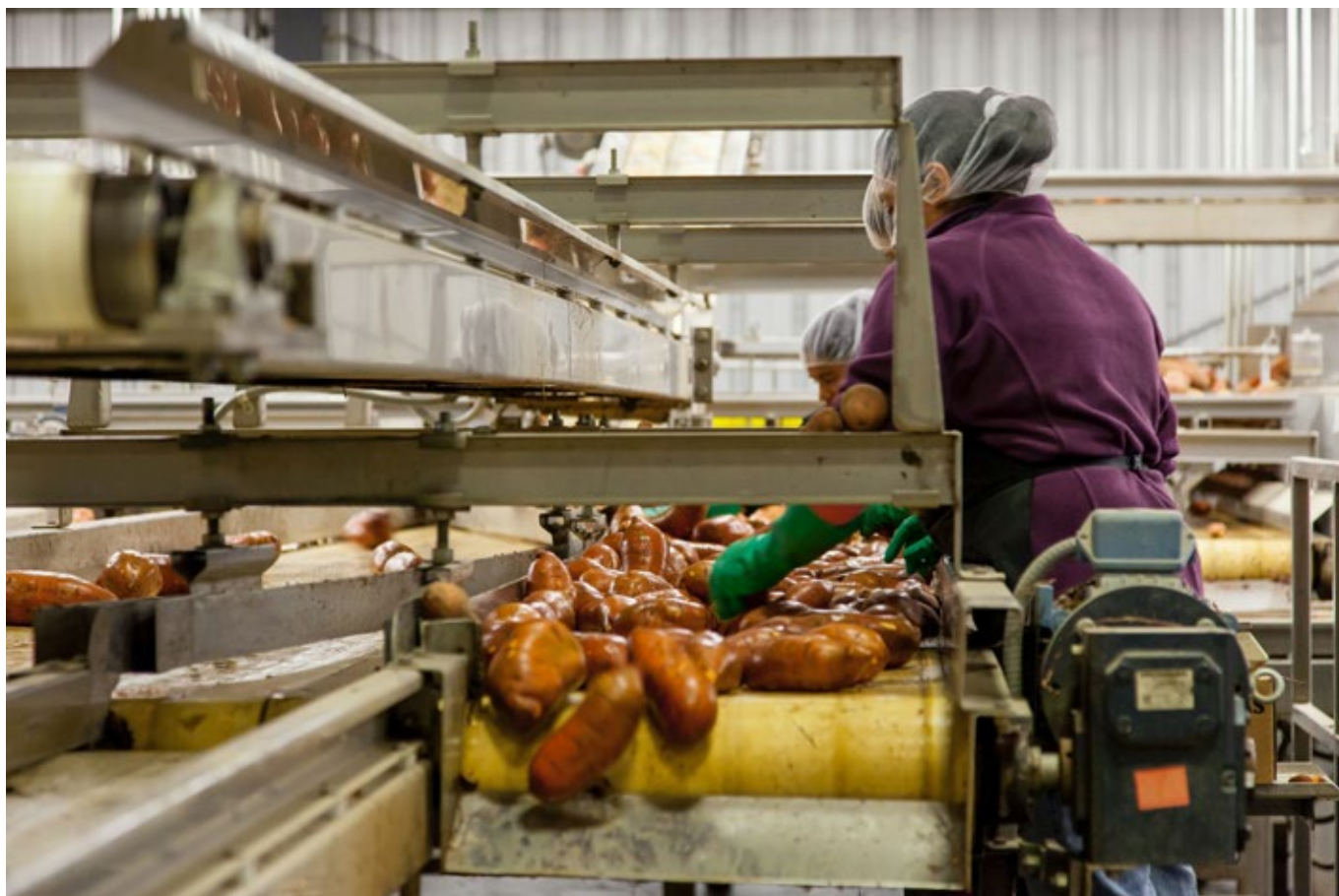
Dr Agarwal emphasized on the necessity to know the IP law of the jurisdiction in which the start-up is willing to do business. He also mentioned that when a start-up may in future grow and become a multinational company and then there is a need to know the IP law in all the countries in which the start-up is operating. He explained the triangle of passion, business and law. Passion itself is not going to make ideas work. The business aspect plays a crucial role in making the idea reach the markets. It is also important to align with the law in order to survive in the country. It is important to document the things as it may serve the purpose of evidence. He also quoted the dynamic nature of law and said that the start-up has to align itself with the law of the land.

He mentioned the key takeaways as having the knowledge of the law and understand how the law is giving shape to business. Protect the IP and do not infringe on others' IP.

In the next part of the session the respected speakers answered various questions that were asked by the audience. The event concluded by thanking all the speakers, organizers and the audience. ●

PRODUCTION LINKED INCENTIVES For Food Processing Industry

The FPI Scheme has an implementation window of 6 years, starting from Financial Year 2021-22 and offers an aggregate incentive of ₹10,900 crore.



Production Linked Incentive (PLI) Schemes are a cornerstone of the Government's 'Atmanirbhar Bharat' mission. Announced with a total outlay of ₹1.97 lakh crores for 13 sectors, PLI Schemes aim to create domestic manufacturing champions and generate employment opportunities.

One of the PLI Schemes, recently introduced, is for the Food Processing Industry (the FPI Scheme). The FPI Scheme has an implementation

window of 6 years, starting from Financial Year 2021-22 and offers an aggregate incentive of ₹10,900 crore. The FPI Scheme seeks to support food manufacturing entities towards significant expansion in their capacities. It also provides support for branding and marketing of Indian brands in overseas markets.

ASSOCHAM organized a webinar on 3rd June 2021 at 03:00 pm to 04:30pm jointly with Dhruva Advisors. The webinar entailed:

- A comprehensive analysis of the FPI Scheme
- Coverage, eligibility, exclusions under the FPI Scheme
- Process and time period for making application for approval under the FPI Scheme and grant of incentive therein
- The FPI scheme operative period
- Areas to look-out by the applicants and so on
- Lastly, Question and Answer session ●

**Webinar on Production Linked Scheme for
FOOD PROCESSING INDUSTRY**
June 03, 2021 | 03:00 pm - 04:30 pm IST

Mr. Dinesh Kanabar
CEO, Dhruva Advisors

Mr. Ritesh Kanodia
Partner, Dhruva Advisors (Moderator)

Mr. Kalraj Ashgani
Principal, Dhruva Advisors

Dr. J. P. Dongare
Marketing Manager
MOFPI

Dr. Vaibhav Kulkarni
Global Chair – International Life Science Institute Board
Assembly & Hon. Secretary & Board Member HADSA

Dr. Prabodh Halde
Head Regulatory Affairs
Marico Ltd

Mr. Shubham Nigam
Founder, CEO
Gruftet Foods Private Limited

Register: <https://bit.ly/3vtSGjD>

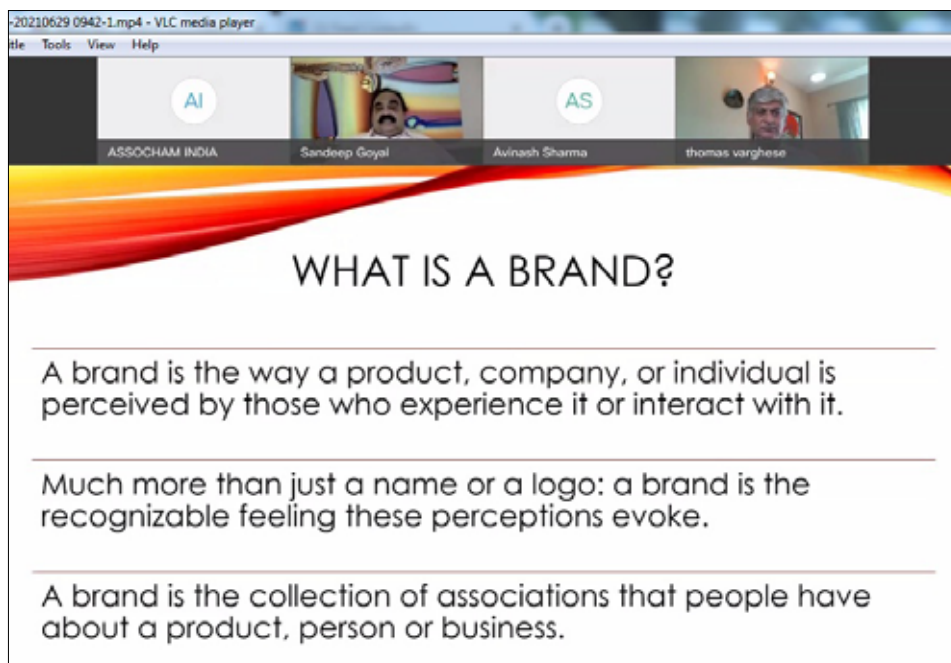
The FPI Scheme also provides support for branding and marketing of Indian brands in overseas markets. This should go a long way in enhancing their image with long term benefits.



1. Mr. Dinesh Kanabar, CEO, Dhruva Advisors; 2. Dr. J. P. Dongare, Marketing Manager, MOFPI; 3. Mr Ritesh Kanodia, Partner, Dhruva Advisors; 4. Dr. Pramod Halde, Head Regulatory Affairs, Marico Ltd; 5. Mr. Shubham Nigam, CEO, Gruftet Foods Pvt Ltd

Celebrities as HUMAN BRANDS

If the same celebrity endorses several brands, it seems like a blind gamble.



Dr. Sandeep Goyal, Co- chairman of ASSOCHAM National Council on Branding & Marketing and Mr. Thomas Varghese, Chairman- ASSOCHAM National Council on Branding & Marketing

Is there more to celebrities than just their fame? But then that begets the question whether fame is fame and all famous celebrities are the same?

To discuss it further and to share some interesting perspectives on celebrities, the attributes that contribute to their fame and what makes for emulatability amongst famous faces, ASSOCHAM organised a webinar on “Celebrities as Human Brands” on 29th June 2021. The Session was addressed by subject matter expert Dr. Sandeep Goyal, Co- chairman of ASSOCHAM National Council on Branding & Marketing and Managing Director of Rediffusion.

He explained that this is a subject that finally does require some amount of academic interest and academic rigor. A brand is the recognizable feeling the perceptions visibly evoke for that brand and human brands. Celebrity is a person who has a prominent profile and commands some degree of public recognition, fascination and influence and celebrities as human brands – their performances on- and off-stage, off- and online, public or private, are marketing and branding exercises. Their everyday life choices

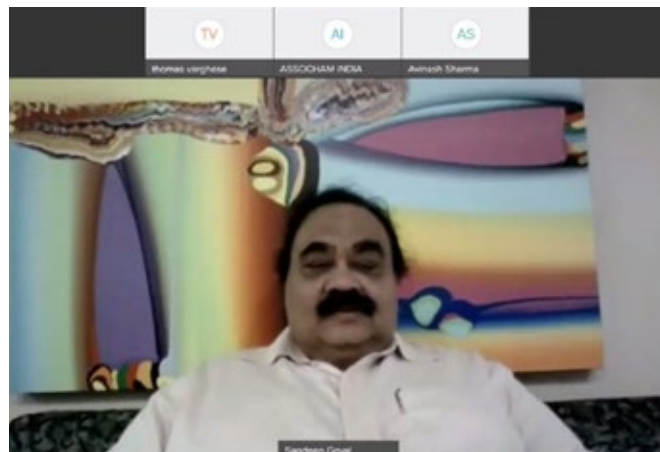
and values are personal, but performed in public that create brands and branding identities.

Evaluation of Celebrities (The Celesta study at Dentsu) -- India’s first ever psychometric analysis -- was done of what makes celebrities. In the study, Celebrities (Bollywood and Cricket) were evaluated on different factors (respect, trust, familiar etc)

It is not just celebrity fees. It is all about media money that goes behind the campaign and not just money spent on campaign but all sales of the product that are dependent on the success of the campaign and celebrity.

Making a right call for celebrity for branding the product is becoming more critical. If the same celebrity is endorsing multiple products, it seems a blind gamble. So appropriate research, feedback and better understanding of the brand celebrity can be a big advantage.

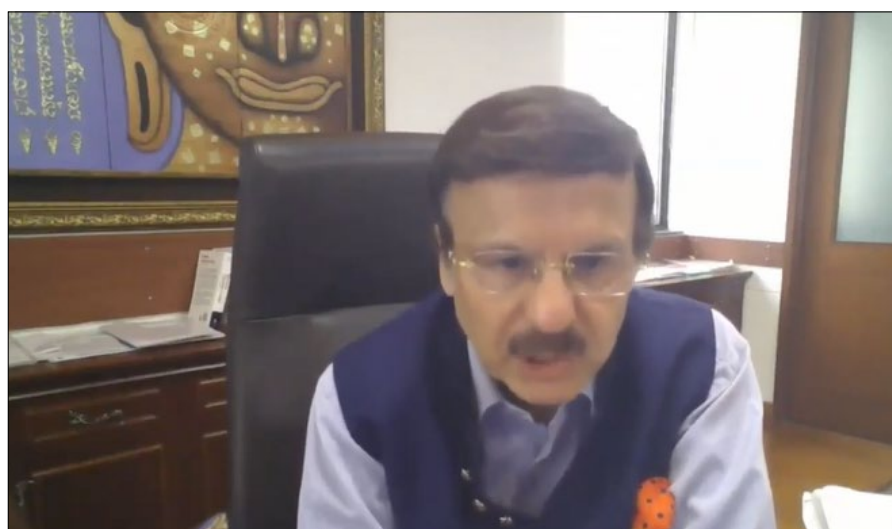
The session was greatly appreciated by the participants. ●



Dr. Sandeep Goyal, Co- chairman of ASSOCHAM National Council on Branding & Marketing

PLI SCHEME FOR PHARMACEUTICALS & WHITE GOODS

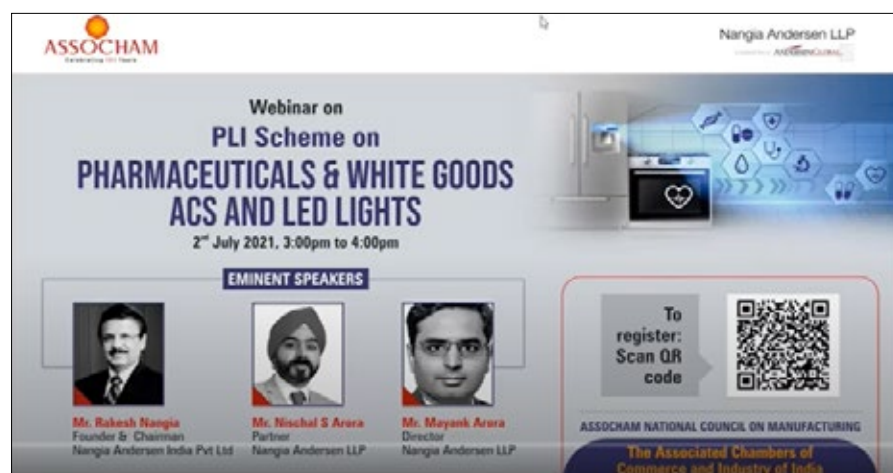
The Government has committed close to ₹1.65 lakh crore as a subsidy available for 5 to 6 years depending upon the sector.



Special Address by Mr. Rakesh Nangia, Founder & Chairman, Nangia Andersen India Pvt Ltd.

Mr. Rakesh Nangia, Founder & Chairman, Nangia Andersen India Pvt Ltd. gave the special address and provided an overview of the overall PLI Scheme. Below are some highlights given by him:

- Production linked incentive is a very wide base scheme. With the objective to encourage domestic manufacturing and to make India a manufacturing hub of the world.
- This manufacturing sector has played such a vital role in terms of job creation, substituting import, acting as a GDP multiplier.
- The total amount committed by the government is close to ₹1.65 lakh crore in the shape of a subsidy. This subsidy is available for 5 years to 6 years, depending on the sector.
- Government is giving a fixed outlay even as timely movement is an important prerequisite.



ASSOCHAM
Celebrating 101 Years

Webinar on
**PLI Scheme on
PHARMACEUTICALS & WHITE GOODS
ACS AND LED LIGHTS**
2nd July 2021, 3:00pm to 4:00pm

EMINENT SPEAKERS

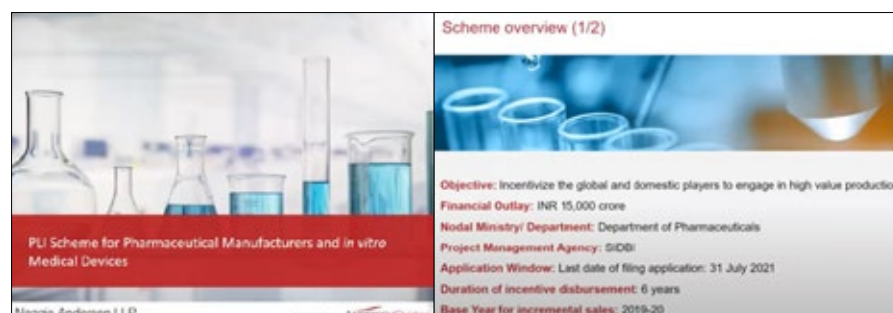
Mr. Rakesh Nangia
Founder & Chairman
Nangia Andersen India Pvt Ltd

Mr. Nischal S Arora
Partner
Nangia Andersen LLP

Mr. Mayank Arora
Director
Nangia Andersen LLP

To register:
Scan QR code

ASSOCHAM NATIONAL COUNCIL ON MANUFACTURING
The Associated Chambers of
Commerce and Industry of India



PLI Scheme for Pharmaceutical Manufacturers and in vitro Medical Devices

Scheme overview (1/2)

Objective: Incentivize the global and domestic players to engage in high value production
Financial Outlay: INR 15,000 crore
Nodal Ministry/ Department: Department of Pharmaceuticals
Project Management Agency: SIDBI
Application Window: Last date of filing application: 31 July 2021
Duration of incentive disbursement: 6 years
Base Year for incremental sales: 2019-20

Mr. Nischal S Arora

Partner, Nangia Andersen LLP

Mr Nischal Arora presented PLI Scheme overview for pharmaceutical Manufacturers, Sectoral Overview, Scheme Eligibility, Eligible Investments and Selection Criteria to the participants. ●

COLD CHAIN

Technologies, Convergence and Capacity Building

Indian cold chain is still at a nascent stage. Although there is a large production of perishables in India, the cold chain potential remains untapped due to multiple reasons.



Panelists during the "Webinar on Cold Chain- Technologies, Convergence and Capacity Building" on 17th June 2021 includeing Shri. Vivek Chandra, Senior Member, ASSOCHAM & CEO, LT Foods, Shri Ajay Kakra, Executive Director, PWC, Shri Pankaj Mehta, Managing Director, Carrier Transicold, Shri P Sudhir Kumar, Director - Marketing, Frick India Limited, Shri B Sumit Kumar, CEO, TCI Cold Chain, Shri Radhey Shyam Dixit, Chairman, Ananda Dairy, Shri Pankaj Garg, MD, Innovation Thru Energy and Shri Sanjay Aggarwal, MD, DevBhumiCold Chain Pvt Ltd.

The cold chain industry is seen as an emerging and fast-growing business sector in India. Considering the current issue of food shortage and food security in India, cold chain facilities will play an important role in the country. According to the Food and

Agriculture Organization (FAO) of the UN, approximately one third of the food produced for human consumption, which amounts to 1.3 billion tonnes, gets lost or is wasted. However, this sector has witnessed a considerable growth in the last decade and is expected to have further

improvement in growth rate in the years to come.

Indian cold chain is developing and is still at a nascent stage. Although there is large production of perishables, still the cold chain potential remains untapped due to multiple reasons like high share

of single commodity cold storage; high initial investment required (for refrigerator units and land); lack of basic enabling infrastructure (roads, water supply, power supply, drainage, etc.); lack of awareness for handling perishable produce and lapse of service either by the storage provider or the transporter leading to poor quality produce.

With Government's focus on building efficient cold chain systems in India, ASSOCHAM organised a "Webinar on Cold Chain- Technologies, Convergence and Capacity Building" on 17th June 2021 with the aim to promote investments in cold chain sector, showcase and promote latest technology, opportunities, discuss safety and standard issues and to promote business potential.

Considering the current issue of food shortage and food security in India, cold chain facilities will play an important role in the country.

The welcome address was given by Shri. Vivek Chandra, Senior Member, ASSOCHAM & CEO, LT Foods. The session was moderated by Shri Ajay Kakra, Executive Director, PWC. Panelist at the webinar included Shri Pankaj Mehta, Managing Director, Carrier Transicold, Shri P Sudhir Kumar, Director - Marketing, Frick India Limited, Shri B Sumit Kumar, CEO, TCI Cold Chain, Shri Radhey Shyam Dixit, Chairman, Ananda Dairy, Shri Pankaj Garg, MD, Innovation Thru Energy and Shri Sanjay

Aggarwal, MD, Dev Bhumi Cold Chain Pvt Ltd. The Vote of Thanks was given by Shri Shreesh Kaushik, Agriculture, Food Processing & FMCG, ASSOCHAM.

There was participation of about 450 stakeholders which included National and International stakeholders, representatives from government, investors, policy makers, industry leaders, trade bodies and associations, food technologists, food safety expert, representative from logistics industry, educationists and students etc. ●



Shri P Sudhir Kumar, Director - Marketing, Frick India Limited sharing his views on the topic "Cold Storage, Green Cold Storage & Reduction in waste"

GST e-INVOICING

THE WAY FORWARD

Technology is helping pin down Fraudsters. Need of the hour is to adopt technology which will track Audit Trail where everyone can be tracked seamlessly.



Shri. D P Nagendra Kumar, IRS, Principal Chief Commissioner of Central Tax, Karnataka Zone

Inaugural Address

SHRI. D P NAGENDRA KUMAR IRS, Principal Chief Commissioner of Central Tax, Karnataka Zone

We are inching towards completion of four years of GST, which has been quite satisfactory. The consolidation of taxes into a single tax, was may be too late. The Center and State Governments have more or less settled GST down in the last four years. Improving GST Compliance is quite essential for improving revenue which is a major concern.

States had a lot of apprehensions regarding revenue protection and about the predicted revenue

assurance from the Central government. Fortunately, notwithstanding the pandemic, the revenue has been showing vibrancy from October 2020 and what we have is logging successfully.

Monthly GST collections have successfully been one lakh crore Rupees plus in the last 8 months.. We are under continuous stress on account of the Pandemic and lockdown across the country.

In GST compliance, stakeholder consultation is one of the key factors in driving this reform into the user friendly mode.

GST is an electronically administered tax and every process is automated to portal. GST had faced initial glitches at the time of roll out. It has more or less stabilized in terms of ensuring that all the processes are automated.

Lot of positive changes have been brought in the 43 GST Council meetings. These changes usher basic control of the process which they have also implemented successfully by adopting the changes.

A dual objective of GST is improving the Compliance and Ease of Doing Business, with introduction of e-Invoicing. The 35th GST Council

EMINENT PANELISTS

1.	Shri. D P Nagendra Kumar	IRS, Principal Chief Commissioner of Central Tax, Karnataka Zone
2.	Shri. B V Murali Krishna	Additional Commissioner, Commercial Tax Department, (e-Governance), GOK
3.	Shri. Ravi Raghavan	Senior Partner (Moderator), assisted by Shri. Brijesh Kothary, Joint Partner, Lakshmikumaran&Sridharan Attorneys
4.	Shri. Bhojaraj T Shetty	Chairman, Bengaluru Branch, SIRC of ICAI
5.	Shri. Manjesh Gargi	DGM SME, State Bank of India
6.	Shri. Aravind	Associate Vice President, Tally Solutions
7.	Shri. Sagar Agarwal	Co-Chairman, Karnataka State Development Council ASSOCHAM and SVP, Transystem Logistics International Pvt. Ltd. (JV of Mitsui & Co., Japan & TCI, India)

OPENING REMARKS

Welcome remarks to Dignitaries, Panelists & Partners

1.	Ms. Uma S Nair	Regional Director – Southern Region, ASSOCHAM
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Meeting introduced e invoicing in India as a way forward to improve the compliance and to facilitate the automated process.

E-Governance by the Karnataka Government should be complimented for providing some milestones that have validated many of the processes including roll out of e invoicing in the country.

Effective from April 2021, the limit was made Rupees 50 crore and above as we are seeing that taxpayers are substantially adopting the e Invoicing regime. E Invoicing has a great relief in terms of reducing the cost of compliance to the taxpayers.

E-Invoicing provides seamless interaction between business ERP Solutions with the portal to either direct to the API or to the app. E-Invoicing benefits have already started flowing. E- invoicing will basically avoid data entry errors. It will also minimize the

to the various restrictions provides under the GST Act.

The auto population comes quite handy for ensuring that the taxpayer is aware about the vendors' behavior in terms of compliance and also calibrate the requirements/entitles allowed in the GST Act.

Moving forward, we are looking at the GST e-Invoicing to be taken to the universal population. That would be the ultimate goal. But we will cover the B2B transaction itself when we are touching the MSME sector effective from 1st April 21. We have to carefully watch that adoption is happening in the larger taxpayer population.

The experience what we are gaining here will go a long way to ensure the Phase-2 of e-invoicing, whether we introduce it to the B2C transactions as well, or B2C transaction exclusion is very minimal and QR Code the dynamic report

Business will find the benefit of e-invoicing in meeting the compliance requirements and also payments and inventory management.

mismatch errors and provide auto population of the outward supply details into the GST TR 1.

As caution, the auto populated data will have to be verified with regards to correctness of the Credit away and also with regards

which is made mandatory in the B2C transaction, which is already embedded into e-Invoicing. B2B is also a solution in terms of ensuring the process integrity.

Business will find the benefit of e-invoicing in meeting the compliance requirements and also payments and inventory management.

We look forward to support from the active taxpayers joining the e -invoicing systems which would be a win - win solutions for all of us.

Theme Address

SHRI. B V MURALI KRISHNA

Additional Commissioner, Commercial Tax Department, (e-Governance), Government of Karnataka

E-invoice is a game changer right from its implementation on 1st October 2020. However, in Karnataka we actually started introducing the digitization of information from 2010 onwards itself. But the implementation of uploading Purchase and Sale statements, compliance of which we were able to achieve, led to modeling the GST 1 and GST 2 outwards and for some reasons it took the back seat.

Whereas it takes care of the e invoicing concept even for the B2C transaction, it is not a 360 degree profile as it will take time.

We have already captured 55 crore invoice and 1/3 of the tax payers are receiving the Invoices.

Once the invoice is generated

electronically for the common portal, it is authenticated with the QR Code and the item number, which are already embedded indicating the document of the statement to the Government. Thus, compliance will be made easier.

We have travelled from uploading the GST 1 from 2017 and 2018. We migrated to e-way bill data and digitization started for the particular consignment shipments and as of now 180 crore e-way bills have been generated on e way portal.

32% of the population is generating the e way bills, though it is not mandatory. Once it is mandatory, invoicing for all taxpayers will be immediately obligated, to enable the taxpayers to generate the e-way bills on the portal and most of the tax payers will do it.

Web based login should be implemented so that taxpayers directly

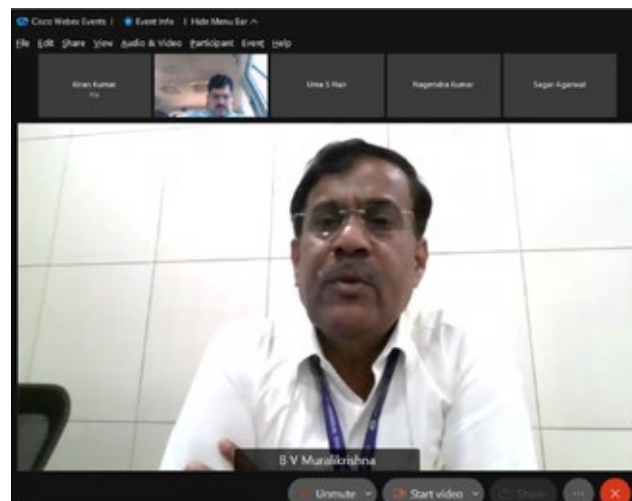
log in the data and generate e invoice.

If we look at the past and today's regime, compliance has improved day by day in e-way bill or e invoicing portals.

E-Invoicing has brought compliance, if we look at April, we could reach 1.45 lakh collections. There is a leap before or after of e-way bill and e-invoicing.

E-way bills have integrated the app RFID a week back on the Fast Track Toll Plazas.

Technology is helping to pin down the Fraudsters. E-governance is stabilized so much by bringing transparency. The need of the hour is to adopt technology which will track Audit Trail where



everyone can be tracked seamlessly.

E Invoice is ultimate, once it comes in place for all transactions as right now it is only B2B and B2G. Some exemptions have to be taken off by giving an easy mode of uploading and the web-based process for B2C transactions, which will help ease of doing business. This is how e-invoicing is a gamechanger.



Panel: SHRI. RAVI RAGHAVAN, Senior Partner (Moderator), assisted by SHRI. BRIJESH KOTHARY, Joint Partner, Lakshmikumaran&Sridharan Attorneys

Q: (Shri. Sagar Agarwal) What is the facility for choosing the route by the e-way bill generator, depending upon the vehicle using and lead time fixed for the e-way bill?

A: (Shri Nagendra Kumar, IRS) Over a period of time, the distance travelled measures live for e-way bill. There is also a facility for extension.

This is primarily keeping in mind the deviation and malpractices. That is the approach we are looking at. Over time, keeping these issue in mind, we cannot customize the individual because of the large population but certainly we have a recommendation on this.

A: (Shri. Murali Krishna, Additional Commissioner) Certainly they can raise/submit their grievance. We can see to that and set it right.

Q: Will RIFD solve this issue considering the responsibility of the Logistics to give the route. If the options are given to select and take the longer route because of various conveniences?

A: RIFD is already integrated and hope it will take over pin to pin. Objective is to ensure that tracking is available of movement of goods

under e-way bill. RIFS provides the technology with the visibility of the vehicle and that option could be thought of and policy makers will take up. Any option should be available for you to enable in the portal in a generic manner. Suggested to raise this issue and recommendation to NIC.

Q: Penalty and tax on e-way bill is 68% at the time of no production. Still tax has to paid and there is no solution to go for appeal and no Appellate Tribunal is constituted in Karnataka. Request to give some token penalty but not to the extent of 68% ?

A: We are all aware that we are in a system driven mode to take the decisions. The reason why the officer does the assessment is with regard to correctness of the document. The advise is to have GPS tracking manner or computer online or

Mobile app.

As we move forward, we need to work towards the system where it is non discretion. So, request to raise the recommendation and submit. Certainly, we will take it forward.

To train the taxpayers at large to generate the e-way bill properly and avoid any minor omission such as by truck drivers. To educate the person carrying the documents about any such errors instead of conveying to you after 2 or 3 days. Instead of that to flag immediately.

Panel: SHRI. RAVI RAGHAVAN, Senior Partner (Moderator), assisted by SHRI. BRIJESH KOTHARY, Joint Partner, Lakshmikumaran&Sridharan Attorneys

e-Invoicing is a system wherein the tax payer uploads his invoice details and registers his transaction on Invoice Registration Portal (IRP).

IRP helps tax payer to get the Invoice Reference Number (IRN) generated by IRP. This will prevent the evasion happening on large scale.

- Advantages of e Invoice.
- Creation of Standard
- Ability to prepopulate returns
- Better tax payer services.
- Reduction of Tax evasion
- Efficiency in tax administration.

Categories excluded below are to be added in future?

- B2C Supplies SEZ Developers included
- Banking and other Financial Companies
- Agents
- Admission of exhibition of Cinematograph films in multiplex screens
- GTA service providers

A: (Additional Commissioner)

The policy has to take a call on particular categories. It's high time all these categories should fall under e-Invoice.

Consequences for Non-Compliance are:

Penalty as per section 122(1) of the CGST Act Rs. 10,000.

Eligibility of ITC: Non position of the Tax Invoice is one of the conditions for denial of ITC.

If e-invoice is not issued the recipient may not be eligible for ITC.

New features in the newly introduced manner for e way bill and vehicle tracking give transparency which prevent fraudsters.

Recommendation related to Annual Returns FY 2021-22

A: Shri. Bhojaraj T Shetty, Chairman, Bengaluru Branch, SIRC of ICAI

- Over the years, professionals were struck in this issue and never added value to the business people.
- Things are happening towards automation in India
- Government makes system driven Tax collection. Intention is for Ease of Doing Business and adding value across chain.
- Dealers and taxpayers enjoy by making honest business and professionals are trained to go beyond compliance.
- If the current year's turnover is to certified, and 2022-23 total expenditure needs to be certified, whole reconciliation has to come from the Chartered Accountants.
- Professionals need to focus on value addition to business people by helping their business grow.
- Going forward, business growth will definitely take

place across the board. Many other Audits will remain same along with System Audit.

- RBI and SEBI made it mandatory.
- ICAI, a decade back, started training in Certificate Course in Diploma in Information Audit.

Q: What do you mean by Audit Trail?

A: Shri. Aravind, Associate Vice President, Tally Solutions

At this point of time, it is not important for anybody, but it will create a lot of confusion in business sectors.

Challenges are:

- Extremely short notice to implement audit trail.
- Although audit trail has been there since decades, sudden enforcement will trigger panic, mistrust, and resistance from the business community.
- While audit trails aim to track, penalize and discourage fraudulent changes in accounting entries, one should remember that there is an aspect of "Human Error" also involved in this subject.
- Within the interest of Stakeholders Businessmen, Accountants, Auditors, Government, etc. which is definitely not possible in 6 days.
- Even if the software claims it is audit compliant, and even assuming that it is, there is no way to completely ensure that the business will remain compliant since the application can be tampered by Internal/ External persons.
- Needs detailed deliberation. If not dealt properly, certainly will hit SMEs very badly. ●

COVID SELF CARE

Vaccination and Myths

SOUTHERN REGION



Vaccine is a must to fight against COVID-19. This was the consensus at a program organised by ASSOCHAM Southern Region Office on “COVID Self-Care and Vaccination and Common Myths” held on 5th June 2021.

On 27 January 2020, the first case of COVID-19, was confirmed in Kerala’s Thrissur district in a student who had returned home for a vacation from Wuhan University in China. Since then, the COVID-19 pandemic has led to unprecedented challenges requiring collective action and support from all.

Practicing key preventive behaviors such as hand hygiene, coughing /

sneezing etiquette and social distancing has been recognized as the solution to prevent the spread of COVID-19. The Central Government and ASSOCHAM have been at the forefront, encouraging key preventive behaviors through various Risk Communication and Community Engagement Interventions.

The ASSOCHAM Southern Region Office organised a Webinar on “COVID Self-Care and Vaccination and Common Myths” on 5th June

2021. The Webinar had a special message from Mrs. Sudha Murty – Chairperson of Infosys Foundation.

Dr. Clement Rajan addressed the myth that vaccine will expire in two years, instead, he stressed that they give you strength. He urged all participants to continue following social distancing and wear masks. He himself got infected by COVID-19 after vaccination. The experience was most traumatic. He was able to recover

with all the medical procedures.

Dr. Deepak Rautray addressed the myth that Vaccine can impact female fertility negatively. In his opinion, the COVID Vaccine doesn't impact female fertility and shared his experience in treating COVID infected cancer patients and reduction in foot falls for cancer treatment to 20-50%. He said that Covid has taken a toll on cancer patients and treatment.

He also addressed the recent buzz around the black fungus. Black fungus is omnipresent, he said. Fungus can be caused by apparatus, water put in oxygen, high use of steroids etc. Vaccinations for children are underway, he stressed that awareness is very important among children.

Dr. Mathew Varghese addressed the importance of wearing mask, covid vaccination, its benefits and steam inhalation which should be take two times in a day. In his experience, we touch our face at least 20 times a day. It is very important that we maintain personal hygiene and usage of mask and sanitizer on regular basis.

He added that vaccination is very important to fight against the virus as it reduces the risk of medical seriousness and increases degree of protection.

Dr Kunal Sarkar has wrtitten a book on "Sickness of Health" which will be shortly published. The book talks about fighting against the 2nd wave, allocation of 300+ ICU beds and lots of learning from COVID.

In his experience, he said, patients should stay positive especially while they are away from family. We have to relearn medicines and redesign hospitals, he said. He added that grief counseling and updating family has been very difficult, especially

SPEAKERS:

1.	Mr. Abhishek Ranjan	Director and Global Head of Sustainability, CSR and D&I at Brillio, and Chair – ASSOCHAM Southern region CSR and Sustainability Committee
2.	Ms. Matilda Yorke	Consultant, The Bridging Gap & Co-Chair, Subcommittee on Webinar and Communications Committee & Member, ASSOCHAM Southern Region CSR and Sustainability Committee
3.	Special on the Vaccination - Mrs. Sudha Murty	Chairperson, Infosys Foundation
4.	Dr. Marianne De Nazareth	Environmental & Science Journalist
5.	Dr. C.S. Rajan	Senior Consultant Surgeon, Bengaluru
6.	Dr. (GpCapt) Deepak Rautray	VSM (Retd), Senior Consultant Surgical Oncology, Sparsh Hospitals, Bhubaneswar
7.	Dr. Mathew Varghese	Orthopedic Surgeon, St Stephen's Hospital, New Delhi
8.	Dr. Kunal Sarkar	Senior Vice Chairman and Chief Cardiac Surgeon, Medica Hospitals Pvt Ltd, Kolkata and Chairman - Kolkata Heart Foundation (KHF)
9.	Dr. Swaroop Satish Hegde	Chief Consultant of SRV Dedicated Covid Hospital, Mumbai

Vaccination is very import to fight coronavirus. It reduces the risk of medical seriousness and enhances the degree of protection.



when hospitals are running at 110% capacity. Haven't come with sensible rational way of handling in case someone is serious, he shared.

He also recollected the detailed report from Nicholas Wade about about COVID origin and related theories.

Dr Swaroop Hegde said house consultation and immediate consultation of family doctors are the best when you detect COVID symptoms. He advised not to rush to the hospital if you have symptoms. See physician and take home treatment. He added that about 80%

are asymptomatic. Loss of sense of smell is not an emergency.

The noticeable symptoms are if fever doesn't go down, or saturation goes low. Take a short walk for 6 minutes and if there is a drop to 90 or 91, recommend HRCT and consult the doctor for further steps.

He stressed following of all precautions and Covid protocols. Vaccines will build immunity and fight infection. Cases can be managed but mask has to be on always.

The session was attended by more than 200+ participants across India. ●

From Green Revolution to Tech Revolution

TRANSFORMATION OF AGRICULTURAL SECTOR IN INDIA

By *Raju Kapoor*, Director – Public & Industry Affairs, FMC India Pvt Limited & Member, ASSOCHAM



The commitment to enhance agricultural output, double farmer income, and raise awareness about food safety will ensure the sector's long-term sustainability

India is one of the largest food producers in the world, with the agriculture sector employing nearly half of the workforce in the country and contributing about 16% to the GDP. Though agricultural contribution to GDP has gone down from 51% in the 1950s, the number of households dependent on agriculture has increased from 70 million in 1951 to 120 million in 2020. As opposed to 22 million agricultural labourers in 1951, currently there are 144 million.

KEY SUSTAINABILITY CHALLENGES FOR INDIAN AGRICULTURE

Reducing land area, holding size and quality

Even though the dependence on agriculture has increased, the arable land has been decreasing in size as well as quality. The number of farms has doubled from 70 million in 1970 to 145 million in 2015, consequently reducing the average size of land holdings to 1.08 hectares. In fact, 85% of the farmers in the country operate less than or just five acres of land, at least

half of which may be dry or rainfed.

CLIMATE CHANGE

In 2019, Intergovernmental Panel on Climate Change (IPCC) published in its report that “land degradation is a driver of climate change through emission of greenhouse gases and reduced rates of carbon uptake”. Even though India is working on a plan to rejuvenate 26 million hectares of barren land by 2030, India needs to restore at least 30 million hectares to reverse land degradation by 2030.

DWINDLING WATER SUPPLY

Climate changes have led to unpredictable weather and natural crises - be it drought, pandemic, cyclones, heavy rains, or floods. Increased anomalies in humidity, temperature and precipitation disrupt the traditional agricultural calendar, making production more difficult. The drop in water table could potentially reduce the number of crops a farmer can grow annually by about two-thirds in the driest regions, according to a study published in the research journal - Science Advances.

Furthermore, being one of the world's leading exporter of rice, cashew, sugarcane and maize, we end up exporting water (virtual water) along with the agricultural exports.

LOW PRODUCTIVITY AND INPUT EFFICIENCY

As per estimates, climate change impacts agricultural output by about 4-9% each year, leading to 1.5% loss in GDP annually. India trails most countries on agricultural productivity. For instance, the productivity of maize, rice, groundnut, and pulses is 54%, 40%, 31%, and 33% lower than their respective global averages. Low productivity is caused by multiple reasons like inadequate irrigation facilities, decline in soil fertility and lack of support apart from Low Input Use Efficiency. Small sized land holdings further increase the overall input cost, decreasing the input efficiency, impeding farmers from making a respectable income through agriculture.

LOSSES ON AND OFF THE FIELD

Mismanaged input efficiency contributes to unsustainable losses

on the field, while the lack of infrastructure and inefficient Supply Chain Management triggers losses off the field. On the field losses are mostly due to diseases and pests (amounting to more than Rs 200,000 crore per annum, as per industry sources), soil degradation due to geo-chemical changes, continued dependence on monsoons (could reduce farm incomes by 15-18% on average, and by 20-25% in rainfed areas), inefficient use of resources like water, energy and machinery and low access to modern technology. Losses off the field are primarily due to lack of post-harvest storage facilities (only 10% produce gets cold storage) and wastage and pilferage due to supply chain gaps.

LOWER RETURN DUE TO FRAGMENTED APMCs

Logistics support including storage, transportation, credit, and market information are crucial for transforming subsistence-agriculture into sustainable, profitable agriculture. Post-harvest losses amount to Rs 92,651 crore per year for farmers, primarily due to poor storage and transportation facilities. The current storage capacity is only 100 million tonnes, even though the country's annual food-grain production is expected to cross 300 million tonnes. Added to that, limited and fragmented APMCs make it even more difficult for farmers to reach APMCs and get the MSP fixed by the government.

All these factors have made it challenging to ensure food security - with only 2.4% of the world's total land area, India has to support around 18% of the world's population.

AGRICULTURE NEEDS TO RISE UP TO THE CHALLENGE IN INDIA

According to UN Food and Agriculture

Organization data, India has 189.2 million undernourished people, prevalent anaemia among women of reproductive age, and stunting in children. A NITI Aayog report predicts that India might not be able to meet its growing population's food needs by 2032. The overall pressure on limited and reduced resources will continue to rise, while farmers still earn unsustainable incomes.

There is an immediate need for the agricultural sector to adopt leading-edge technological interventions to improve farm productivity. Advancement of technology in recent years is reinventing the agricultural value chain to solve issues on demand as well as supply side of the sector. State-of-the-art technologies including AI, IoT, machine learning, blockchain, precision agriculture, drones, smart tractors/ agri-bots, smart warehousing and transport optimisation, real-time yield estimation and price information are transforming the sector by enabling traceability, real-time visibility, higher productivity, and superior quality, while reducing the carbon footprint and increasing profits.

Precision agriculture helps maximize the efficiency of water, fertilizer and pesticides through optimal usage, to improve overall productivity, quality, and yield of the crops. Using drones has the potential to revolutionize the farming industry through need-based precise and focused application of crop inputs that will directly enhance the input use efficiency and farmer safety whilst simultaneously lowering the overall cost to farm. There are innovations in crop protection/nutrition space as well as seeds that promise higher input efficiencies, better resilience to climate change and higher agricultural productivity. As HYV seeds turn out to

be extremely sensitive to climate change, farmers are turning to climate-resilient seeds or indigenous crops for a better input efficiency and productivity. Also Agri-tech entrepreneurs are developing technology-driven solutions to address many of the long-pending issues of Indian agriculture from offering Farming-as-a-Service (FaaS) to delivery options for agri-inputs.

There is a need to restructure government support at various level to help farmers. The regulatory regimes must act as partners in facilitating availability of modern technologies such as pesticides, seeds etc to farmers, faster. Replacing subsidy on electricity for drawing water for irrigation purposes, with the adoption of drip irrigation techniques and installing solar panels will help.

CONCLUSION

Technology and innovation will drive the next wave of transformation in agriculture for sustainable food production and consumption. The great part is that we already have solutions readily available and changes in consumer preferences have increased demand and remuneration for produce from sustainable practices. The need of the hour is to create suitable agricultural-reforms and incentive systems for farmers to adopt sustainable practices, promote organisations that can create impact through sustainable solutions, educate consumers and farmers and reorient the agriculture sector from a subsistence-driven to demand-driven sustainable farming. Furthermore, the commitment to regulate and enhance agricultural output, double farmer income, and raise awareness about food safety on a wider scale will ensure the sector's long-term sustainability. ●

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