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Net Zero Emission by 2070: Together we can achieve it

Dear Members,

This month proved to be one of the most significant ones in terms of India's commitment to climate change. Even though already a low-emitter, just 4 percent of the global total, its pledge to achieve Net Zero emissions by 2070 has forced the larger emitters to do double-take on emission-reduction trails.

As we all know, at the 26th Conference of Parties (CoP26), Prime Minister Narendra Modi announced a five-fold strategy –Panchamrita- to accomplish the set goal. The first is that the country will get its non-fossil energy capacity to 500 gigawatt (GW) by 2030. India is very well in a position to achieve this target. As per Central Electricity Authority (CEA) projection for the country's energy mix for 2030, India's installed capacity of non-fossil energy for electricity generation –wind, solar, hydel, and nuclear will be 522 GW. The other goals are also achievable through sustained and focused efforts.

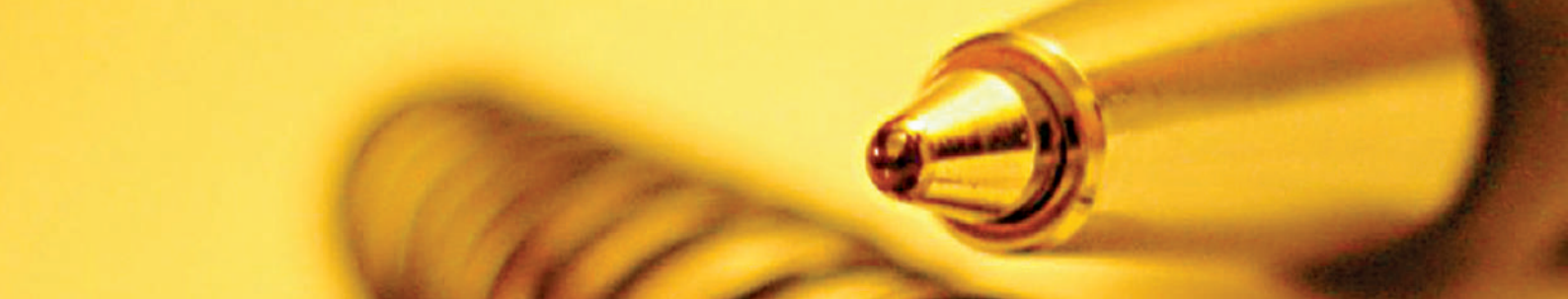
For achieving the target of carbon intensity reduction by 45 percent, the country needs to work on the sectors that are carbon-intense such as transport, cement, iron and steel, chemicals, and non-metallic minerals. India has already achieved a 25 percent of reduction in emission of GDP by 2016 and is on target to meet the 40 percent mark by 2030. But it needs to reduce emissions further from the energy-intensive industrial sectors.

Dear friends at this juncture as an industry body, we need to marry economic growth with climate prudence. Invest in technologies and processes that augment the reduction of greenhouse gases.

Our cities need to be smart cities, reinventing the mobility systems and enhancing the thermal efficiency of our housing sector by remodeling the way we build our homes.

ASSOCHAM has always been at the forefront of doing what is best for the community and the country. The newly inaugurated Rani Kamlapati Railway Station by the PM in Bhopal is an example of our commitment to nation-building and climate-change. The railway station





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is certified by ASSOCHAM GEM Green Building Council with a GEM5 level of achievement. GEM 5 level is the highest sustainability certification level, which signifies that the revamping of the railway station, is sustainable in approach, predominantly in areas of energy conservation & water conservation.

We would continue in our efforts to achieve the goals promised by the PM to the world, however, our journey towards achieving economic growth along with the climate change commitment requires a helping hand from the developed nations as rightly pointed out by our PM at the Summit. He said that India expects developed countries to provide climate finance of \$1trillion at the earliest to meet its Net-Zero target by 2070 which has not been paid attention to so far.

The Cop26 must ensure sufficient support for adaptation in the most susceptible nations by scaling up financial, technological, and capacity-building resources.

Members, the nation has set a difficult yet achievable goal to reduce the natural debt that the world has created. India does not wish to add to the already existing burden, but it also has its promise to provide energy for the development of the citizens of this country. In achieving both, India would set a very high benchmark for the world to follow.

Vineet Agarwal
President, ASSOCHAM



Inspiring the youth towards nation building

The union cabinet approved November 15th as the birth anniversary of Bhagwan Birsa Munda to be marked as the 'Janjatiya Gaurav Divas' every year. It was followed by a week-long celebration and setting up of 10 tribal museums in different parts of the country supported by the Union Ministry of Tribal Affairs. The central government's initiative unified the country and different states were organising events to honour the sacrifice and contribution of their own tribal freedom fighters.

ASSOCHAM, as a trade association has been partnering with the central government and the Ministry of Tribal Affairs in its efforts in bringing the tribal artisans to the mainstreaming of the society. We believe that this step will go a long way in inspiring the younger generation of India, many of whom are unaware of India's freedom struggle. It would also help in installing a sense of patriotism and motivate them to contribute towards nation-building.

I would like to touch upon the recent symposium on 'Build Synergy for Seamless Credit Flow & Economic Growth', where our honourable Prime Minister, Shri Narendra Modi spoke on the banking reforms for the country.

We also believe that if India has managed to bounce back and is registering strong growth again, it is thanks to one key element- that is its banking sector. The central government knows its importance and has been coming out with several initiatives in the last several years to strengthen the banking and financial sector. The financial system plays a vital role in converting savings into investments without which no production

and employment opportunities can be created in any country.

The central government in the recent past has taken steps to address the issue of NPAs and recapitalized banks. Through The Insolvency and Bankruptcy Act, the government has managed to bring a comprehensive framework for resolving insolvencies and bankruptcies in India. The government has also taken several measures to reform laws, and in the process strengthened the Debt Recovery Tribunal in the country.

We strongly believe that the measures taken by the government are a step that will help transform India into a \$5 trillion economy in the next couple of years.

ASSOCHAM has been partnering with the central government and had been actively pursuing India's cause at Glasgow at the COP26 summit.

We believe that India's ethos of protecting nature and adaptation of the lifestyle of common people was well articulated by the Prime Minister in his call for the Life for Environment (LIFE).

The \$100 billion per year commitment by the developed world should be honored and even raised

It is now up to the developed nations to walk the talk and ensure that the issue of climate finance is addressed fairly. The developing nations would require huge financial resources and technology transfer for making the planet greener.

*Deepak Sood,
Secretary General, ASSOCHAM*

Driving Investments in Roads & Highways Sectors

At 26%, roads have the largest share in the national monetization plan with a target of \$20 billion over four years and MORTH is planning to raise 1 lakh crore through NHI by monetizing highways under Toll-operate-Transfer mode in the next five years.



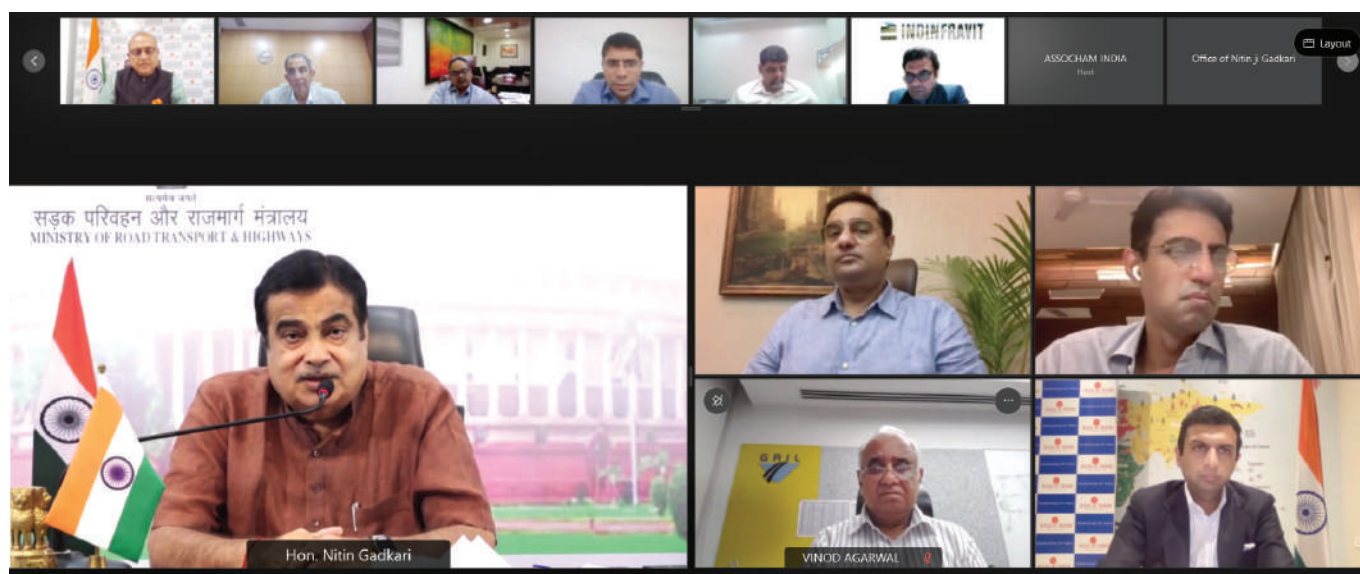
ASSOCHAM organized a Webinar on Ease of Business for Driving Investment in Roads and Highways on September 22, 2021. The Webinar was addressed by Shri Nitin Gadkari, Hon'ble Union Minister for Road Transport and Highways, Govt of India. The Industry Speakers included; Mr. Vineet Agarwal, President, ASSOCHAM, Mr. D K Sen, Chairman, National Council, Roads and Highways, ASSOCHAM & & Whole time Director & Executive Vice President (Development, Projects) L&T Ltd, Mr. Vinod K Agarwal, Co-Chairman, National Council on Roads and Highways, ASSOCHAM & Chairman, GR Infra

The Minister also highlighted that the Government is constructing 65000 kms of National Highways under the Bharatmala Phase 1 & 2 which is targeted to be completed by 2024. In addition, he informed that the govt is developing 22 greenfield access-controlled expressways.

projects Ltd., Mr. TV Sandeep Reddy, Co-Chairman, National Council on Roads & Highways, ASSOCHAM & Managing Director, Gayatri Projects Ltd, Shri Sandeep Chandra, Managing Director, CDS Infra Projects Limited; Shri Anand Sancheti, Managing Director, SMS Limited.

Mr. Nitin Gadkari, Hon'ble Minister of Road Transport and Highways during an interactive meeting with ASSOCHAM members said that MoRTH will raise one lakh crore by monetizing highways under TOT model through NHI.

The government has given a massive push to economy by allocating \$1.4 trillion for infrastructure to be



invested by 2025. The highway sector has been at the forefront of performance and innovation. The government is targeting the construction of roads worth 15 lakh crores over the next two years. At 26%, roads have the largest share in the national monetization plan with a target of \$20 billion over four years. MORTH is planning to raise 1 lakh crore through NHI by monetizing highways under Toll-operate-Transfer mode in the next five years.

The Minister highlighted that the Government is constructing 65000 kms of National Highways under the Bharatmala Phase 1 & 2 which is targeted to be completed by 2024. In addition, he informed that the govt is developing 22 greenfield access controlled expressways.

Mr. Nitin Gadkari in his speech also congratulated ASSOCHAM on being instrumental in helping the government save Rs. 5,000 for Zojila Tunnel Project and it was possible only due to the use of efficient technology in tunnel construction.

Mr. Gadkari also said that we have been through a tough time in terms of health and economy but now we are seeing positivity emerge

around the globe. The government has been at the forefront in supporting industry through these tough times

Spending on infrastructure is prudent as the benefits last for generations. Achieving the construction of 38 Kms of highway a day and that too during Covid is a tremendous achievement and now the vision is to take this to a 100 Kms a day.

by promoting a business friendly and hassle free environment. The benefits of a well-developed infrastructure project is many, increased economic activity, improved revenue base for government and productive spending which has the potential to create employment.

Mr. Vineet Agarwal, President, ASSOCHAM said that National Infrastructure Pipeline will lead to growth and create jobs. The importance of road is very high in relation to ease of doing business and logistics performance index. Webinar will help better understand how public and private partnership can work together in the highway construction space. This is a great platform for exchange of ideas and where issues that needs a re- look can be deliberated upon.

Sharing his perspective, Mr Deepak Sood, Secretary General, ASSOCHAM said that Infrastructure leads to economic growth and economic growth gives fiscal space to the government. Spending on infrastructure is prudent as the benefits last for generations. Achieving the construction of 38 Kms of highway a day and that too during Covid is a tremendous achievement and now the vision is to take this to a 100 Kms a day. All this is possible thanks to the government's initiatives and the time-bound and transparent delivery on the ground under the leadership of the Hon'ble Minister.

Competition Law - Risk, Challenges and The Way Forward

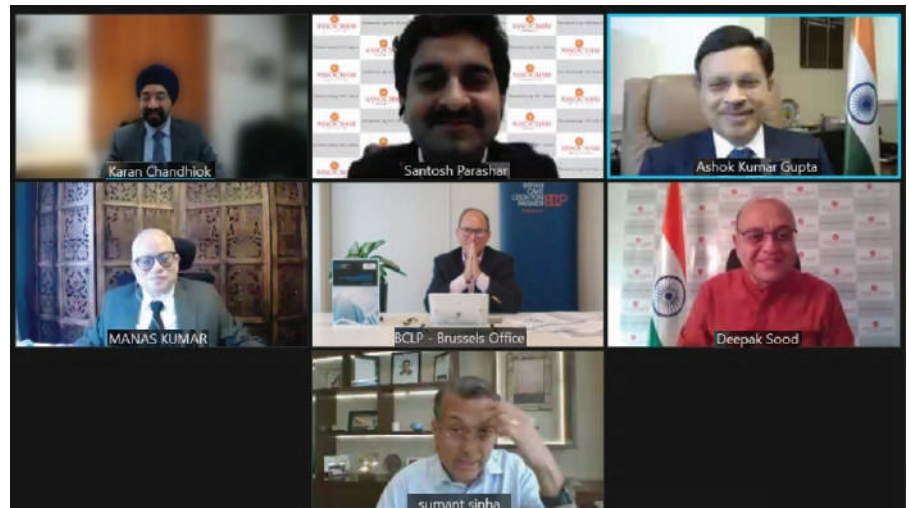
Without oversight and necessary intervention dominant firms can misuse their market power to fence out competition or cartels drive up prices resulting in businesses getting affected and consumers being deprived of value for money.

In view of the evolution and key developments in the Competition Law over the past few years in India, ASSOCHAM along with Competition Commission of India organised the 6th International Two Day Virtual Conference on “Competition Law - Risk, Challenges and The Way Forward” recently.

The key highlights of ASSOCHAM Report pointed out that Regulatory oversight needs to be regularly fine-tuned: CCI Chairperson. Shri Ashok Kumar Gupta, CCI Chairperson has stated that the Regulatory oversight should be regularly fine-tuned with changing times. Speaking at the event, Shri Gupta stated that competition is the life force of markets that creates the best incentives for businesses to increase efficiency, drives their productivity and fuels innovation.

“Despite its all-encompassing benefits, healthy competition may not emerge on its own. Even the most ardent votaries of a market economy recognise that liberalised markets cannot be presumed to be competitive and efficient,” he said.

Shri Gupta explained that without oversight and necessary intervention, we could witness a chaotic environment, where dominant firms misuse their market power to fence out competition, cartels drive up prices or anti-competitive mergers weaken the competitive structure of markets,



resulting in businesses getting affected and consumers being deprived of value for money. “The objective of CCI is to bring about market corrections where fair competition is found to be hindered due to anti-competitive conduct,” he said.

According to Shri Gupta, data hegemony by some digital companies may lead to an “attention economy”, in which Big Tech players work to capture users’ attention, build profiles of their choices and habits, then sell those profiles to advertisers. “The CCI has a very important role in ensuring that these platforms remain neutral, offer a level playing field and allow enterprises, big and small, that access consumers through these platforms, to compete on the basis of merits,” he pointed out.

He explained that in these fast-evolving and dynamic markets, a

regulator’s task is much like hitting at moving targets. “The regulatory stance needs to be nuanced, and the enforcement toolbox needs to be adapted to these changes so that the instrumentality remains fit for purpose. The challenge is to keep abreast of the developments in these markets and continue to evolve and refine the tools,” Shri Gupta mentioned.

He further added that this will help make timely interventions and strike a fine balance so that efficiency and innovation are not stifled while markets are free from anti-competitive practices.

Mr Sumant Sinha, Senior Vice President, ASSOCHAM, stated that due to the COVID-19 pandemic, consumers have made a shift to digital modes of commerce for meeting their demands. “This leaves



them vulnerable to anti-competitive practices in digital markets, which are characterised by high concentration of market power. This is a space that the CCI would observe and monitor more closely," he said.

Mr Sinha said that the pandemic has brought into sharp focus the critical role played by the drugs and pharmaceuticals sector. "We have seen how prices of critical drugs shot up during the second wave. It is for this reason that the pharmaceuticals sector would need closer monitoring. In this context, we welcome the Market Study of the Pharmaceutical Sector that was conducted recently by the Competition Commission," he said.

Speaking on the wave of Mergers and Acquisitions during the pandemic, Mr Sinha stated that the companies that are in distress are seeking knights in shining armour to rescue them. "We, in ASSOCHAM would urge the Competition Commission to continue to simplify the rules and regulations connected to M&A activity to give the much-needed boost to the economy," he added.

Mr Deepak Sood, Secretary General, ASSOCHAM explained that changed scenario may lead to cooperation with competitors on one hand and adoption of imposition of unfair and/or discriminatory prices or conditions. "The Competition Commission has a critical role to play. Companies need to be mindful of the fact that the provisions of the Competition Act, 2002 continue to apply even during tough times, perhaps even more so," he said.

Mr Sood stated that despite the challenges, the Competition Commission has stood the test of time and moved along with stakeholders to the best of their abilities. "In fact, the Commission issued an "advisory" as early as on 19th April 2020 highlighting as to how it would help enterprises meet the challenges

Competition agencies worldwide are still developing their positions but largely fall into the "reformer" camp (looking to expand what competition law allows to assist sustainability efforts) and the "retainer" camp (looking to use existing tools and standards to promote sustainability goals).

of the new normal of demand-supply mismatch within the overall framework of the Competition Act," he said.

Mr. Manas Kumar Chaudhuri, Chairman, ASSOCHAM National Council on Competition Law, stated that the companies and other stakeholders have additional responsibilities to meet the challenges of the Competition Act while doing normal business on day-to-day basis. "COVID-19 pandemic may have given some limited and temporary

"safe harbours" but in reality there is none. Thus, strict internal compliance and building robust documentary evidence, corroborating business justifications, shall continue to mitigate the unforeseen risks, if any," he informed.

Mr. Karan Singh Chandhiok, Co-Chairman, ASSOCHAM, National Council on Competition Law stated that the National Council has been at the forefront of the competition law policy debate. "This conference is in continuation of that philosophy. Over the next two days we will discuss, debate, and deliberate on the most contemporary issues on competition law. It is our hope that we will have heard all the voices in the room and have a sense of some direction on where, when and how to enforce competition law in the new industrial age," he said.

Mr. David Andersen, Partner In Charge, Brussels Office- BCLP LLP said, Creating a competition regime that allows for agreements that promote sustainability but are not anticompetitive is the sweet-spot we are all looking for in this still developing sustainability-competition law debate. He said, competition agencies worldwide are still developing their positions but largely fall into the "reformer" camp (looking to expand what competition law allows to assist sustainability efforts) and the "retainer" camp (looking to use existing tools and standards to promote sustainability goals). The Netherlands, Greece and Austria are leading the reform camp while the European Commission, Germany and likely the US are in the retainer camp."



Competition Commission of India and moderated by Ms. Deeksha Manchanda, Partner, Chandhiok & Mahajan, Advocates and Solicitors. The Session was addressed by Ms. Hemangini Dadwal, Partner, AZB & Partners, Ms. Charanya Lakshmikumaran, Partner, Lakshmikumaran & Sridharan and Mr. Holger Hohmann, Senior Competition Counsel, Siemens Healthineers, Munich, Germany.

Algorithmic collusion: Fiction v. Reality

The last decade has witnessed the rise of online platforms in India. Online platforms usually work on complex AI-based algorithms which are responsible for various aspects, including pricing. While an algorithm-based economy could usher the world into an era of an economic renaissance of complete information symmetry, unethical manipulation of algorithms can also adversely affect the market.

Competition regulators globally are concerned about AI-backed algorithms of different online platforms. What makes algorithmic collusion more challenging is the absence of a traditional antitrust “agreement”. This obliges the regulators to scale up their capacities significantly to decipher such collusive activities which happens to be nuanced from what is practiced in theory. Equally, it is essential that any radical changes be rational and based on facts and not on vague notions/theories to enable the algorithm-based economy to deliver the promises it holds for the future. The panel will discuss all these aspects, including how the stakeholders

ASSOCHAM & Khaitan & Co-Knowledge Report on “AN UPDATE OF THE COMPETITION REGIME DURING THE COVID-19 PANDEMIC” released by Hon’ble Chief Guest Shri Ashok Kumar Gupta, (IAS), Chairperson Competition Commission Of India during the Inaugural Session of 6th International Competition Law Conference.

Collision of antitrust and data privacy

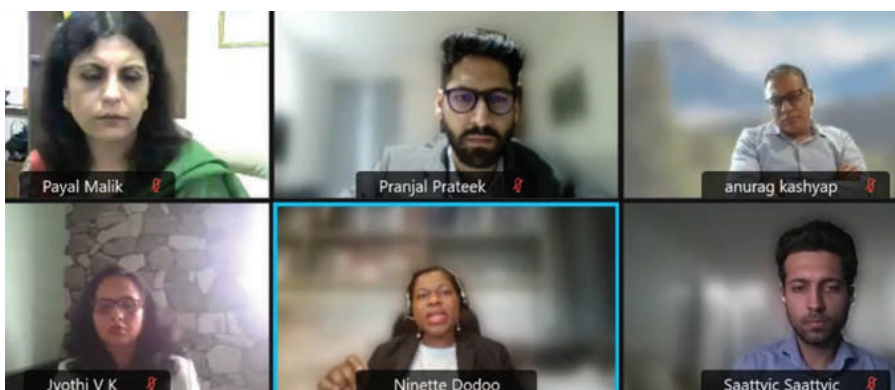
The intersectional issues arising out of data, privacy and antitrust have assumed a common denominator – the globe, with competition regulators across the world considering the competition / antitrust ramifications of unchecked data gathering and its consequential harm to user privacy. The moot question remains

whether privacy concerns arising from data gathering/ processing are a competition concern, or should it be left to the jurisdiction of the

The moot question remains whether privacy concerns arising from data gathering/ processing are a competition concern, or should it be left to the jurisdiction of the Constitutional Courts until DPA is established in India?

Constitutional Courts until DPA is established in India?

The session was chaired by Ms. Jyoti Jindgar Bhanot, Adviser (ATD),





the making. As India mulls the need for a dedicated e-commerce regulator – it remains to be seen how such regulator will interact with the Indian antitrust authority.

Further, developing jurisprudence will also impact whether companies can offer differential terms and conditions offline and online. What tools should antitrust regulators apply when investigating unfair and discriminatory conduct?

The session was chaired by Dr. K D Singh, Director (ATD), Competition Commission of India and moderated by Mr. Avinash Amarnath, Counsel, Chandhiok & Mahajan, Advocates and Solicitors. The Session was addressed by Dr. Sumanth Addanki, Managing Director, NERA Economic Consulting, Mr. Rahul Goel, Partner, AnantLaw, Prof. Viswanath Pingali, Indian Institute of Management, Ahmedabad and Mr. Jordan Ellison, Partner, Slaughter and May.

Inaugural Session of the Day 2 was addressed by the Mr. Karan Singh Chandhiok, (Co-Chairman, ASSOCHAM National Council on Competition Law & Practice Head - Competition Law and Dispute

could potentially collaborate formally in a few key sectors to devise a sustainable approach to balance industrial innovation and regulatory intervention.

The session was chaired by Ms. Payal Malik, Adviser (Eco), Competition Commission of India and moderated by Mr. Pranjal Prateek, Partner, Khaitan & Co. LLP. The Session was addressed by Mr. Saattvic, Founding Partner, Sapient Econ, Canada, Mr. Anurag Kashyap, Partner, Fraud Investigation & Dispute Services, EY, Ms. NinetteDoodoo, Partner, Freshfields Bruckhaus Deringer and Ms. Jyothi V K, General Counsel & Vice-President, Aditya Birla Fashion and Retail Limited.

blur the lines between consumer protection and competition law in its

While an algorithm-based economy could usher the world into an era of an economic renaissance of complete information symmetry, unethical manipulation of algorithms can also adversely affect the market.

current form and raise the possibility of another jurisdictional conflict in

Harmonizing competition law & consumer protection

Regulators across the globe are increasingly looking at issues around fairness, discrimination, and self-preferencing. Proposed legislation may bring about changes in the dynamics of competition law and consumer protection. The EU's Digital Market Act is targeted to ensure that "platforms behave in a fair way online". Closer home, the draft e-commerce rules tend to





Resolution, Chandhiok & Mahajan, Advocates and Solicitors), Partner Address by Mr. Samir R. Gandhi (Senior Partner, AZB & Partners), Knowledge Partner address by Mr. Rahul Singh (Partner, Khaitan & Co. LLP), Special Address by Shri Manish Mohan Govil, IRS (Adviser (Combination), Competition Commission of India, Government of India), Guest of Honor Address by Shri Dhanendra Kumar (Former, Chairman, Competition Commission of India) and Shri Manoj Pandey, IRS (DG & CEO, Indian Institute of Corporate Affairs and Joint Secretary, Ministry of Corporate Affairs, Government of India). Concluding Remarks & Vote of Thanks by Mr. Manas Kumar Chaudhuri (Chairman, ASSOCHAM National Council

on Competition Law and Partner, Khaitan and Co.)

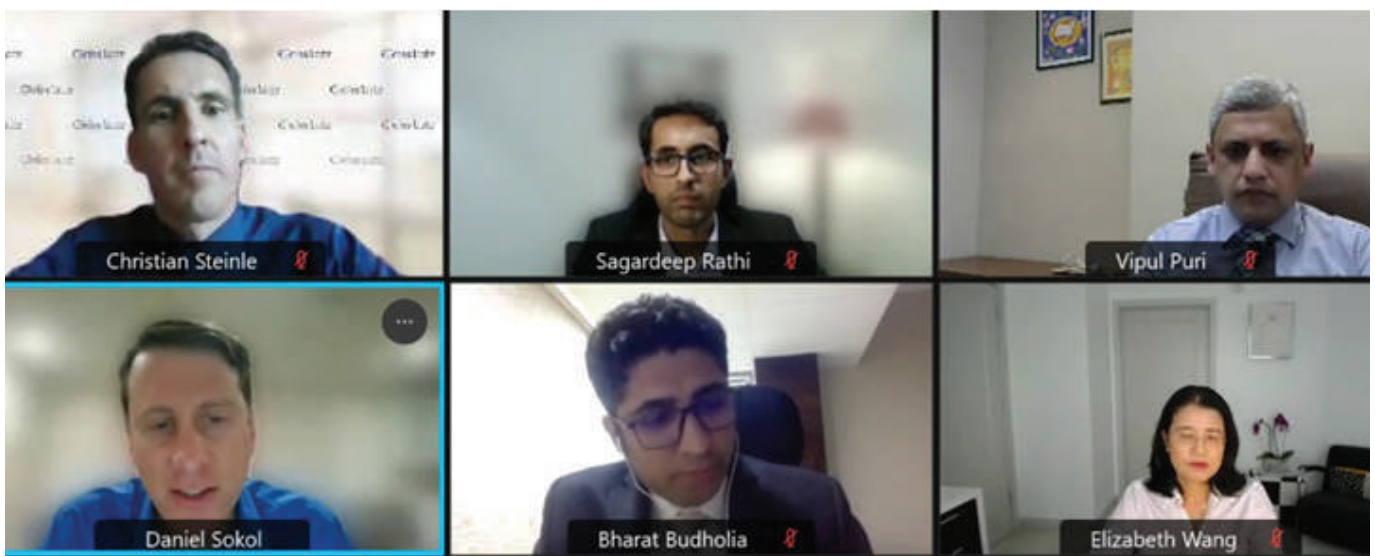
As India mulls the need for a dedicated e-commerce regulator it remains to be seen how such regulator will interact with the Indian antitrust authority.

Data driven mergers: Challenges & solutions

A 2018 CCI decision equated data to what oil was in the 20th century. Are

the traditional 'appreciable adverse effect on competition' assessment factors under Section 20(4) of the Act be sufficient to assess AAEC in mergers that are driven in the quest for the new oil?

The session was chaired by Ms. Neha Raj Kochhar, Joint Director (Law), Competition Commission of India and moderated by Ms. Anisha Chand, Partner, Khaitan & Co. LLP. The Session was addressed by Ms. Lagna Panda, Managing Associate, Chandhiok & Mahajan, Advocates and Solicitors, Mr. Yusuke Takamiya, Partner, Mori Hamada & Matsumoto, Tokyo, Japan, Ms. Athanasia Gavala, Counsel, Arnold & Porter Kaye Scholer LLP and Mr. Vijay Pratap Singh Chauhan, Partner, Cyril Amarchand Mangaldas.





Investigating digital mergers & theories of harm

The fundamental ask from an antitrust remedy is to adequately address theories of harm that could arise post the merger. On the one hand, competition regulators are increasingly becoming conscious of the behemoths in the digital markets consolidating their market power which has led to the debate on revamping notifiability thresholds. On the other hand, regulators are coming to terms with the quantum-leap benefits that the digital markets bring to the table. What theories of harm should antitrust agencies whilst assessing such mergers?

The session was chaired by Shri Vipul Puri, Joint Director (FA – Combination), Competition Commission of India and moderated by Mr. Sagardeep Rathi, Partner, Khaitan & Co. LLP. The Session was addressed by Mr. Bharat Budholia, Partner, AZB & Partners, Dr. Christian Steinle, Partner, Gleiss Lutz, Germany, Ms. Elizabeth Wang, Executive Vice President, Compass Lexecon and Mr. D. Daniel Sokol, Professor of Law,

USC Gould School of Law, Affiliate Professor of Business, USC Marshall School of Business, and Senior Advisor, White & Case LLP.

On the other hand, regulators are coming to terms with the quantum-leap benefits that the digital markets bring to the table. What theories of harm should antitrust agencies whilst assessing such mergers?

Killer acquisitions & reworking merger control rules

The Competition Act, 2002 (“Act”) prescribes asset-turnover based jurisdictional thresholds to assess the notifiability of M&A transactions. The Draft Competition Amendment Bill, 2020 has proposed to introduce new tests which could cover deal value thresholds (“DVT”) in addition to the traditional asset-turnover thresholds. However, it remains to be seen if the

DVT would be a good bright-line test in the absence of a well-established theory of harm? It also remains to be seen if otherwise harmless transactions with large DVT would be caught in this new net, thereby increasing the cost of scrutiny, and conversely, if any killer acquisitions with small DVT would escape the scrutiny.

The session was chaired by Shri Shekhar, Joint Director (FA-ATD), Competition Commission of India and moderated by Mr. Arshad (Paku) Khan, Executive Director, Khaitan & Co. LLP. The Session was addressed by Ms. Pratibha Jain, Group General Counsel and Head- Corporate Affairs, Everstone Group, Dr. Ram Tamara, Director, Nathan Associates, an Economic Firm and Mr. Logan Breed M, Partner, Hogan Lovells, USA.

Conference Valedictory

The conference ended successfully with closing remarks and thanks by council chairman and co-chairman and members of organising committee.

The interactive conference program received an overwhelmed response from the key stakeholders of diverse background, wider media attention and broader coverage.

Real Estate: The Future Direction

The last 18 months has seen enormous amount of dynamic change and witnessed substantial changes. The real estate landscape across geographies in India, with 2 waves already gone has shown great resilience withstanding this uncertain period of time.

ASSOCHAM organized a Webinar on 'Changing Dynamics of Real Estate Market: The Future Direction' recently. Shri Ravi Ahuja, Co-Chairman, National Council on Real Estate and Housing, ASSOCHAM & Head Commercial Leasing, L&T Realty gave the Welcome Address and Shri R V Verma, Former CMD, National Housing Bank and Chairman, AU Small Finance Bank delivered the Keynote Address.

The other eminent industry speakers included Shri Amit Grover, Executive Director, DLF Ltd., Shri Ravi Aggarwal, Co-Founder & Managing Director, Signature Global Group, Shri Manish Shah, Managing Director & CEO, Godrej Housing Finance, Shri D S Tripathi, Managing Director & CEO, Aadhar Housing Finance Ltd, Shri A Shankar, Head - Strategic Consulting & Valuation Advisory, India | Sri Lanka | Bangladesh | Nepal, JLL, Shri Sudhir Agrawal, Managing Director, Victory One Group, Shri Akshay Taneja, Managing Director, TDI Infratech Limited, Shri Harmit Chawla, Managing Director, Res Corp Realty and CA Himanshu Goyal, Partner, Ramanand Goyal & Company.

Real estate is going through ever changing and evolving phase. The last 18 months has seen enormous amount of dynamic change and witnessed substantial changes. The real estate landscape across geographies in India, with 2 waves already gone has shown great resilience withstanding this



uncertain period of time. With impact on stakeholders in past 18 months has shown that each of the stakeholders had a huge sense of learning, be it

The real estate for us more than a development is now going to be a service provider, and how the users of our real estate are eventually going to get the flexibility and convenience. These are areas which need to be dwelled upon on macro level.

customers meet the home buyers meeting the investors or the developers and government's support

machinery for a real estate industry itself. Each of the stakeholders had immense impact in Covid.

The gig economy is here, there will be freelancing and there would be workforce, which will be available on demand or stay on demand like Co living, create hotels or be other service apartments and finally work on demand for managing offices of CO-working.

The real estate for us more than a development is now going to be a service provider, and how the users of our real estate are eventually going to get the flexibility and convenience. These are areas which need to be dwelled upon on macro level.

The Pandemic helped us realize that for a healthy life Green Sustainable Spaces real estate development is an integral part, because unsustainable construction is neither good for our environment nor health because it is damaging our natural resources continuously.

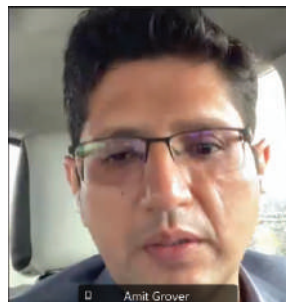
The responsibility of any real estate developer has increased a lot so we have to emphasize on green sustainable habitats and cities, the green building consumes 20-30% less energy and 30-50% less water, the improved air quality and ventilation-natural day light, contributes towards improving the health of the residents. With all these insights green footprints is increasing on day by day basis.

In order to provide all these facilities and amenities the developers should get incentivized with easy and speedy approvals, lowered GST on land and building materials will boost green homes, also with providing extra FARs to the developers to encourage them to do better construction. The FAR should be increased from 5% to 10%, keeping the benefits and importance of green real estate in mind Banks should reduce 25-50 points in home loan rates.

At the Government's level the developers need more encouragement with NHB should reduce the loan rates for those developers who are availing the loans for green buildings, currently no extra FAR is paid for the 4 storey buildings, this rule needs to be changed.

EDGE is new tool for green certification which has been promoted by IFC. EDGE is a new certification system where the developers identifies the most cost effective construction, its a non competitive certification system with an objective to promote green building eco system under all emerging markets.

The reformative policies adopted by the Government under the Housing For All mission has led to the increased affordability in the market. As per Affordability Index 2020 by Knight Frank due to high affordability and lower EMI to income ration, even during the COVID and RERA has kept



housing sector in a strong position.

During the pandemic period the real estate sector has seen major technological advancement, with new age tech enabled platforms buyers and investors got the opportunities to figure out the properties. On the other fronts the new technologies has helped the real estate developers to timely deliver their projects with affordable prices. In this regard one technology being used is the Global Myvan. With the use of digital technology like cloud- based technology, artificial intelligence, robotic process automation the developers have become more organized than earlier. Companies are trying to adopt home automation

which will help in controlling the lighting system, entertainment systems and appliances control, further innovation and research is going on to the control the home security and alarm systems also.

People face problem of timely possession, but few developers are not only delivering on time but also providing customized products to the customers also. In the present time where most of the organizations are doing work from home, builders like Signature Global is providing the options of Independent floors along with additional work space too. Customers are preferring those properties which has greeneries and have a good connectivity.

Due to work from home culture people are spending more time at home there providing all the amenities like green homes, air conditioned homes, these amenities make the life more easy, providing these amenities at the affordable housing will increase the more demand in coming future.

In the present time consumers are preferring those developers which are more organized with corporate structure having a healthy balance sheet. Therefore, these kinds of buyers will always stand at forefront.

There needs to be a lot of innovation, not just down to the product level. A lot of innovation needs to be done to build and strengthen the value chain of the entire process of real estate.



Intermediaries In Capital Market: A New Role

The pandemic has given positive news regarding entrants of new investors in the capital markets as most of the intermediaries got incremental business as the data will be available with CDSL.



ASSOCHAM organized a Webinar on 'Redefining Role of Intermediaries in Capital Market' on September 9, 2021. Mr. Sharad K Sharma, Cgm, Securities And Exchange Board Of India (SEBI) was the Chief Guest and delivered the Keynote Address at the webinar.

Mr. Lav Chaturvedi, Chairman, National Council on Capital Market & Executive Director, Reliance Securities gave the Welcome address and moderated the session. Other Key Panellists included Mr. Karthik Srinivasan, Senior Vice President & Group Head, ICRA Limited; Mr. Ashishkumar Chauhan, Managing Director & CEO, BSE Ltd.; Mr. S C Aggarwal, CMD, SMC Global Securities Ltd.; Mr. Ramkumar K, Head - Business and Operations, CDSL; Mr. Narinder Wadhwa, Managing Director, SKI Capitals Services Ltd.; Dr. Saurabh Agarwal, Professor, Indian Institute of Finance and CA Atul Kumar Gupta, Advisor, Astrazure Legal Services Pvt. Ltd.

In the recent past, there were lot of

changes with the lockdown imposed but SEBI decided to function the financial markets and interact with State Governments to allow the intermediary to be categorized under Essential Services.

The relaxations given included work from home, connectivity for intermediaries, relaxation in compliance requirements and filing reports.

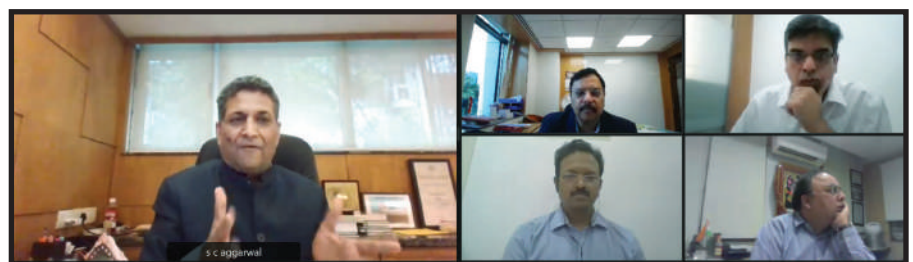
The pandemic has given positive news regarding entrants of new investors in the capital markets. Most of the intermediaries got incremental business as the data will be available with CDSL as they have large opening of new accounts.

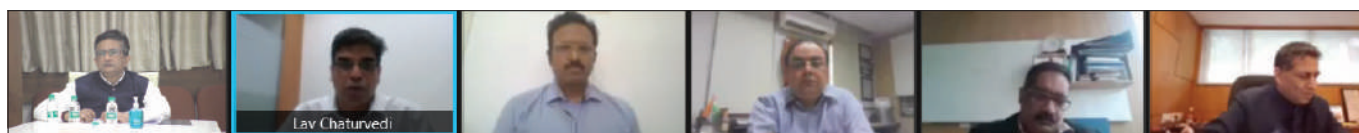
The start up capital which is received till June was 11 billion dollars and now in July received 7.9 billion

dollars and surpassed China, as it has received 4.8 billion dollars. There is addition from companies like Walmart, Flipkart of 3.6 billion dollars. The listing of start-up has seen lot of activity as Zomato was listed in market and other startups which are lined up in raising the capital.

Besides SEBI other regulators working hard to keep faith intact in the market. Debenture trustees defaults made by NBFC in the availability of security in secured bonds and enforcing security in defaults. The surrounding availability of underlined securities by enhancing due diligence and monitoring of debenture trustees to enable trustees to take prompt action for enforcement of security in default and SEBI mandated to issuer companies to create recover expenses for use of debenture trustees towards enforcement of security.

The trading is a mechanism that actually happens and that is why we think trading, but it is corporate governance which determines value of assets in the economy. The trade can be done infinitely and will not benefit economy as it zero sum game in which people involved. The economy, society benefitted with investing in long term





and BSE accounts for 3.3 trillion dollars of India's wealth in equity alone which is 1/3rd of India's total wealth.

The purpose of intermediary is to trade, derivative whether someone understands or not, as we will push him to do that for getting commission as nowadays it has become zero. The intermediaries to think about adding value as servicing to stock exchanges as they will be getting work and vice versa as it will change in next 25 years. There should be refocus on adding wealth not trading volumes to the economy.

For intermediaries, redefining of the basic construct of getting the source provider with the resource required and that also sometimes has been defined, some are providing the resources whereas some are providing the services. We need to relook the role of Intermediaries because as we know there is a global practice where markets are over developed; there is a principle based construct for how the intermediaries construct gets formulated. In India from the capital market's perspective it's a rule based where we are still an evolving market in a rule based manner. Our focus should be on putting the rule based market on top.

The key of capital market is ease on investors trust and equitable investment/ opportunity or intermediaries or any player. It is necessary for any player or intermediaries that they should take the onus on them so that the confidence is built in the market.

The major point is that how the repositories were brought in the setup. If we go back then there used to be a huge amount of battle on interest rate

(8%-10%). So why depositories were created in both cases was to reduce the bad deliveries to the extent possible. Initially there was good amount of hesitant from people because people were not very Net Savvy, but in the current time people would prefer Demat account/ depository of handling of security transactions/transfer as

The start-up capital which is received till June was 11 billion dollars and now in July received 7.9 billion dollars and surpassed China, as it has received 4.8 billion dollars. There is addition from companies like Walmart, Flipkart of 3.6 billion dollars.

compared to physical way of working.

We have gone ahead leaps and bound is in the terms of volumes because of the convenience of the depository system that is in the terms of trading or delivering, therefore, we can see that today we can buy and easily sell tomorrow, there is a negligible time when we don't get delivery. If we get a delivery that also in the market we can deliver that also in the market in the very next day. That is why people started adopting depositories' way of transaction.

The depository system today has been used electronically for onboard customers like online account opening,

people today are on boarded without having face to face interaction. This has really helped people during COVID times when people were not allowed to go outside. Therefore huge numbers of accounts were opened during the COVID times when the entire world was down with the pandemic, when people were not able to do business but in India this situation was quite different. In fact market achieved a buoyancy during the pandemic period

Depository has become entity, the mutual fund holders are also holding their mutual funds in the depository fund in demat form as compared to what was practiced earlier. Today people are converting their SOA firm to depository. The other types of assets like insurance/policies/commodities which are represented by electronic form of beneficiaries. The depositors are handled by different holders.

The capital market has shown the way for other asset classes in terms of how easy it is to hold securities or any kind of assets in the electronic form. This is kind of advantage in the IFSC market International financial services market where there is a plan to have every kind of asset in the electronic form that would cover the FDs deposited to the bank in India and there we have single regulator, similarly securities/policies and other types of assets, this is the way depositories has gone long way in the terms of convenience, in terms of doing transaction in an unified repository of all finances. IFSC has started working on that and this we will see happen across all the financial services which will be a major step and hopefully from there it capital market will take up.

Sustainable Ecosystem for Electric Mobility

India's transition to electric vehicles will require an accumulative capital investment of US dollar 266 billion. India's ecosystem is thrust for focused on overcoming adoption hurdles, which are associated with technology costs.



ASSOCHAM organized a Webinar on Building Sustainable Ecosystem for Electric Mobility - The way Forward recently. In the Opening Session Shri Nishant Arya, Chairman, National Council on Green Mobility, ASSOCHAM and Vice Chairman, JBM Group delivered the Theme Address & Moderator the Session. A Study was Prepared by NRI on the subject was also released. The other eminent industry speakers included Shri Naveen Munjal, Co - Chairman, National Council on Green Mobility, ASSOCHAM and

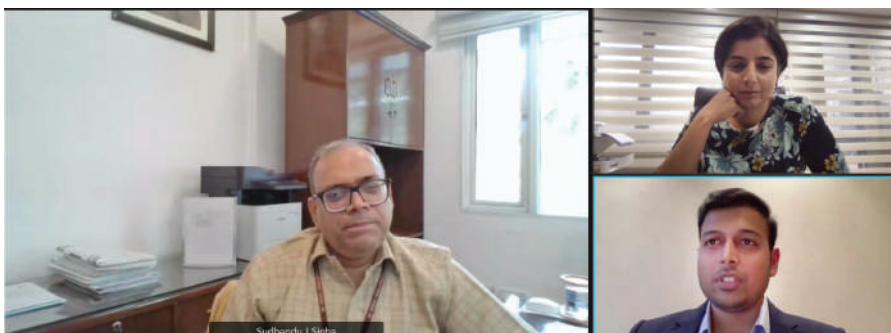
Managing Director, Hero Electric Vehicles Pvt. Ltd.; Shri Tapan Sahoo, Executive Director, Maruti Udyog Ltd.; Mr. Vineet Jain, Principal & Group Head, Automotive Consulting, NRI Consulting and Solutions India Pvt. Ltd.

Session on Central and State level Policy & Regulatory Framework & Adaption of EV was moderated by Shri Nishant Arya. Shri Sudhendu Sinha, Advisor – Infrastructure Connectivity, Transport & Electric Mobility, NITI Aayog and Ms. Mahua Acharya, CEO, Convergence Energy, Energy Efficiency Services Limited (EESL) were the Co-

Panelist of the Session.

Session on OEMs - Current Manufacturing scenario in respect to hybrid/EV was moderated by Shri Naveen Munjal, Co - Chairman, National Council on Green Mobility, ASSOCHAM and Managing Director, Hero Electric Vehicles Pvt. Ltd. The other eminent industry speakers were Ms. Anandi Iyer, Director, Fraunhofer Office India; Mr. Venkateswaran Sundar, Head- Automotive OE & EV Business, J.K. Fenner (India) Limited and Mr. Jitendra Goyal, General Manager, Toyota Kirloskar Motor.

Session on Financing of EVs and Roadmap for achieving the target of FAME-II policy was moderated by Mr. Randheer Singh, Senior Specialist, NITI Aayog. The other eminent industry speakers included Mr. Palash Srivastava, Deputy CEO, IIFCL Projects Ltd.; Mr. Sameer Aggarwal, Founder & CEO, RevFin Services Private Limited; Mr. Dhirraj Agrawal, CEO & SVP -



TW, Manappuram Finance Limited Vehicle & Equipment Finance; Mr. Srinivas Kantheti, Founder & Managing Director, Wheels EMI Pvt Ltd.; Mr. Satyam Kumar, CEO and Co-Founder, LoanTap and Mr. Preetesh Singh, Manager - Automotive Industrial Consulting Group, NRI Consulting and Solutions India Pvt. Ltd.

Without financing availability in the EV space, the target set for the EV proliferation may not be realized once the subsidy party is over. In the remodeled FAME II which was notified last month Govt has increased the subsidy for 2 wheelers from 10,000 rupees per kilowatt hour to 15,000 rupees per kilowatt hr. with a maximum cap of 40%, which was earlier was 20%. This has brought down the upfront cost of two wheelers at par if not lower with IC vehicles. For 3 Wheelers and buses aggregation model has been introduced. However, Still the high acquisition cost and unavailability of the affordable financing in EV sector both in supply and demand side is a troubling issue.

India's transition to electric vehicles will require an accumulative capital investment of U.S dollar 266 billion.

India's ecosystem is thrust for focused on overcoming adoption hurdles, which are associated with technology costs. Infrastructure availability in the consumer behavior and financing is the next critical barrier that needs to be addressed to accelerate India's electric mobility transition.

Infrastructure availability in the consumer behavior and financing is the next critical barrier that needs to be addressed to accelerate India's electric mobility transition.

EVs is an evolving technology and charging business model is not matured enough in India. Therefore, financial institutions are shying away from providing loans. The developer has been providing the cost of finance which is high considering the risk factors involved.

The risk sharing mechanism has to be between government and multilateral. Mechanisms and facilities that partly or entirely call possible losses associated with financing EVs of course, due to their unclear resale values can be capitalized at National or multilateral level. This would distribute risk and provide FIs with an opportunity to build that trust in the sector

To catalyze the secondary market for EVs this would improve the value of EVs, provide FIs with an opinion for resale in case of any default. Private sector is key role to play in enhancing product quality, establishing a secondary market and implementing smart measures with fintech forms.

In 2019 National Mission was announced and trying to take entire mobility forward as it has inter ministerial committee to ensure for coordination initiatives at the Ministry level that can be taken care of. There are lot of initiatives which are trying to change mobility behaviour, mobility pattern, consumer choice of the people at logic becomes very challenging as it has to be done through mandate it needs to create favourable ecosystem, create options, create level of awareness

Current state of RE and future direction
India had set target of 175 GW of RE by 2022 of which around 100 GW is achieved. This needs to be accelerated further if real benefits of EV is to be realized.

Current Power Generation Fuel Mix in India
100% = 387 GW



Renewable Present and Future Scenario

	2021 (Current)	2022 Target
Solar Energy	43.9 GW	100 GW
Wind Energy	39.6 GW	60 GW
Bio mas	10.2 GW	10 GW
Small hydro	4.8 GW	5 GW

India stands at 4th position in the world in terms of installed RE capacity, 5th in solar and 4th in wind in terms of installed capacity. India targets RE capacity of 450 GW by 2030
RK Singh, Power Minister

Source: Central Electricity Authority, July 2021

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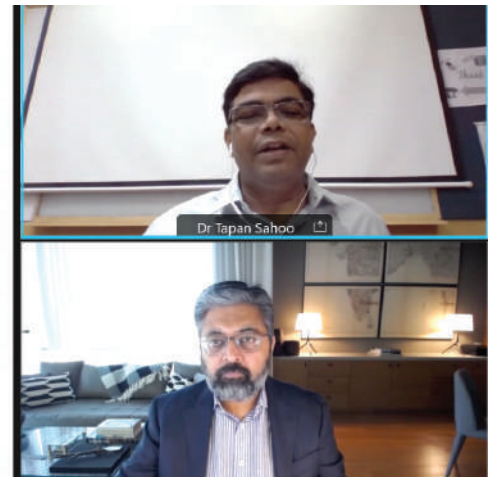


MSIL APPROACH TO E-MOBILITY

MANUFACTURE & SELL xEVs IN INDIA

The infographic is divided into several sections:

- LI-ion Cell & Battery manufacturing plant in India:** (Toshiba-Denso-Suzuki Joint venture)
- Indian engineers trained in Japan for ~8 months:** A group photo of engineers in white lab coats.
- R&D:** EV currently on field trial in India. Setting up dedicated R&D facility for xEV at Rohtak.
- Ecosystem development necessary:**
 - Local manufacturing to reduce cost
 - Battery Recycling
 - Charging infrastructure deployment
 - Skill development across value chain
- Thanks to Govt for providing strong support for EV:** - 5Lakh INR In Delhi (Lower GST+FAME 2 Incentive+ State Incentive+ Road tax etc) FAME-II also Incentivises Strong Hybrids Vehicles (Fleet), Plugin Hybrid Vehicles
- Wayforward:**
 - Policy support for Strong Hybrid & PHEV along with EV; Ease of financing for xEVs
 - Deploy large scale charging infrastructure for faster adoption of Electric vehicles



and choices where people themselves decide in favour of electric mobility.

There needs to be introspection of the policy and trying to correct the shortcomings for desired results of policy and altering strategies for 2 wheelers, three wheelers, buses that the segments to be focused because as they are maximum in the fleet as they serve middle and lower income group people as they are to be priority for Government because this group is important as it is aspirational as of now they will be having 2 wheelers with the time to come they will have desire for switching to new car.

In the three wheelers CSI initiative aggregating demand going in for bulk order and providing heavy fill in order book as the idea is Government work on scale of economy as the prices to come down as it is to be affordable for those want to retreat for buses. Buses are patronized for share transportation. They have bigger visibility because of size as otherwise got good contribution in creating pollution and negative externalities associated with ice vehicles. It is decided not to be turning down but to focus on identification of 4 million plus cities and there should be visible change in nine cities.

NITI Aayog is working with EESL CSL combined for buses to become affordable and interventions required

for innovations. Regularly interacting with industry and CTO for additional assistance required and improves upon policies as it is point of inflection where acceptance of electric mobility could be there.

Regularly interacting with industry and CTO for additional assistance required and improves upon policies as it is point of inflection where acceptance of electric mobility could be there.

PLI scheme will be game changer as India start making batteries on domestic mode. However, it will take some time to achieve breakeven point and gradually it will be bottom or unit owners who are having kind of either ownership of battery manufacturing or solid tie up in spectrum of battery manufacturers as they will be deciding about the price of automobile segment as otherwise 40 percent cost of vehicle unit that will significantly change will create new game.

The Government is taking forward

to finalize units of the facilities which will be manufacturer domestic or international given this responsibility of manufacturing plus supporting with the locations for setting up manufacturing units is overall objective battery front in PLI Scheme.

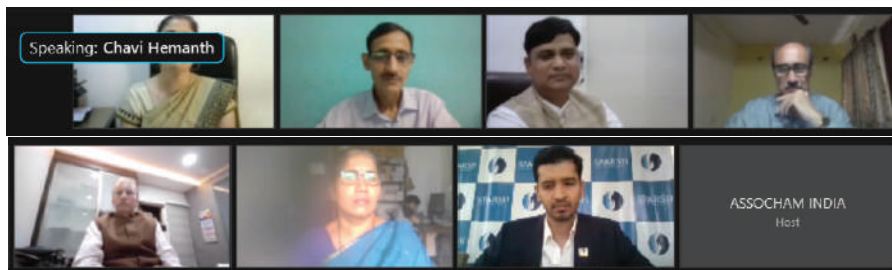
The PLI Scheme is aspirational and trying to work on the ecosystem of the charging infrastructure as one of most prominent challenges to work out to solve the problem rather than charging stations. There is focus on charging stations and from consumer perspective requires nozzle which will be working for their vehicle and there should be move consumer friendly approach.

We have to focus on charging points precisely in same way charging of mobiles. The emphasis is on fast chargers and within 10 to 18 minutes it should be charged. For our own standards working for both slow as well as fast chargers for two wheelers, three wheelers with BIS, DST electro technical division and they have come with kind of prototypes and to be proliferated and produced in scale it will be cheap.

Financing is very relevant as there is need for more differentiated products in market today for electric mobility. The financial sector has not come up with differentiated or at least with customized products.

Unpacking The Packaging Industry

The major challenges for Packaging industries in current day includes the changing consumer choices as there are more options. There is huge market polarization and sustainability is the need of the day.



ASSOCHAM organized a Webinar on 'Packaging Industry: Challenges and Opportunities' recently. Shri Gautam Bali, Chairman, Direct Selling Council, ASSOCHAM & Managing Director, Vestige Marketing Pvt. Ltd. delivered the Theme Address. The other eminent industry speakers included Shri Sarvesh Agarwal, Director, Sparsh Industries, Shri Samir Vijay Limaye, Director, WIMCO & Director, IPMMI, Dr. (Mrs) Sharayu Sawant, President, Institute of Packaging Machinery Manufacturers of India (IPMMI), Shri Prem Chand Kankaria, Managing Director, Raj Packaging Industries. Ltd, Shri Alpesh Patel, Director, Knack Packaging, Dr. Tanweer Alam, Director (I/c), Indian Institute of Packaging and Ms. Chavi Hemanth, Founder, EBS India Inc.

Packaging is very important aspect of everybody's daily lives. Packaging is all about enhancing and engaging the visual communication of a consumer. Business Entities which are planning a strong Brand Equity for their product lines in the market should improve packaging of their products as packaging creates an aura mystique and charisma around a brand and

creates a fascinating charm among the end consumers.

Packaging has a significant purpose for products because it physically protects the goods from

Packaging is a labor-intensive Industry, which has been going through massive technology transformation & makeover in recent years. Entities engaged in the Packaging Industry are reeling under cost pressures on account of rising prices of input.

damage caused by exposure to sun, dust, temperature changes & contaminants, it protects against loss of nutritional value such, etc. Packaging is also given topmost priority because it communicates product information, which assists consumers in making their decision effectively.

Packaging is a labor intensive

Industry, which has been going through massive technology transformation & makeover in recent years. Entities engaged in the Packaging Industry are reeling under cost pressures on account of rising prices of input.

The major challenges for Packaging industries in current day includes The changing consumer choices as there are More Options. There is huge Market polarization, Sustainability is the need of the day, the other challenges are Recyclability, Disposing problem of waste from packaging materials, Challenges for manufacturing industries to make biodegradable packaging materials and suitable packaging machines.

There are constraints in the implementation of improved packaging, transportation and storage technology due to inadequacy of local extension activity for post-harvest products like fruits, vegetables and grains. Other challenges include; lack of technical manpower, research and development activities, Insufficiency of training and demonstration activities and centres for fostering entrepreneurship and lastly, inadequacy of credit facilities at reasonable interest rates, for growers as well as manufacturers. The major



challenges for our packaging industry are packaging material, fragmented industry, supply chain disruption, collaboration and synergy between the scale and sustainability.

To fully develop the packaging sector, there should be a national packaging committee or a packaging board for introducing best practices for packaging of various products.

Growth of packaging industry is synonyms with growth of economy. Packaging industry is growing at the rate of almost 15% on year on year basis. Industry is going through several technological changes and advancement. Key to survival is adopting these changes which includes upgradation of machines-adopting new processes-developing new products. Volatility in polymers prices is another challenge.

Another challenge which packaging industry may face is regulation on use of single use plastic. With country after country bringing more and more restrictions on use of plastics and trying to regulate use of plastic particularly SINGLE USE PLASTIC -there is huge challenge before the packaging industry to comply as well as meet the increasing demand of other user industry .

The global packaging market is now is more than 1 trillion packaging market. If we talk region wise it is the third largest market which is growing at the growth rate of 5-6%. The Indian packaging industry is 50.5 billion USD

market having a growth at rate of 15-18% CAGR. We can see a good picture of the export Indian export marketing material is more than 900 Million (843.8 million) with a growth of 14.1%. And now we are talking about our prime minister's vision of local for vocal. The

In the field of skilled manpower, there is currently the need of 35000 packaging experts for Indian packaging industry, while only 1.5% of it produced each year. Only few training centres and certification courses are available in the field of packaging.

packaging industry is more than 32 billion market. The Indian packaging industry currently provides about 6-7% of the total value of global packaging industry and around 95% are of small to medium sized. The rigid packaging has a contribution of about 80%.

The challenges for packaging industry are inadequate R&D on new packaging technologies. Advance in smart packaging , printing techniques, application of robotics and machineries, automation architecture , software

systems and interfaces. There is slack of automation and technology, need for skill development; Alternative use of single use plastic packaging, bio degradable plastic packaging.

The cost of raw material usually forms around 40%-50% of the operating cost in the global packaging industry and it is estimated to have 48% for Indian packaging industry. The operating and net margins of packaging firms reducing with the increment in the cost of raw materials.

Packaging should be in separate identity in skill development. In the field of skilled manpower- there is currently the need of 35000 packaging experts for Indian packaging industry, while only 1.5% of it produced each year. Only few training centres and certification courses are available in the field of packaging;

Yet another major challenge is the availability of institutional finance for the MSMEs, there is need for innovation and technology upgradation. There is heavy dependence on imported machineries in the absence of indigenous availability of such advanced machineries in India.

There is a need for design innovation in packaging industry with focus on intelligent and smart packaging. There is low R&D spending to low at around 0.36% and is confined to industries and mostly they are large players.

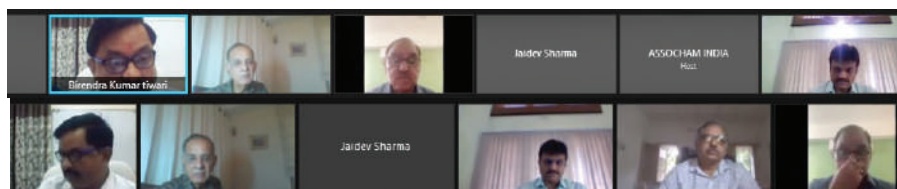
There should be a provision of soft loan to help the industry under the Atma Nirbhar Bharat. This will help the industry that will further reduce import substitution and create export opportunities and generate employment opportunities. All these initiative will help packaging industry adopt new technologies which will help in reducing the cost along with improving the quality exponentially.

Evacuating Coal with Better Infrastructure

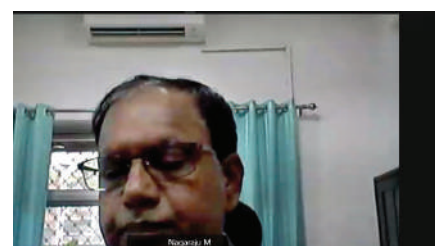
Coal evacuation has been a major cause of concern for the coal industry as most of coal coalfields are in remote parts of the country and are unable to enhance their production mainly on account of inadequate or no coal evacuation infrastructure.

Coal is India's largest commercial source of primary energy. India has the largest domestic reserve base, in terms of equivalent energy, and the longest resource life compared with other major fuel choices and accounts for 55% of primary commercial energy in India. Opening of coal sector to private commercial mining has provided a much-needed boost to production and efficiency and helps in moving from an era of monopoly to competition which leads to energy security for coal dependent industries. However, bringing auctioned mines into production is a three to five-year process hence success of the commercial coal mining will depend on faster environmental clearances, availability of adequate evacuation infrastructure for coal which will reduce the time from lease granting to operationalization of mines to selling the coal in open market.

Coal evacuation has been a major cause of concern for the coal industry. Most of coal coalfields are in remote parts of



There is overdependence on Railways for coal transport and major problems in development of railways infrastructure are issues in identification and acquisition of railway corridor, long gestation period in construction of Railway project etc.



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Shri M. Nagaraju, IAS, Additional Secretary, Ministry of Coal was the Guest of Honor for the subjected webinar . The session was moderated by Shri N.N. Gautam, Senior Member, ASSOCHAM National Council on Coal & Former Advisor , Ministry of Coal . other eminent panelist from the industry were Shri Piyush Srivastava, Chief -Natural Resources, TATA Steel Ltd, Shri B. K. Tiwari, ED (Collieries), SAIL, Shri. V. B. Sahay, Group Head (EPC), ACB (India) Limited, Shri. Dipankar Panda, Member, ASSOCHAM National Council on Coal & Director, JSW Steel -Jharkhand Projects

the country and are unable to enhance their production mainly on account of inadequate or no coal evacuation infrastructure.

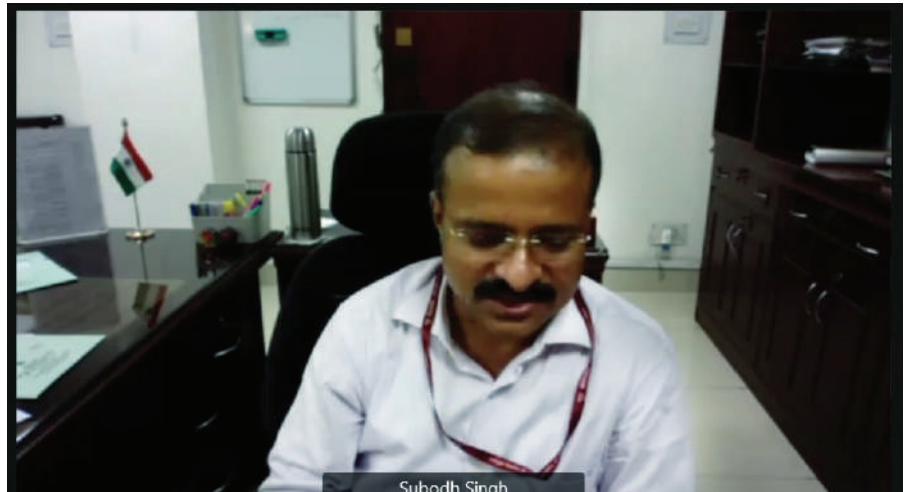


Ethanol Surges Ahead

To increase indigenous production of ethanol, oil companies have planned 11 mega ethanol refineries with an estimated investment of 7500 crores in the states where there is a shortage.

Energy security and the transitioning to thriving low carbon economy is critical for a growing nation like India. Blending locally produced ethanol with petrol will help India strengthen its energy security and enable local enterprises & farmers to participate in the energy economy and helps in reducing vehicular emissions. Inspired by the National Biofuel Policy, Ministry of Petroleum and Natural Gas, have been taken steps for Ethanol blended petrol (EBP) program where oil marketing companies will sell blended petrol with 20% ethanol till 2025. To increase indigenous production of ethanol, oil companies have planned 11 mega ethanol refineries with an estimated investment of 7500 crores in the states where there is a shortage. This will increase the total distillation capacity by 150 crore liters per annum.

India's revolutionary steps towards achieving a gas-based



economy like Sustainable Alternative Towards Affordable Transportation (SATAT) in which clean and green fuel like Compressed Biogas (CBG) will be generated by using organic waste. These projects will help in saving foreign currencies spent on purchase of crude oil, generate employment and promote Make in India.

However, non-availability of sufficient feedstock, increasing

ethanol refineries in North-East region, hazardous weather, interstate logistics norms, marketing infrastructure are some of the issues concerning development of ethanol-based economy.

To discuss the above issues and challenges industry is facing in achieving target of E20 by 2025, ASSOCHAM had organized a Webinar on "Ethanol Blending in India" on 28th September 2021.

Shri Subodh Kumar Singh, IAS, Joint Secretary, DFPD, Ministry of Consumer Affairs, Food & Public Distribution, Govt. of India was the Guest of Honor for the webinar. the session was moderated by Shri Y.B Ramakrishna, Member Working Group on Bio Fuels, MOPNG, Govt. of India . other eminent panelist from the Industry were Dr. Sangeeta Srivastava, Executive Director, Godavari Biorefineries Ltd, Dr. Ravindra Utgikar, Vice President, Praj Industries Limited, Shri Amit Sachdev, Regional Consultant-South Asia, US Grains Council.

Preventing Cervical Cancer Empowering Women

With over 100 participants, the event highlighted the urgent need for preventive health, especially in the fight against the diseases caused by the Human Papilloma Virus (HPV). This is the third session in this series.



Foundation of India (CFI) the third session opened with remarks from Dr. Blossom Kochhar, Co-Chair, ASSOCHAM Empowerment Council & Chairperson, Aroma Magic, who welcomed all the panellists and highlighted, that the role of engaging community is extremely important in any vaccination program to remove the economical, psychological, and cultural resistances. “For engaging the community on a large scale, HPV vaccine program must include effective education and mobilization of key stakeholders, including not only parents, health practitioners, and girls, but also community leaders, religious leaders, teachers, and journalists”.

Prof. Nirmal Kumar Ganguly, Former Director General, Indian Council of Medical Research stated that according to WHO around 5,17,000 women around the world are suffering from cervical cancer and around 33,20,000 are dying every year due to this. In India there are around 1,22,844 cases every year and 60,000 of them are dying. Majority of the cases are coming very late, like in third or fourth stage. Cervical cancer is preventable and can be reduced by public health measures like circumcision. He also talked about the invention of the HPV vaccine and its effectiveness. We must get the community agree that they need cancer vaccine in India so that government can take this forward. We need communication and advocacy to

The Apex Chamber ASSOCHAM (The Associated Chambers of Commerce and Industry of India) in association with Cancer Foundation of India (CFI) organized the third session of its web series of scientific and purpose-driven conversations on “Empowering Preventive Healthcare for Women: Series on Prevention of Cervical Cancer” with Cancer Foundation of India (CFI) as knowledge partner. With over 100 participants, the event highlighted the urgent need for preventive health, especially in the fight against the diseases caused by the human papillomavirus (HPV).

The two sessions of this series have been successfully done and highlighted the importance of prevention of cervical cancer and the safety and efficacy of HPV vaccine. The vaccine is adopted by many countries but still it needs to go a long way in India. The third session of

this series was screened on September 27, 2021, witnessed global speakers and subject matter experts who focused on the role of community engagement for the HPV vaccine.

In India there are around 1,22,844 cases every year and 60,000 of them are dying. Majority of the cases are coming very late, like in third or fourth stage. Cervical cancer is preventable and can be reduced by public health measures like circumcision.

Moderated by Ms. Sutapa Biswas, Executive Director of Cancer



bring everyone together so that nobody has apprehensions and they become more aware and educated.

Dr. Cherian Varghese, Cross Cutting Lead for NCD and Special Initiatives, Department of Noncommunicable Diseases, World Health Organisation, Geneva, highlighted that globally, 58% of countries have introduced HPV vaccination, nearly 112 countries, and most of them are in relatively high-income settings in Europe, North America, Australia, and New Zealand. Most encouraging result have been seen in Sweden where girls who were vaccinated below the age of 17 years, had an 88% reduction, which shows long term impact of vaccination and its efficacy. The main issue is “the girl/women who needs it most will never get screened”, the most critical challenge in India will be the cost of the vaccine, he added.

This is the most opportune time for India to introduce HPV vaccination because of the improvement in living standard and other changes that determines the rates have come down. It is myth that only poor countries get cervical cancer, even the high-income countries are at a much high risk.

Covid vaccine is an example that adult vaccination is feasible, so India should develop a clear communication strategy before rolling out the vaccine and states should sing a same song.

Dr. Sharmila Pimple, Professor & Physician, Department of Preventive Oncology, Tata Memorial Centre, Mumbai talked about the earlier experience which was mainly towards research and demonstration project of HPV vaccination. Earlier public



Key target groups include all the stakeholders, health policy makers, government machinery, medical community, and the public in general. Comprehensive information education from the government media communication platforms to public is very essential.

decision making related to vaccine acceptance was a mix of scientific, educational, social, and cultural factors. There was less risk tolerance for vaccines for healthy, than that for drugs, given to treat illness.

Earlier there was less awareness and communication about the cervical cancer, its prevention, and the HPV vaccine.



Appropriate and relevant health education and information was and remains the key to promote HPV vaccination. HPV vaccine communication at the national levels for public and targets group is still extremely fragmented. Involving certain research groups and private health platforms is important because the government communication for HPV vaccine is still missing. As the public have confidence and trust in national immunization programs by the government, so incorporating HPV vaccine in immunization programs can definitely put a great impact.

We still need to bridge the HPV vaccination communication gap to convey the benefits for the large-scale adoption among the target population. Key target groups include all the stakeholders, health policy makers, government machinery, medical community, and the public in general. Comprehensive information education from the government media communication platforms to public is very essential.

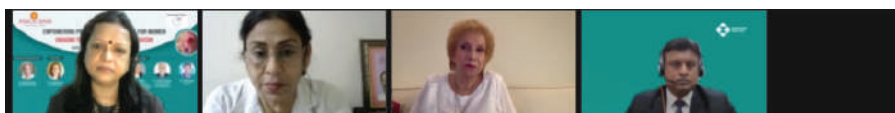
Dr Hema Divakar, Consultant ObGyn and Medical Director, Divakars Speciality Hospital, Bengaluru, PRESIDENT FOGSI 2013 Organising Chairman AICOG 2019, CEO - ARTIST (Asian Research and Training Institute for Skill Transfer), FOGSI Ambassador to FIGO (Federation of International Gynaecologists and Obstetricians) highlighted that the communication to both supply and demand side, should go in a manner that is needed. Covid vaccination is the example how right communication is needed to remove hesitancy of the community towards any vaccination program. The medical

societies should encourage women/girls for taking HPV vaccination and by right communication we can eradicate cervical cancer and save lives of many.

People are now aware about the cervical cancer and HPV vaccine to some extent but the more communication strategies for the acceptance of the vaccination is required. The surveys, picture leaflet may be circulated and published to make them understand the benefits of HPV vaccination. We must persistent in our efforts to “kill the cervical cancer before it kills us “. All gynaecologists, paediatricians, primary healthcare centres, integrated healthcare and well-being centres, preventative healthcare centres should take a lead as a medical community to promote HPV vaccination program and should move ahead with the tagline “Preventing Illness and Promoting Wellness”.

Dr. Rohit Ghatule, Medical Director, MSD India said that a great level of attraction and adoption by the target population when educated well has been seen for the HPV vaccine. In India also, there is some level of success in certain states. In federal ways, India is adopting, but all forces need to come together at a country level to work in a very stronger way. Though 100+ countries have adopted the HPV vaccination programme, but the reason for disparity is adoption by LMIC is on lower side. Cervical cancers are more prevalent in the countries with lower income and lesser immunization programs, India accounts for more than 1/5th of the global cancer burden.

MSD is coming up with very strong programs for consumers, healthcare community and programs to collaborate with government stakeholders. School based programs are the best to attract and disseminate the right knowledge to the right target population, where



The medical societies should encourage women/girls for taking HPV vaccination and by right communication we can eradicate cervical cancer and save lives of many.

both parents as well as the school administrators can promote the importance of vaccination. Having strong presence on social media like Facebook, Instagram, Twitter can be a great way to attract target population, especially teenagers and young adults for their own health.

Educating the doctor community itself is very essential because the supplier and manufacturer themselves cannot spread awareness directly to the consumers, the primary sources of spreading right information are paediatricians and gynaecologists. Government mobilisation and adding HPV to universal immunization programme is also very crucial for adopting HPV vaccine at country level.

Dr. Blossom Kochhar, Co-Chair, ASSOCHAM Empowerment Council & Chairperson, Aroma Magic thanked all the speakers and participants for their valuable insights and emphasised on the

importance of HPV vaccination which provides an opportunity to reduce multiple HPV-related cancers; therefore, increasing uptake of the vaccine among youth of both sexes is a vital public health issue. Public awareness and national immunization programs are the tools to reduce HPV infections. She concluded this valuable web series with the tagline, “Get Vaccinated, Get Screened”.

The earlier two sessions witnessed the presence of eminent panellists like Mrs Upasana Arora, Co-chair, ASSOCHAM, National Empowerment Council & Chairperson, Yashoda Superspecialty Hospital, Dr. Ashe Sahai, Consultant Obst. & Gynaecologist, Sahai’s Medicare Centre and Mother & Child clinic, Prof. Maqsood Siddiqi, Founder, Chairman, Cancer Foundation of India & Former Director, Chittaranjan National Cancer Institute & Bose Institute, Kolkata, Dr. Partha Basu, Deputy Head, Early Detection, Prevention & Infection Branch, IARC-WHO, Lyon, France , Dr Joan Benson, Executive Director, Public Health Partnerships Global Vaccines Public Policy, Merck & Co., USA, Commander Navneet Bali, Co -Chair, ASSOCHAM Healthcare Council & Regional Director - North, Narayana Health, Dr. Neerja Bhatla, Professor & Head, Dept. of Gynaecology, AIIMS-Delhi, Dr. Smita Joshi, Professor, Dept of Preventive Oncology, Hirabai Cowasji Jehangir Medical Research Institute, Pune, Dr. Mel Kohn, Executive Director of Medical Affairs for HPV Vaccines, Merck & Co, US, Ms Nita Arora, Principal/Co-learner, Sri Venkateshwar International School, New Delhi and Ms. Sutapa Biswas, Executive Director of Cancer Foundation of India (CFI).

Nutraceuticals: Seeking New Growth Path

Nutraceuticals present a tantalizing opportunity for breakthroughs to prevent and manage common health problems, offering consumer-focused solutions to issues that are currently addressed only by pharmaceutical interventions.



developing midway between the supermarket-based world of consumer goods companies and the scientific, pharmacy-based world of pharmaceutical firms.

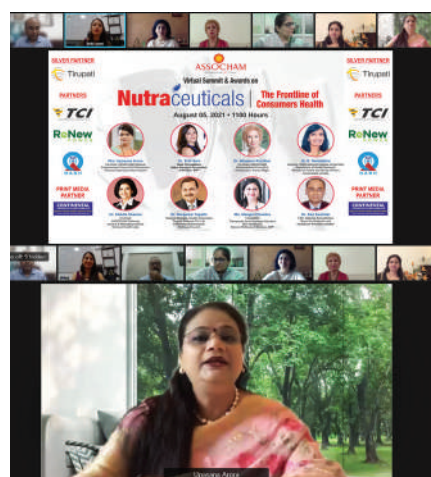
The front lines of this battle are nutritional products that have been proven to help prevent or cure disease. These “nutraceuticals” present a tantalizing opportunity for breakthroughs to prevent and manage common health problems, offering consumer-focused solutions to issues that are currently addressed only by pharmaceutical interventions—or not at all. However, despite being a hot spot for growth, they still suffer from the same challenges as the rest of the sector, with market growth barely keeping up with the rise in gross domestic product

The summit also witnessed felicitation to some heroes in the sector which includes, Best Crams, Sports Health Supplements Company, Best Crams Nutraceutical Company, Best Crams* Herbal Health Supplements, Best Nutraceutical & Health Supplements Research Centre to Tirupati Group, Best Unani Company to Atiya Healthcare Pvt. Ltd., Best Nutraceutical and Herbal Research Company to Zeon Lifesciences Ltd, Best Herbal Ingredients Company to Vidya Herbs, Best Ayurvedic Company to Drugs Laboratories, Best Clinical Nutrition Company to DD Nutritions Private Limited.

ASSOCHAM organised a virtual Summit & Awards on “Nutraceuticals” recently. The session was moderated by Dr. Kriti Soni, Head Formulation, Dabur Research Foundation & Member AWF. Session was opened by remarks from Mrs. Upasana Arora, Co-Chair, ASSOCHAM National Empowerment Council & Chairperson, Yashoda Superspeciality Hospital. The eminent panellists for the session were Dr. Blossom Kochhar, Co-Chair, ASSOCHAM National Empowerment Council & Chairperson, Aroma Magic, Dr. R. Hemalatha, Director, ICMR- National Institute of Nutrition, Department of Health Research, Ministry of Health and Family Welfare, Government of India, Dr. Shikha Sharma, Co-Chair, ASSOCHAM Wellness Council & Managing Director, Nutriwel Health India, Dr. Narendra Tripathi, General Manager- Quality Assurance, Tirupati Wellness Pvt. Ltd. & Member, Nutraceutical Wellness Council, Ms. Manjari Chandra, Consultant, Therapeutic and Functional Nutrition, Max healthcare,

Daivam Wellness & member AWF and Dr. Atul Kochhar, CEO, National Accreditation Board for Hospitals and Healthcare Providers (NABH).

Consumer healthcare has become the battleground where pharmaceutical and consumer goods firms compete for growth. With more people around the world dying from obesity than starvation, poor nutrition is now recognized as a major risk factor for chronic diseases. Most health systems are ill-equipped



to deal with this trend. Increasingly, patients are being encouraged to take part in their own treatments, and a consumer market has been

Food Can Heal

Food is not rocket science. If we go back to the basics, food can either feed your body or feed disease. It is better we use it to feed the body! If the right food is consumed in the right manner, it definitely acts as a detoxifying agent.

Assocham organised a Webinar on Food can Heal. The webinar was moderated by Ms. Sabina Rungta, Director, Shri Venkatesh Educare Pvt. Ltd., Assocham women forum member, Lead-Food Vertical and the two eminent panellists were Dr. Juhi Agarwal, Doctor & Clinical



Foods that should be avoided include refined oils, packaged foods, ready-to-eat meals, sugar, white rice, maida etc. Besides, anything that industry puts on your table like ketchup, noodles, instant oats, packaged juices etc.

Nutritionist, SelfCare and Ms. Suman Agarwal, Founder, SelfCare.

Food is not rocket science. If we go back to the basics, food can either feed your body or feed disease. It is better we use it to feed the body! If the right food is consumed in the right manner, it definitely acts as a detoxifying agent.

Ms. Suman Agarwal said that any food which is from the vegetable category is loaded with healthy

phytochemicals like- coloured vegetables, pepper, mint, raw turmeric, cilantro or dhania which actually has compounds that bind mercury and flush out of the body, foods that have catechins like regular and green tea, berries and citrus foods like nimbu pani, oranges etc are super healthy. Foods that should be avoided include refined oils, packaged foods, ready-to-eat meals, sugar, white rice, maida etc. Besides, anything that industry puts on your table like ketchup, noodles, instant oats, packaged juices etc.

Ms. Juhi Agarwal added that to lead a toxin-free life, do not overload yourself with food, fast more, eat mindfully because we actually eat much more than our body requires. Plan your meals and cook food at home. Cut down on inflammatory foods like polished rice, white flour, vegetable oils etc. Drink a lot of water. Our brain gives the same signal in hunger and thirst, so it is important to understand whether you are hungry or just thirsty.



Delhi Healthcare System – Preparedness to combat 3rd wave of COVID-19

The government has already made an arrangement of 37000 beds with oxygen supply attached to it dedicated to handle only COVID cases if it arises.



The Delhi government is leaving no stone unturned and is taking all necessary steps which includes offering subsidies to private players who are setting up oxygen facilities to handle the COVID 19 situation said, Mr Satyendar Jain, Minister of Health, Govt. of NCT of Delhi at an ASSOCHAM virtual Session on “Delhi Healthcare System” – Preparedness to combat 3rd wave of COVID-19.

Speaking at the event, Mr Jain stated that the Delhi Government would be offering an incentive scheme

Govt. would be offering an incentive of Rs 1 lakh per ton to these hospitals. So if the hospital sets up a 50 ton LMO storage facility which would usually cost them around Rs 70- 80 lakhs, Rs 50 lakhs would be given by the Delhi Government now.

to hospitals for setting up liquid medical oxygen (LMO) storage facility in their premises. “We would be offering an incentive of Rs 1 lakh per ton to these hospitals. So if the hospital sets up a 50 ton LMO storage facility which would usually cost them around Rs 70- 80 lakhs, Rs 50 lakhs would be given by the Delhi Government now,” he said.

He explained that during the second wave, Delhi faced an acute shortage of Oxygen during the treatment of patients, but this time they are well prepared. “The demand had

gone as high as 700-750 tons per day. This time, even in worst situations, we would be able to generate more than 50 percent of the requirement from Delhi itself," he said.

He informed that the government has already installed more than 50 PSA plants which are capable to generate around 250-300 tons of oxygen required in hospitals daily.

"The government has already made an arrangement of 37000 beds with oxygen supply attached to it dedicated to handle only COVID cases if it arises. Even during the second wave we had made arrangements for 23000 beds. This time we have also made arrangements to have intensive care units (ICU) in the hospital itself where the beds are arranged," he said. He further explained that the Delhi government has already taken steps to add around 7000 more beds which would happen over a period of six months.

The Minister said that Delhi government has changed the benchmark for handling COVID cases in Delhi. "Unlike the national average of 5 percent COVID cases which is considered safe while testing, we have kept the limit at 0.5 percent. At 5 percent we would announce a complete lockdown. At the moment, we get around 1 patient for every 1000 patients we test. If we get 5 patients then we would activate the first level of response."

Dr Lalit Khaitan, Chairman, Central Region Development Council, ASSOCHAM & CMD, Radico Khaitan Ltd stated that the Delhi government took several steps which were replicated in the other parts of the country. "Delhi Government was the first to set up a plasma bank by introducing the plasma therapy. Also, the model of home isolation which was



first adopted by the Delhi government was replicated by other states as well," he said while lauding the efforts of the Delhi Government.

Dr Sudhir Kalhan, Chairman, Healthcare Council ASSOCHAM,

Even abroad in places where the vaccination drive is low, there has been maximum number of cases reported. Africa is already passing its third wave and so are some parts of Europe.

and Senior Consultant & Chairman, Institute of Minimal Access, Metabolic & Bariatric Surgery, Sir Ganga Ram Hospital stated that due to efforts taken by the Delhi Government countless lives were saved. "The casualty rates would have been higher if the government had not taken stringent measures like introducing a complete lockdown," he said.

Dr Kalhan revealed that the government has also increased the testing and vaccination efforts due to which the number of cases has also dropped sharply. "Vaccination is the key. Also the government is also taking immediate steps in places where they detect a case. This has helped reduce cases in Delhi," he said.

Dr Vivek Nangia, Chief of Pulmonology - cluster 1, Max Healthcare and Principal Director & Head - Institute of Respiratory, Critical Care and Sleep Medicine, Max Hospital informed that COVID appropriate behaviour is very essential to prevent the third wave from coming. "We need to continue wearing the mask, maintain social distancing and ensure that there is no overcrowding. Next two - three months would be very important for us," he said.

Dr Nangia stated that it is very important to get vaccinated. "Even abroad in places where the vaccination drive is low, there has been maximum number of cases reported. Africa is already passing its third wave and so are some parts of Europe," he said.

Odisha Agri Sector Logistics: Challenges & Solutions

Whether it is land allocation or adopting innovative practices for increased farm production, Odisha has been actively engaging with the farmers to ensure that their needs are being fulfilled.



Dr Arun Kumar Sahu, Hon'ble Minister, Agriculture & Farmers' Empowerment, Fisheries & Animal Resources Development & Higher Education, Government of Odisha

farmers' income has grown and in fact it is much-much better than compared to some other states and is even better than the national average."

Dr Sahoo reiterated that his government is committed to usher in a sustainable and inclusive growth in the agriculture sector. "Samrudhi, our new agriculture policy aims to cash on the untapped potential of the state's agriculture sector while ensuring an environmentally, economically and technologically inclusive growth. It also encompasses development of warehousing, quality testing infrastructure for better marketing of the crops as logistics plays an important role in agricultural production and supply chain management ultimately enhancing food safety, quality and help market farmers produce more effectively."

Highlighting some of the steps being taken, he said, "The existing network of procurement centres are being strengthened to benefit small and marginal farmers. We are imparting knowledge on use of technology to help our farmers with the help of our officers, experts in terms of emerging agriculture issues and solutions."

He further said that agri logistics is the backbone of agri-business which enables connectivity between production and consumption centres. "Our department is promoting farmers-producers organisations (FPOs) and agriculture production

Government of Odisha is taking several steps to ensure better supply chain management in the state's agriculture sector with a focus on improving production, reducing food supply chain losses and increasing farmers' income, Minister of Agriculture & Farmers' Empowerment, Fisheries & Animal Resources Development, Dr Arun Kumar Sahoo said at an ASSOCHAM webinar.

"Whether it is land allocation or adopting innovative practices for increased farm production, we have been actively engaging with the farmers to ensure their needs despite several issues like the occurrence of natural calamities, erratic monsoon, uneven distribution of rainfall," said Dr Sahoo while addressing an ASSOCHAM Webinar on Odisha Agri Sector Logistics Challenges & Solutions.

The Minister added, "Agriculture production in Odisha over the years

Agriculture production in Odisha over the years has increased and as a sector it is growing. We have witnessed that farmers' income has grown and in fact it is much-much better than compared to some other states and is even better than the national average.

has increased and as a sector it is growing. We have witnessed that

clusters for holistic development in production, value addition and organic market.”

The Minister also said that Agriculture Department is actively involved in aspects like implementation of policies aimed at doubling farmers’ income, providing financial incentives for crop diversification and online marketing of various products.

Sharing his perspective, Mr C. Udayabhaskar, Chief General Manager/OIC, NABARD, Odisha said that while Odisha is a goldmine for horticulture, dairy, fisheries, oilseeds and pulses, there is an urgent need to develop backward linkages, motivate the farmers, provide them with technical knowhow and capacity building.

Highlighting various production level issues that are needed to be resolved to win away farmers from paddy and focus on other potential crops like banana, oilseeds, coconut, mango and others, he said, “Unless these production level issues are taken up, it will be very difficult to



Shri C Udayabhaskar, Chief General Manager/ OIC, NABARD, Odisha

Agriculture Department is actively involved in aspects like implementation of policies aimed at doubling farmers’ income, providing financial incentives for crop diversification and online marketing of various products.

create a logical, viable agri logistics system. So that said, we need to build up the agri infrastructure.”

He added, “For Odisha to become self-sufficient to produce in a particular scale, the state also needs to solve issues like lack of cold storage system which is a key part of agri logistics.”

He also said that there is a need to welcome the startups and have an incubation center and suggested to redevelop and repair the Center of Excellence in Khordha. “It is not in a proper shape after the cyclone and requires redevelopment and repairs. We can develop it as a very good back house for exports and we also need to have commercial, cargo flights that can take this agri produce, huge opportunities are waiting for Odisha.”

Other speakers who addressed the ASSOCHAM webinar included - Mr Dhaval Raval, Chairman, ASSOCHAM–Agriculture Sub Council, Western Region; Mr A. Kakra, Agri Sector Head, PwC; Dr P.K. Agarwal, Vice Chancellor, Odisha University of Agriculture & Technology (OUAT) and Prof. (Dr) Pravat Kumar Roul, Managing Director, APICOL.



GVC - Ecosystems for Solar Manufacturing in India

India has a clear road map on part of demand visibility and solar energy would contribute almost 300 GW to the renewable energy target that the country aims to achieve.

The 450 GW of renewable energy target that the central government has aimed to achieve by the year 2030, almost 2/3rd of the same would come from solar energy stated the honorable Minister of State for Renewable Energy, GOI, Shri Bhagwant Khuba at the virtual event on Global Value Chains- Backward and Forward integration, in the session – Ecosystems for Solar Manufacturing in India organized by the apex industry body, the Associated Chambers of Commerce and Industry of India (ASSOCHAM).

Speaking at the event, Shri Khuba stated that this is a huge opportunity for business houses to tap the sector for the period of next nine years. “India till recently was only importing the solar power manufacturing equipment to generate solar power, however, a lot has changed since then. The central government has adopted a 360-degree view to address all the issues and clear all the roadblocks to achieve the target,” He explained.

Shri Khuba informed that the government wants to achieve self-sufficiency or Aatmanirbharta in the field of renewable energy. “The government is also putting together a policy framework in this regard. However, I firmly believe that all this is not possible without the active participation of all the stakeholders,” he said.

Shri Amitesh Sinha, Joint



Secretary to the Government of India, Ministry of Renewable Energy stated that India has a clear road map on part of demand visibility. “So, solar energy

India till recently was only importing the solar power manufacturing equipment to generate solar power. However, a lot has changed since then.

would contribute almost 300 GW to the renewable energy target that the country aims to achieve. India needs

to add around 25 GW of Solar energy capacities every year. Apart from this, we are also moving towards a green hydrogen ecosystem,” he said.

He also explained that the government is now focusing its attention on solving the supply side problems on how manufacturing equipment can be supplied and how India can become Aatmanirbhar in this particular sector. “The earlier efforts were not encouraging to the solar equipment manufacturers. Now with the government deciding to impose 40 percent basic customs duty on solar modules and 25 percent on solar cells from 1st April 2022, imports would become more expensive

and local manufacturing would be encouraged," he said.

Shri Saurabh Singhal, Director and Partner, Auctus Advisors, ASSOCHAM's energy consulting partners stated that currently the solar manufacturing space is dominated by China and while India has limited capacity in downstream value chain, it has no presence in the upstream.

"The government in the recent past has taken several commendable measures mostly focused on downstream value chain. Like the 40 percent basic custom duty on imported modules will restrict imports of cells. Also the Rs 4500 crores budget allocation on the PLI scheme will incentivize effective module production," he said.

He further stated that to reduce the dependence, India needs to follow a roadmap with realistic targets to promote manufacturing of all components across the value chains.

"For the industry to come up with the manufacturing capacity, the government also needs to ensure the demand for domestic products and enable cost competitiveness," he added.

Shri Vineet Agarwal, Managing director of TCI and President, ASSOCHAM stated that domestic manufacturing ecosystem is critical for self-reliance and Atmanirbhar Bharat. "Indigenous manufacturing of the equipment will reduce the recurring forex outgo of anywhere between \$2.5 and \$5 billion per annum to meet the projected demand of 450 GW by 2030. It will create 50,000 direct and 1.25 lakh indirect jobs, along with opportunities for MSME's in the associated supply chain. And will ensure energy security without depending on other countries and create resilient supply chains," He said.



Shri Agarwal explained that despite these policy push by the Indian Government, the the global industry is highly concentrated,

Indigenous manufacturing of the equipment will reduce the recurring forex outgo of anywhere between \$2.5 and \$5 billion per annum to meet the projected demand of 450 GW by 2030. It will create 50,000 direct and 1.25 lakh indirect jobs, along with opportunities for MSMEs in the associated supply chain.

and competitiveness of domestic manufacturing will require comprehensive and sustainable policy support. "The PLI scheme introduced by the government will help in

creating the right ecosystem and help India go up the value chain," he said.

Shri Deepak Sood, Secretary General, ASSOCHAM stated that while the Indian solar power generation industry has immense potential, a robust domestic supply chain of solar equipment manufacturing will promote self-reliance and energy security as also preserve valuable forex reserves. "Government of India has announced and implemented several initiatives to boost the solar manufacturing industry. ASSOCHAM and its members, we laud government's efforts," he said.

He further informed that despite policy directions, India's domestic manufacturing capacity has been unable to keep pace with the growing solar generation capacity. "An end-to-end a domestic supply chain is critical in making India's solar equipment cost-competitive in the global market. Additional measures are needed especially in the upstream segments to ensure a sustainable integrated supply chain," He said.

Building Odisha State Capabilities for GVC

Odisha is emerging as the most important destinations for businesses and industry owing to its low cost and ease of doing business together with a positive policy framework, robust infrastructure and mechanism.



The Government of Odisha is working to make the state a hub of sports industry and is inviting businesses to set up manufacturing units, Captain D.S. Mishra, Minister for Energy, MSME, Industries & Home (MoS) said at an ASSOCHAM virtual conference.

“Going forward the government will provide an ecosystem to help sports industries serve not only Indian requirements but also meet global demands,” said the Minister while addressing the business leaders in an ASSOCHAM virtual meet on

‘Building Odisha State Capabilities for Global Value Chain’.

Odisha is a land of human resources having the most productive and most skilled workers in any industrial areas across India.

Showcasing Odisha as an attractive destination for investors,

he added, “Odisha has the cheapest per unit cost of production in the country, we are willing to provide all the facilities and subsidies to the industry.”

Talking about the tourism potential in Kalahandi District of Odisha he said, “People go to London and Switzerland for vacation, instead you should visit Kalahandi which is an attractive tourist destination having several natural and cultural attractions. You will get to meet the local tribal people in person and will learn about their challenges and hardships.”



In his address at the ASSOCHAM virtual meet, Mr Hemant Sharma, IAS, Principal Secretary, Industries Department, Government of Odisha said “From the global value chain point of view, Odisha is emerging as one of the most important destinations for business. Traditionally known as a mineral rich state, every mineral known to mankind is mined in Odisha and every mineral is required for any industry in the world. This resource business has led to a very intensive process of industrialization in the state of Odisha, particularly in the last two decades.”

He added, “Odisha also enjoys locational advantages, we have a 480 kilometers long coastline and many ports, so for any industry that wants to plug into the global value chains, whether it is for supply of goods, product goods, finished goods or for raw materials, we enjoy a unique identity in terms of the linkages to the outside world.”

Highlighting the large pool of

skilled manpower, he said, “Odisha is a land of human resources having the most productive and most skilled

Traditionally known as a mineral rich state, every mineral known to mankind is mined in Odisha and every mineral is required for any industry in the world. This resource business has led to a very intensive process of industrialization in the state of Odisha, particularly in the last two decades.

workers in any industrial areas across India.”

Mr Sharma further said that Odisha is emerging as the

most important destinations for businesses and industry owing to its low cost of doing business and ease of doing business in terms of clearances, licenses and permits together with a positive policy framework, robust infrastructure and mechanism.

Other key speakers included - Mr Soham Misra, Chairman, ASSOCHAM Iron & Steel Sub Council-East & Director, Amalgam Steel; Mr Deepak Gulahti, Co-Chairman, ASSOCHAM National on Ease of Doing Business and Group Logistic Director, Vedanta; Mr Bhakti Raj, Head, Kalinganagar Project, The Tata Power Co. Ltd. & ASSOCHAM Member; Mr Bibhu Prasad Mishra, Executive Vice President (Corporate Affairs), Jindal Steel & Power Ltd.; Mr Srikanth Badiga, Director, Phoenix India and ASSOCHAM Member and Mr Rajesh Kharbanda, Chairman, ASSOCHAM National Council on Sports & Fitness Industry and Managing Director, Nivia.

Value creation through Supply Chain for the Steel Industry



the focus should be on integrating forward and backward linkages in the steel industry. The steel industry is central to the government target of \$5 Trillion economy and for that there must be generation of additional demand from downstream. Digitization of supply chain and green supply chain opportunities also needs to capitalize for a sustainable value chain”.

Other industry experts at the session included Dr. Vinod Nowal, Chairman, ASSOCHAM National Council on Iron & Steel and Deputy Managing Director, JSW Steel Ltd., Shri V R Sharma, Co-Chairman, ASSOCHAM National Council on Iron and Steel and Managing Director, JSPL. Shri Ranjan Dhar, Co-Chairman, ASSOCHAM National Council on Iron and Steel , Chief Marketing Officer(CMO) AM/NS India. Shri Vivek Bhatia, MD & CEO, thyssenkrupp Industries India, Shri Baikuntha Sahoo, General Manager , Ezyhaul, Shri Bidyut Chakraborty, Partner -Mining & Metals Advisory, KPMG.

ASSOCHAM is organizing a series of sessions under the central theme “Global Value Chain: Backward & Forward Integration” from 24th to 28th August 2021. The virtual meet brings together policy makers, manufacturing companies, research organisations, technology enablers, and MSMEs in an effort to generate opportunities for India to enter the \$1-trillion manufacturing base for domestic consumption, as well as shape its global manufacturing value chain for exports.

India presently operates at the lower end of the value chain in the steel sector. Value-added steel grades are largely imported in India. This is because of the disabilities faced by the steel industry to the tune of \$80-100 per ton, on account of higher logistics and infra cost, higher power and capital cost, taxes and duties. The PLI scheme with budgetary outlay of 16,322 crores will provide necessary impetus to Indian steel sector said Shri Faggan Singh Kulaste, Hon’ble Minister of State for Steel, Govt. of India while addressing the session, “Value creation through Supply Chain for the Steel Industry” at ASSOCHAM’s five day long virtual conference on Global Value Chain – Backward & Forward Integration.

The steel industry is one of the most traditional and fundamental industries supporting many others, like oil & gas, power generation, construction, etc. We are looking forward to industry support towards the Hon’ble Prime Minister’s vision for ‘Local Goes Global’ and Make in India for World, which can boost the

share of manufacturing in real GDP to 25 per cent and exports to US\$ 400

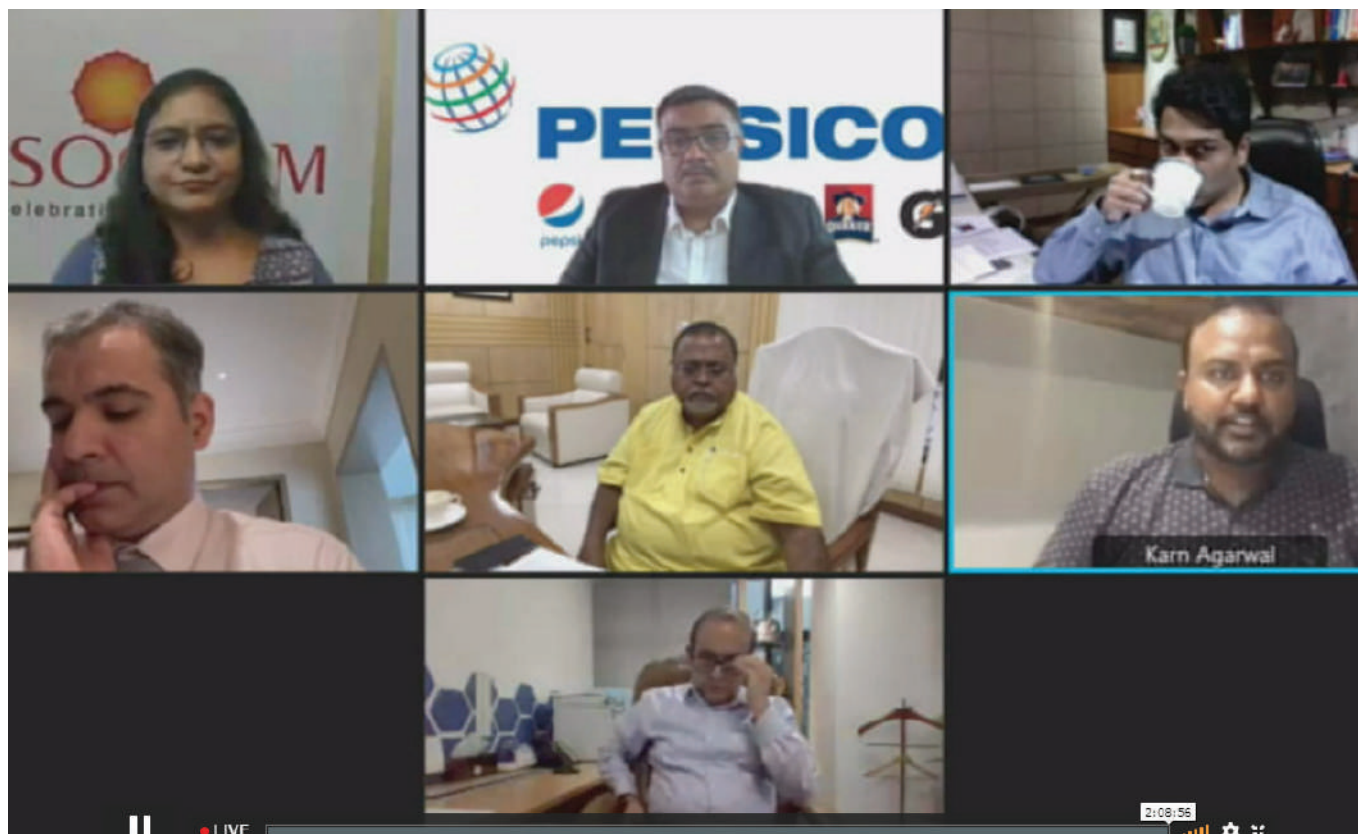
We are looking forward to industry support towards the Hon’ble Prime Minister’s vision for ‘Local Goes Global’ and Make in India for World, which can boost the share of manufacturing in real GDP to 25 per cent and exports to US\$ 400 billion.

billion. Also, in order to decongest domestic ports, the government is taking appropriate measures, added Shri Kulaste.

While delivering the welcome address, Mr. Vineet Agarwal, president, ASSOCHAM said, “The steel sector faces some major challenges. It is important to reduce costs, improve co-ordination and engagement with stake holders and

Bengal Readiness for Global Business

West Bengal is leaving no stone unturned to ensure that it becomes the IT hub for not only India but also to the rest of the world.



West Bengal is leaving no stone unturned to ensure that it becomes the IT hub for not only India but also to the rest of the world, stated Dr. Partha Chatterjee, Honorable Minister, Department of Industry, Commerce & Enterprise, and IT & Electronics, Government of West Bengal at the virtual event on Global Value Chains-Backward and Forward integration, in the session – ‘Bengal Readiness for Global Business at Global Value Chain’ organized by the apex industry body, the Associated Chambers of Commerce and Industry of India (ASSOCHAM).

Speaking at the event, Dr. Chatterjee stated that Technology is one of the key focus areas for the

West Bengal has the highest number of MSME’s in the country which is a progressive step towards global business expansion.

government of West Bengal. “Our honorable CM Ms Mamata Banerjee’s policy focuses mainly on big data

analysis and decimation, animation and gaming, cyber securities, drones, artificial intelligence, quantum computing to name a few,” he said.

Dr. Chatterjee stated that the Honorable West Bengal Chief Minister has promoted the Bengal Silicon Valley in New Town which is fast becoming a satellite city. “Another 100 acres of land has been marked for extending the existing Silicon Valley in phase II,” he informed.

He explained that West Bengal has the highest number of MSME’s in the country which is a progressive step towards global business expansion.

“West Bengal recognizes the

need for uniform global standards, international set of laws, inclusive labor laws, and industrial codes. This will in turn help in reducing the non-pecuniary costs associated with international trade. West Bengal has comprehended and fast adapted to this," he added.

Mr Ravi Agarwal, Chairman, Eastern Region Council President Rupa Co. and Director Neo Metaliks Ltd stated that West Bengal is the new development story. "The state is pivotal in India's striding towards a \$5 trillion economy. The geopolitical position of the state serves as a gateway to South East Asia and beyond," he said.

Mr Debashree Duttagupta, Chairman, ASSOCHAM HealthCare Sub Council-East and MD, East India Pharmaceuticals stated that Bengal has always been regarded as the Birthplace of Pharmaceutical industry in India with Bengal Chemical set up way back in the year 1901. "West Bengal has the potential to contribute in a big way to India's pharma exports. The government has been taking a lot of initiatives due to which larger pharmaceutical companies would be attracted to West Bengal," he said.

Mr Himanshu Priyadarshi, Director-Public Policy and Government Affairs, Pepsico & ASSOCHAM member stated that the West Bengal has all the factors to attract top industries to the state. "The state has been growing at 8 percent year on year. West Bengal is the 6th largest in terms of their GDP size. It has all the factors conducive for industries like the Food processing. The literacy rate of West Bengal is around 76 percent. Another big aspect is that women form a large percentage of the workforce here," he said.



Pepsico has invested around Rs 800 crores in West Bengal.

Mr Karn Agarwal, Co-Chairman, ASSOCHAM SEZ, Industrial Park

The state has been growing at 8 percent year on year. West Bengal is the 6th largest in terms of their GDP size. It has all the factors conducive for industries like the Food processing.

Council stated that West Bengal's location and its roadways having its connectivity all the way to Assam and Myanmar, it certainly brings in competitive advantage to the industries. "There is also a lot of potential in utilizing its waterways for getting connected to Bangladesh and other important ports. Because of all these factors, West Bengal has become

the warehousing hub for the east," he said.

Mr Darshan Hiranandani, Chairman, ASSOCHAM National Council on Hydrocarbon and Managing Director & CEO, H-Energy stated that West Bengal has a huge opportunity to develop its waterfront.

"There is around 80 kms of no development zone of water front near Hooghly. Most countries don't have a water front. Look at Dubai, how effectively they have developed it. The water front at West Bengal has a huge potential for development and additional jobs can also be created around it," he said.

Mr. Hiranandani also mentioned that while land acquisition is difficult subject for any state government, some changes can be done to solve the problem. "Where land is available for industry, 55 percent of the ground coverage can be allowed for development. This would double the land available for warehousing and logistics which will bring in a lot of jobs," he said.

Building State Capabilities for GVC

The Uttar Pradesh Government has allotted 1100 plots to apparel, toy manufacturers along with micro, small and medium enterprises (MSMEs) and other industries in the Yamuna Expressway Industrial Development Authority (YEIDA) area.



Mr Satish Mahana, Industrial Development Minister, Government of Uttar Pradesh.

The Uttar Pradesh Government has allotted 1100 plots to apparel, toy manufacturers along with micro, small and medium enterprises (MSMEs) and other industries in the Yamuna Expressway Industrial Development Authority (YEIDA) area, Industrial Development Minister, Mr Satish Mahana said at an ASSOCHAM virtual conference.

“Today, I feel very proud to share that during past 4-4.5 years, Uttar Pradesh has emerged as the most preferred investment destination,”

Trust between the government and the industry is of utmost importance, while we are facilitating all support, still if you have any concerns, I will request you to approach me and my department anytime and we will help resolve all the issues.

said Mr Mahana addressing the ASSOCHAM Members in a virtual conference on ‘Building State Capabilities for Global Value Chain-Uttar Pradesh’.

He said that there has been a lot of change and transformation in Uttar Pradesh as far as industrial development is concerned owing to the zero-tolerance policy of the Government in terms of law and order.

Highlighting the industry-friendly policies of UP, Mr Mahana said, “Trust between the government and the industry is of utmost



important, while we are facilitating all support, still if you have any concerns, I will request you to approach me and my department anytime and we will help resolve all the issues.”

He said that earlier the link was missing between the industry and the government as there was trust deficit and approaching concerned officials in the Industries Department was quite difficult.

“But now the Chief Minister, me as the industry minister and my department’s officials are always ready to support industrialists, coordinate with them, provide them resources and security,” added Mr Mahana.

Terming UP as the land of opportunities, Mr Mahana said, “We have fertile land, as fast as our infrastructure is building up, I am sure that UP is now the largest industrial state across the country.”

He also said that it is really advantageous for Uttar Pradesh that both the Dedicated Freight Corridors

There has been a lot of change and transformation in Uttar Pradesh as far as industrial development is concerned owing to the zero-tolerance policy of the govt.

- Eastern Dedicated Freight Corridor and the Western Dedicated Freight Corridor will pass through the state.

He said that state government had designed its new industry policies based on the interactions with industry leaders and incorporated most of their

suggestions and recommendations. “Even during the Pandemic whenever it was felt that there is a need to tweak the policies as per the situation, we did that.”

He however urged the industry to coordinate with key departments to get their issues resolved at the earliest.

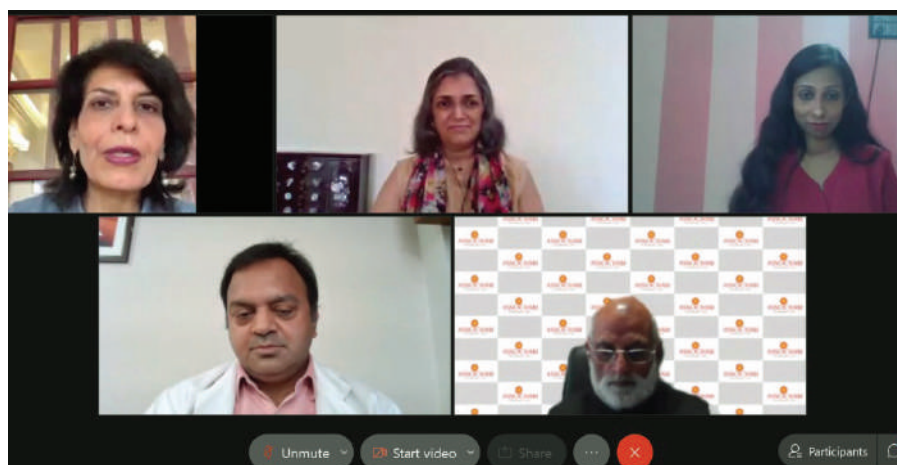
“I would like to request the industry that to ensure better coordination, they should also engage with relevant departments for issues related to different sectors be it power, environment, tax and others because we take up these issues at our level and bring to their notice but simultaneously if you also engage with the concerned departments, it will help resolve the issues as early as possible,” said the Minister.

He also said that UP is far-far ahead of the many states in terms of industrial development. “Earlier, many of the textile units in UP got shunted due to primitive machinery and related issues, which pushed the state backwards but now we are moving ahead in line with the requirement of the current times which includes setting up of IT, ITeS and other industries.”

Amid others who addressed the ASSOCHAM virtual meet included - Rajesh Bhatia, Chairman, UP State Development Council and CFO, UFLEX Ltd.; Kushagra Nandan, Co-Chair, UP State Development Council and Co-Founder & MD, SunSource Energy; Anupam Mittal, Co-Chairman, UP State Development Council & Principal Architect Director, ARINEM Consultancy Services Pvt Ltd; Vikash Gupta, Managing Director, Threesixty and Motilal Sethi, Chairman & Managing Director, Saroj International Limited & Regional Chairman (North) CLE.

Health through sensible dietary pattern

Parents need to be aware about promoting healthy eating habits among children thereby providing healthy alternatives like nuts and seeds, cut fruits etc. to reduce intake of foods high in saturated fats.



cooking during the day to get benefits of variety of nutrients.”

Sharing her thoughts on National Nutrition Week 2021’s theme of ‘Feeding smart right from the start,’ nutrition and wellness consultant and founder, Nutrition Nectar, Ms Sheela Krishnaswamy said, “Nourishment for first 1,000 days can help prevent many diseases and the child goes on to grow and develop into a fit and healthy adult, this needs to be focussed upon to create healthy individuals.”

She added that parents need to be aware about promoting healthy eating habits among children thereby providing healthy alternatives like nuts and seeds, cut fruits etc to create an environment for healthy foods and beverages that would help reduce intake of foods high in saturated fats.

“There is a need to stick to a sensible and healthy eating pattern to take care of all aspects and organs of the body and not merely look at weight control,” further said Ms Krishnaswamy.

In his address, Mr Anil Rajput, chairperson, ASSOCHAM National Council on CSR said that “Sedentary lifestyles, stressful work and an unhealthy diet are collectively impacting health of many people in the working age-group and the role of a healthy and nutritious diet in preventing and controlling NCDs cannot be overstated”

Providing access to healthy snacking thereby sticking to a sensible dietary pattern aimed at improving digestive system can help minimize transmission of diseases as we navigate these unprecedented times, said diet, health, and nutrition experts in an ASSOCHAM webinar held on National Nutrition Week 2021.

“A healthy diet, physically activity, stress and sleep management are critical to keep our immune system strong,” stressed the experts in a webinar on ‘Nutritious and Balanced Diet: Key to Success,’ organised by ASSOCHAM as part of a series on Illness to Wellness.

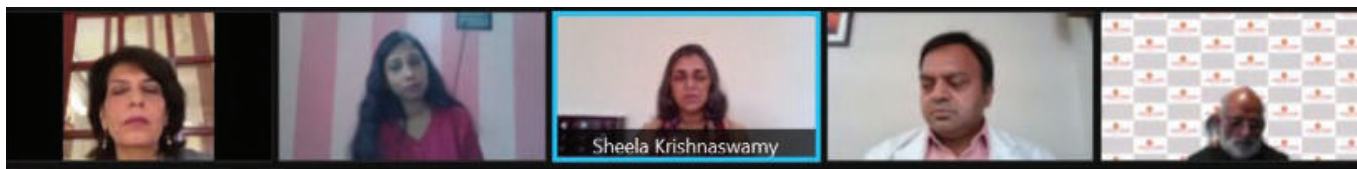
Highlighting the impact of Covid-19 pandemic on people, renowned nutritionist, Ms Ishi Khosla said, “I am experiencing in my practice that due to the pandemic, even people with common problems like diabetes and obesity are finding it hard to deal

with the issues arising out of Covid-19 induced lockdowns whereas earlier they were being able to cope up with such disorders.”

She also said that cooking food in gut-friendly oils like rice bran (for frying), mustard, coconut, cold-pressed ground nut, sesame oils,

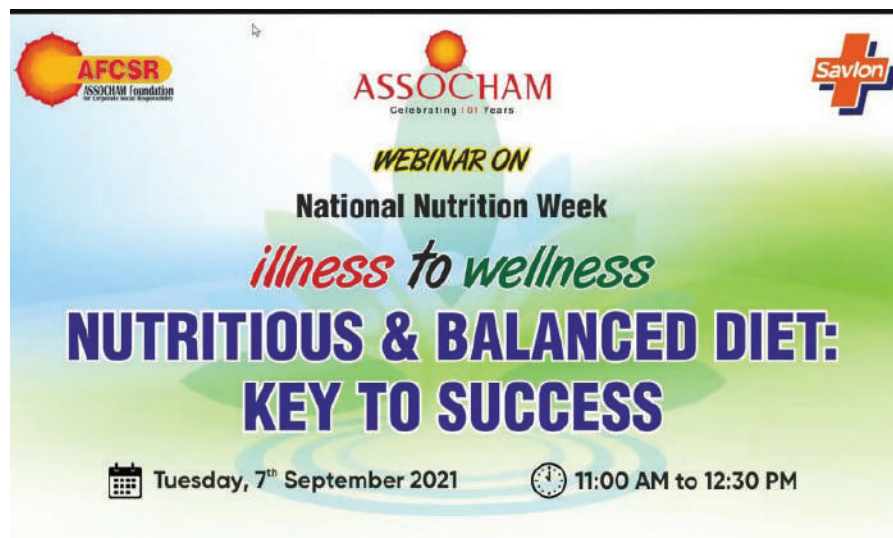
Nourishment for first 1,000 days can help prevent many diseases and the child goes on to grow and develop into a fit and healthy adult, this needs to be focussed upon to create healthy individuals.

clarified butter can help improve gut health. “Need to use different oils for



Sedentary lifestyles, stressful work and an unhealthy diet are collectively impacting health of many people in the working age-group and the role of a healthy and nutritious diet in preventing and controlling NCDs cannot be overstated.

He stated that “A recent report by Thought Arbitrage Research Institute for ASSOCHAM titled ‘Non-Communicable Diseases in India’ highlights the gravity of the situation and states that NCDs in India contributed to 6.3 million deaths in 2017, and the condition is getting even



more perilous since then.”

“Consumption of a balanced and nutritious diet is simply a matter of discipline and responsibility towards self, the family and eventually towards the society. It entails eating fresh fruits and vegetables, minimal consumption of heavy, oily food, reduced sodium and sugar intake along with regular

exercise,” said Mr Rajput.

He also added that “A healthy mind and body can launch a formidable defence against various ailments and healthy individuals can deliver superior value for the nation and positively impact its output”.

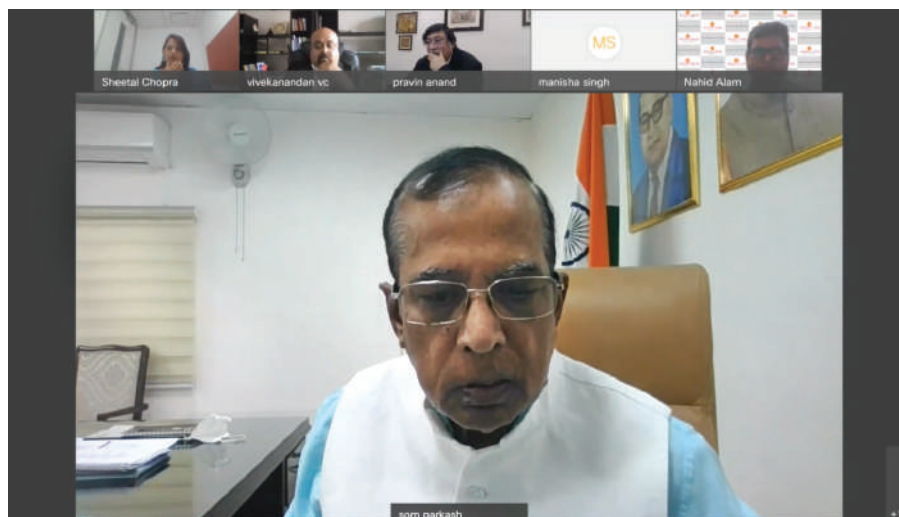
As a health expert, Total Care Control, founder and director, Dr Rajesh Kesari stated, “We are what we eat i.e., for our physical growth and development we need nutrients and that comes from the food we eat which has to be a balance of both macro and micronutrients-carbohydrates, fats, vitamins, minerals etc. An imbalance of these critical nutrients leads to ailments and diseases.”

Noting that physical activity helps glucose levels remain normal, Dr Kesari said that regular exercise helps release anti-depressants and there are many other benefits of following a fitness regime as many prevalent non-communicable diseases that are leading to mortality can be curbed simply by doing more of physical activity.



Bolstering IPR ecosystem in India

To achieve the vision of 'Atmanirbhar Bharat' the Government of India is committed towards bolstering the ecosystem of patents, design, trademarks, GI (Geographical Indication) systems; encouraging innovation, research and development (R&D) in the country.



entities together with making IPR filing procedures more compact, time-bound, user-friendly and compatible for e-transactions."

He said that resultantly, the number of patents granted have seen exponential growth of 572 per cent i.e., from 4,227 in 2013-14 to 28,391 patents in 2021.

"Similarly, for examination of the trademark applications it used to take 72 months in 2016, now in 2020 it takes just 12-24 months, so we are making all efforts," said Mr Parkash.

Sharing his thoughts on ASSOCHAM's IP Excellence Awards, the Minister said, "Such awards will certainly contribute towards innovation and IP creation in the country as it not only recognises the innovative ideas of individuals and institutions but also serve as great inspiration for others."

He congratulated the winners, complemented them for building an IPR ecosystem in India and said, "I hope you would continue doing such exemplary work and wonderful job in this field."

Amid other luminaries who participated in the ASSOCHAM virtual conference included: Dr Sheetal Chopra, Chairperson, ASSOCHAM IPR Council and Director IPR, Ericsson; Prof V.C. Vivekanandan, vice chancellor, Hidayatullah National Law University; Mr Pravin Anand, managing partner, Anand & Anand and Ms Manisha Singh, founder partner, Lexorbis.

The Government of India is committed towards bolstering the ecosystem of patents, design, trademarks, GI (Geographical Indication) systems; encouraging innovation, research and development (R&D) in the country to achieve the vision of 'Atmanirbhar Bharat', Union Minister of State for Commerce & Industry, Mr Som Parkash said at an ASSOCHAM virtual event.

"Industry must work in a mission mode along with the Government of India to achieve the ambitious target for the country to be ranked in the top 25 nations of Global Innovation Index (GII)," said Mr Parkash while inaugurating an ASSOCHAM IP Excellence Awards-cum-Conference on Role of Intellectual Property in Atmanirbhar Bharat.

He said that with India getting ranked 46th by the World Intellectual Property Organization (WIPO) in the Global Innovation Index 2021 rankings, up from 48th place in 2020,

it is a 'great achievement'.

He highlighted the various programs and initiatives undertaken by the Government for propelling innovations - Startup India,

India getting ranked 46th by the World Intellectual Property Organization (WIPO) in the Global Innovation Index 2021 rankings, up from 48th place in 2020, it is a 'great achievement'.

Accelerating Growth of New India's Innovations (AGNIi), new intellectual property rights (IPR) policy and others.

Sharing some key steps taken by the Government, he said, "Fee Concessions like 10 per cent rebate on online filing, 80 per cent fee concession for start-ups and small

Health and Fitness: Key To Success

Holistic development by setting health related goals, moderate eating coupled with physical activity can be highly beneficial for one's mental health and wellbeing.



ASSOCHAM, under the 'Illness to Wellness' campaign, in continuation of its relentless endeavours, concluded another series of virtual interactive webinar session on "Health and Fitness: Key To Success" on Monday, 18th October 2021, highlighted that many working professionals engaged in sedentary jobs, with minimal or no routine of exercising and eating junk food, must find ways to stay fit with more physical activities into their lives and eat healthy foods to help prevent or control many diseases and prolong their lifespan. All the experts coherently said at an ASSOCHAM webinar that in daily exercise routine, balanced diet, active lifestyle & quality sleep are key to success in personal & professional lives.

"Holistic development by setting health related goals, moderate eating coupled with physical activity can be highly beneficial for one's mental health and wellbeing," healthcare,

nutrition and fitness experts said in a virtual meet on 'Health and Fitness: Key To Success,' conducted by The Associated Chambers of Commerce

A wide range of versatile foods including whole grains, legumes, beans, green leafy vegetables, low carbohydrate fruits, lean protein, nuts, seeds and probiotics is crucial to prevent metabolic disorders such as diabetes type 2, obesity and others.

and Industry of India (ASSOCHAM) under the aegis of its Illness to Wellness Webinar Series shared how

we can boost immunity through our diet and lifestyle choices.

With a view to cascade awareness and disseminate wisdom on fitness through regular physical activity, nutritious food and healthy lifestyle to promote and make fitness an integral part of our daily lives, the eminent nutritionists and dietitians – Ms. Seema Singh, Nutritionist, CNBC Best Dietician in India Award Winner, Founder Of Seema Singh's Nutrition Clinic and HOD-Fortis Hospital Vasant Kunj; Ms Mugdha Pradhan, Functional Nutritionist, TedX Speaker and Founder and CEO, iThriv and Dr Subhasree Ray Kale, Ph.D. Corporate Dietitian, Medical Services, Reliance Industries Limited, Certified Diabetes Educator (IDF), Ketogenic and Low-Carbohydrate diet Research participated along with ASSOCHAM CSR Council chief, Mr. Anil Rajput and healthcare professional Dr. Rajesh Kesari, Founder and Director, Total Care Control participated and shed

their immense knowledge, visionary thoughts, and enlightening views on the subject matter and deliberated on how good health is an essential aspect of human life and fitness is its cornerstone.

Dr Subhasree in her address said that nutrition is indispensable for a good health. “A wide range of versatile foods including whole grains, legumes, beans, green leafy vegetables, low carbohydrate fruits, lean protein, nuts, seeds

Factors like having nutritious and balanced diet, maintaining regular exercise regime and leading an active lifestyle play highly significant role in promoting the health and wellbeing of humans.

and probiotics is crucial to prevent metabolic disorders such as diabetes type 2, obesity and others. At the same time, a diverse diet helps in maintaining the balance of gut bacteria, scavenge free radicals and prevent low grade



inflammation. Most importantly, nutrition alone can't be the driver of good health, we need to include regular physical activity, quality sleep and sound mental health to achieve holistic wellbeing and happiness.”

Sharing her perspective, Ms Seema said that while in today's busy scenario where everyone in the family is working it becomes a little tough to manage food which provides good health, but we can

make it easier if we plan wisely. “First, make a long-term goal with time duration, stock healthy food in your kitchen, include more of fruits, nuts, seeds, sprouts, grains and curd in your diet. Maintain a healthy gut by eating lots of fruits, curd, smoothies, garlic and salads.”

Highlighting his views, Mr Rajput said, “Factors like having nutritious and balanced diet, maintaining regular exercise regime and leading an active lifestyle play highly significant role in promoting the health and wellbeing of humans.”

Dr Kesari who also moderated the webinar said, “health and fitness both go hand in hand, while health encompasses a much broader aspect including nutritious, healthy, & hygienic food, clean environment, sanitation, a healthy lifestyle etc., good health can be maintained by regular exercise and well-balanced diet.”

We are glad to mention here that the program received well attention from all key stake holders including media fraternity.



World Stroke Day: Avert Strokes

Stress, insomnia, and small air pollution particle are modern day neo risk factors that too are modifiable. One can reduce the risk of stroke by 90 percent by modifying these risk factors.

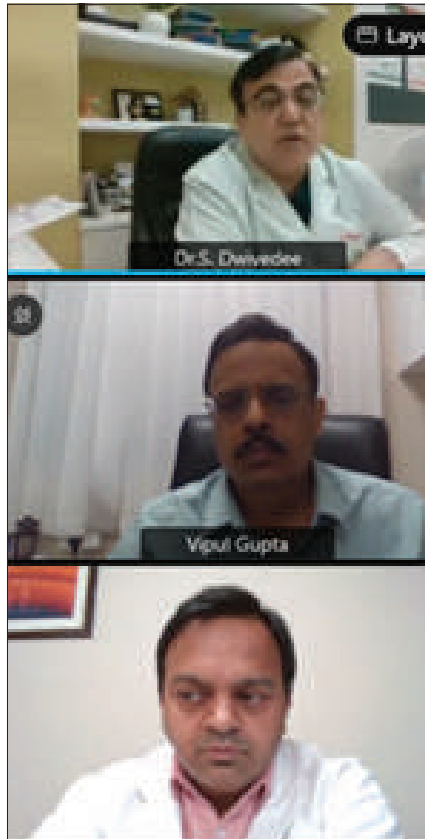
ASSOCHAM, in continuation of its relentless endeavours, under the 'Illness to Wellness' campaign, concluded another series of virtual interactive on the eve of World Stroke Day - 'Awareness and Preventive Actions on Stroke Risks,' on Thursday, 28th October 2021 at 2.30 PM whereby health experts shared their focussed perspective on the challenges and preventive measures in this regard.

While sharing his enlightening views, Dr. Shamsher Dwivedee, Chairman Neurosciences and Director Clinical Services, VIMHANS Nayati Super Speciality Hospital, New Delhi emphatically said that Stroke is largely a preventable disease except for the genetic factors. However, rest all risk factors including diabetes, obesity, hypertension, high cholesterol, sedentary lifestyle etc. can be corrected by eating healthy food, following a daily regime of exercise, and getting proper sleep.

He further suggested that stress, insomnia, and small air pollution particle are modern day neo risk factors that too are modifiable. One can reduce the risk of stroke by 90 percent by modifying these risk factors."

Dr. Vipul Gupta, Chief Neuro-interventional Surgery & Co-Chair, Stroke Unit Artemis Hospital, Gurugram shared his visionary thoughts and opined that the Theme of World Stroke Day is 'minutes can save lives.'

Dr. Gupta further explained that



Stroke is largely a preventable disease except for the genetic factors. However, rest all risk factors including diabetes, obesity, hypertension, high cholesterol, sedentary lifestyle etc.

If the patient comes in first few golden hours one can use thrombolytic therapy or mechanical thrombectomy to reopen the blood vessel and reverse stroke. He further added by taking care of hypertension, diabetes,

cholesterol level as well as lifestyle changes such as adopting healthy food habits and lifestyle with adequate weight control, regular exercise and healthy eating, one can avoid 70-80% of strokes."

He reiterated that if patient's friends or relatives see signs of stroke - FAST (face drooping, arm weakness, speech issues) then T - time becomes key and one should rush to a stroke ready hospital.

While moderating the session, Dr. Rajesh Kesari who is also Founder and Director, Total Care Control, Delhi-NCR, shed his precious knowledge and categorically said, stroke is an important preventable disease - the most important factors causing stroke are diabetes, high blood pressure and high cholesterol levels. Thus, diet and lifestyle play a vital role in prevention of Stroke. Three whites are detrimental for our health viz., Sugar - eating a lot of sugar in any form may lead to Diabetes and High Cholesterol levels; Salt - excessive Salt causes High Blood Pressure which is the number one risk factor causing stroke and Maida (refined wheat flour) causes peaks of both sugar levels and cholesterol.

He threw light on this subject matter and stressed on that all these foods should be taken only in moderation together with very little or healthy oils to ensure a healthy and disease-free life and prevent stroke.

The interactive webinar session program received encouraging response from the key stakeholders of diverse background.

Non-Communicable Diseases: Challenges in Odisha

Poor dietary habits, air pollution, and lack of or poor health infrastructure facilities, or inappropriate treatment-seeking behaviour are leading to high prevalence of NCDs in Odisha.



Under the series of ILLNESS TO WELLNESS campaign, ASSOCHAM concluded Webinar focusing on Non-Communicable Diseases titled “The New Health Challenges For Odisha” which was held recently.

The key highlights of ASSOCHAM Report pointed out that poor dietary habits, air pollution, and lack of or poor health infrastructure facilities, or inappropriate treatment-seeking Behaviour are leading to high Prevalence of NCDs in Odisha. Digestive Diseases, Hypertension, Diabetes, Respiratory Diseases, and Brain Disorders are the most prevalent NCDs in the state. Odisha has a 27.19% prevalence of key NCDs vs. the national average of 11.63%. And 58% of people in Odisha never undertake health check-ups as compared to the national average of 47%.

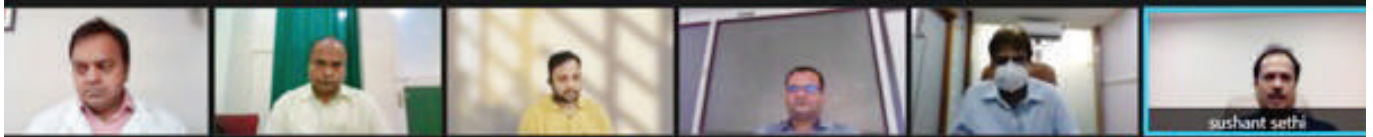
ASSOCHAM, in continuation

Odisha has 27.19% prevalence of key NCDs vs. the national average of 11.63% and 58% of people in Odisha never undertake health check-ups as compared to the national average of 47%.

of its endeavour under ‘Illness to Wellness’ campaign unveiled

Odisha specific findings of India’s largest primary healthcare survey report on the rising burden of non-communicable diseases in the country. The report was produced by Delhi-based think tank, Thought Arbitrage Research Institute (TARI). This was followed by a virtual panel discussion on “Non-Communicable Diseases: The New Health Challenges For Odisha.” The survey report titled “Non-Communicable Diseases in India” covered 2,33,672 people and 673 public health offices in 21 states

Non-Communicable Diseases	Risk Factors
Digestive Diseases	Higher Level of Non-vegetarian Food and Red Meat Consumption, Lower Fruit Consumption, Junk Food Consumption, Exposure to Polluted Air
Hypertension	Exposure to Polluted Air, High Consumption of Non-vegetarian Red Meat, Lower Fruit Consumption
Diabetes	Higher Level of Non-vegetarian Food and Red Meat Consumption
Respiratory Diseases	Exposure to Polluted Air
Brain Disorders	Exposure to Polluted Air



to analyse the rising cases of NCDs in the country and the social profile of suffering households.

The survey highlighted that Odisha has a 27.19% prevalence of key NCDs which is quite higher than the national average of 11.63%. According to the report, the state particularly has a higher prevalence of digestive diseases, hypertension, diabetes, respiratory diseases, and neurological disorders as compared to the National Average Prevalence Rate of these diseases. This is similar to the overall national trend where hypertension, digestive disease, and diabetes emerge as the top three NCDs in the country.

Delving on the risk factors associated with NCDs, the report observed that people in the state have relatively higher exposure to air pollution as compared to the national average. As per the report, 83% of respondents have higher exposure to air pollution in comparison to the national average of 77%.

The report underlined that Odisha has a higher level of non-vegetarian food consumption with a higher level of aquatic and moderate level of red meat consumption. As per the study findings, 91.6% of the respondents from Odisha consume non-vegetarian food as compared to the national average of 65.6%. The study also found that milk and fruits consumption is lower while junk food consumption is marginally higher in Odisha than the national average. These factors have implications on the occurrence of NCDs like digestive diseases, hypertension, and diabetes.

The survey pointed out that 58% of people in Odisha never undertake health check-ups as compared to the national average of 47%. This results in a higher prevalence of NCDs in the state. The state also has a higher

The state also has a higher population of people with a monthly income of less than Rs. 10,000 at 68% in comparison to the national average of 56%. This results in limited capacity/ability of people to pay for medical expenses.

population of people with a monthly income of less than Rs. 10,000 at 68% in comparison to the national average of 56%. This results in limited capacity/ability of people to pay for medical expenses.

The survey further highlighted that 85% of people from the state incur out-of-pocket expenditure for NCD treatment in comparison to the national average of 81%. This indicates lower penetration of the government

medical facilities in Odisha as compared to the national average. The survey however highlighted that the cost or expenditure on treatment of NCDs in the region is lower than the national average. This can be understood from lower household annual expenditure on treatment of NCDs in the state as compared to the national average.

The report noted a higher level of incidence of intoxication in the state compared to the national average due to chewing tobacco. Interestingly, despite this, alcohol and tobacco consumption did not come out as a major risk factor for any of the critical NCDs identified for the survey.

The study observed that while the national prevalence rate of digestive diseases is 3.19%, its prevalence in the state of Odisha is 15.91%. This is followed by hypertension and diabetes that have a prevalence rate of 9.42% and 3.76% respectively in the state. Hypertension has a national average prevalence rate of 3.60% while it is 2.85% for diabetes. The prevalence rate of respiratory diseases and brain disorders in Odisha stands at 3.74% and 1.75% respectively. This is higher than the national average prevalence rate of 1.79% for respiratory diseases and 1.31% for brain disorders. The prevalence of some other life-

Non-Communicable Diseases	National Average Prevalence Rate	State Wise Prevalence
Digestive Diseases	3.19%	15.91%
Hypertension	3.60%	9.42%
Diabetes	2.85%	3.76%
Respiratory Diseases	1.79%	3.74%
Brain Disorders	1.31%	1.75%

illness to wellness
NON-COMMUNICABLE DISEASES
“The New Health Challenges For Odisha”
Tuesday, 14th September, 2021 • 03.00 PM – 04.00 PM

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Bridging the thought divide

threatening NCDs like cancer, kidney, and heart diseases was found to be lower in Odisha when compared to the national average prevalence rate for these diseases.

The Covid-19 pandemic has brought a sharper focus on health care. Patterns emerging from Covid management across the country indicate that people with comorbidities of non-communicable diseases (NCDs) have a higher mortality rate than those who do not. This has grave implications for the country not only because of mortality and years of healthy lives lost but also because of India’s health infrastructure.

The virtual panel discussion was held in the light of the of above-mentioned survey report focusing on “Non-Communicable Diseases. The panellists were unanimous in their praise for Assocham India for coming up with a comprehensive report on non-communicable diseases in the country to create awareness and sensitise the public as well as policymakers who look for such reports. They agreed that NCDs are preventable and with changes in lifestyle, dietary habits, and increase in physical activities among others its prevalence can be reduced/checked.

The study observed that while the national prevalence rate of digestive diseases is 3.19%, its prevalence in the state of Odishais 15.91%. This is followed by hypertension and diabetes that have a prevalence rate of 9.42% and 3.76% respectively in the state.

Panelists further stressed the need to take necessary preventive actions for early detection and treatment if conditions of specific NCDs are setting in and towards this strengthen the country’s existing healthcare system to make it accessible to all.

Dr. Sushant Kumar Sethi, Senior Consultant & Head Gastroenterologist & Hepatologist Apollo Hospital, Sainik School Road, Bhubaneswar, said, “The focus of the healthcare industry has shifted from communicable diseases to non-communicable diseases which caused 65% of deaths in India in 2019. NCDs affect people mostly in the age group of 25 to 60 years causing maximum productivity losses for the economy. We must do everything in our capacity to fight NCDs and make our country a dynamic nation.”

Dr. Bibekananda Panda, Senior Consultant Nephrologist Apollo Hospitals, Bhubaneswar added, “India is witnessing high incidence of chronic kidney diseases mostly due to uncontrolled hypertension and diabetes. As kidney ailments are detected at a very last moment, we must go for routine tests for early



diagnosis and avoid over-the-counter drugs for treatment.”

Dr. Ritesh Agrawala, Consultant Endocrinologist AMRI Hospital and Narayani Fetal Medicine Centre (NFMC), Bhubaneswar stated, “NCDs are chronic diseases which mainly happen due to changes in lifestyle, genetic and psychological factors, and stressful life. Diabetes is the most common NCD affecting over 70 million people in India. According to research reports it is growing rapidly and may cross 100 million by 2045. We must embrace a healthy lifestyle to decrease the prevalence of diabetes.”

Dr. S.C. Panigrahi, Associate Professor Department of Gastroenterology KIMS, Bhubaneswar commented, “NCDs are a major health challenge in today’s times, and we must do everything to address it. A balanced diet, regular exercise, and low stress among others can have a significant bearing on the occurrence of NCDs. We must embrace a healthy lifestyle to keep ourselves away from NCDs.”

Dr. Anupam Jena, Consultant, Cardiologist and Electrophysiologist, Kalinga Institute of Medical Sciences (KIMS), Bhubaneswar said, “As the industrial advancement goes on and the lifestyle changes, NCDs are emerging as major killers. Such diseases need life-long medication causing a huge socio-economic burden. Nutrition is an important factor for all NCDs, and we all must take special care to consume nutritious food to reduce our vulnerability to such diseases.”

Starting the panel discussion with a shloka **Dr. Rajesh Kesari, Founder and Director, Total Care Control, New Delhi** said, “All of us want to live a long and healthy life. In fact, longevity has increased in



India in the post-independence era thanks to advancements in medical sciences. This is, however, changing as India and the whole world is now witnessing an epidemic of

The focus of the healthcare industry has shifted from communicable diseases to non-communicable diseases which caused 65% of deaths in India in 2019. NCDs affect people mostly in the age group of 25 to 60 years causing maximum productivity losses for the economy.

NCDs which is causing a maximum number of deaths, unlike earlier times when communicable diseases used to be the major cause of mortality. ASSOCHAM’s ‘Illness to Wellness’ campaign is focussed on understanding these diseases and

ways to prevent them in the context of Odisha.”

The ASSOCHAM webinar was addressed by **Dr. Naveen Kumar Srivastav, Associate Director, Thought Arbitrage Research Institute (TARI), New Delhi**, and top doctors which included: **Dr. Sushant Kumar Sethi, Senior Consultant & Head Gastroenterologist & Hepatologist Apollo Hospital, Sainik School Road Bhubaneswar**; **Dr. Bibekananda Panda, Senior Consultant Nephrologist Apollo Hospitals Bhubaneswar**; **Dr. Ritesh Agrawala, Consultant Endocrinologist AMRI Hospital and Narayani Fetal Medicine Centre (NFMC) Bhubaneswar**; **Dr. S. C. Panigrahi, Associate Professor Department of Gastroenterology KIMS, Bhubaneswar**; and **Dr. Anupam Jena, Consultant, Cardiologist, and Electrophysiologist, Kalinga Institute of Medical Sciences (KIMS), Bhubaneswar**. The discussion was moderated by **Dr. Rajesh Kesari, Founder and Director, Total Care Control**.

The worth mentioning point here is that the highly interactive webinar received well attention and very wide coverage from media fraternity.

Ageing Gracefully

Govt. and Civil Society need to support in establishing, scaling, and evaluating dementia-friendly initiatives to foster societies where people with dementia and their caregivers can meaningfully participate.



In continuation of our humble endeavours under the series of ILLNESS TO WELLNESS campaign, while observing the occasion of World Alzheimer’s Day, ASSOCHAM organised an interactive webinar session focusing on “Graceful Ageing” onwards with the objectives to cascade raise awareness about of the Alzheimer’s, a chronic neurodegenerative disease, its common symptoms, and risk factors as it can affect one’s memory, thinking and behaviour. The experts unanimously urged that the need of hour is for policies & programs to target neurological disorders.

As part of its ‘Illness to Wellness,’ campaign supported by hygiene brand SAVLON, ASSOCHAM organised this webinar graced by a galaxy of doctors, speakers from the industry and neurology experts with an objective to cascade and raise awareness about Alzheimer’s disease (AD), various forms of dementia and related mental disorders and

National policies and programmes specifically targeting epilepsy, neuro infections, dementia and neuro-degenerative diseases need to be planned by the government. unless preparation, planning, and urgent steps for treatment and long-term care of an increasing population of neurologically affected people are instituted, this grim situation will tremendously pressure India’s healthcare system.

disseminate knowledge/wisdom to promote healthy living with focus on prevention and wellness.

The webinar was addressed by Prof. (Dr.) Rajinder K Dhamija, Head of Neurology Department Lady Hardinge Medical College, New Delhi; Dr. Shamsheer Dwivedee, Chairman Neurosciences and Director Clinical Services, VimhansNayati Super Speciality Hospital, New Delhi; Mr Sailesh Mishra, Founder & President, Silver Innings Group and Founder, A1 Snehanjali Assisted Living Elder Care Home; Dr. Suvarna Alladi, Professor of Neurology, National Institute of Mental Health and Neurosciences, Bangalore; Dr. Ritu Rana, Heading Mission-Health, HelpAge India; Mr Anil Rajput, Chairman, ASSOCHAM CSR Council and Dr. Rajesh Kesari, Founder and Director Total Care Control, Delhi-NCR who also moderated the panel discussion.

In his address, Prof. (Dr.) Dhamija noted that national policies and programmes specifically targeting epilepsy, neuro infections, dementia and neuro-degenerative diseases need to be planned by the government.

He also said that neurological diseases and mental disorders are becoming a serious public health crisis and are emerging as major challenges to health care systems across the world.

Noting that neurological disease burden warrants urgent prioritisation of programs centered around prevention and treatment, Prof. (Dr.) Dhamija cautioned that unless preparation, planning, and urgent steps for treatment and long-term care of an increasing population of neurologically affected people are instituted, this grim situation will tremendously pressure India's healthcare system.

He also called upon the medical fraternity including scientists, researchers and civil society to create awareness about brain health and assist government agencies and NGOs in providing treatment and prevention of neurological disorders.

Sharing his perspective on AD, Dr. Dwivedee highlighted how there is an overall neglect towards brain as a part of general health awareness whereas it is one of the most important organs for a healthy living. "Brain performance needs closer assessment by general physicians, family members, friends, and colleagues to pick brain maladies early."

Sharing his thoughts, Mr Mishra said, "Government and Civil Society need to support in establishing, scaling, and evaluating dementia-friendly initiatives to foster societies where people with dementia and their caregivers can meaningfully participate. We all can together make dementia inclusive society."

Asserting that it is painful to see the loved ones not recognizing you, Dr Rana stated that while AD can be quite harsh to deal with, care together with



love and affection can help the patients live with dignity.

Sharing her wisdom, Dr Alladi termed dementia as a common brain disease among older people

The youth should not miss out the opportunity to learn from those who have already tread the path you are trying to create with greater vigour and vitality.

with loss of memory being a major problem which might lead to agitation, suspiciousness and other distressing behavioural problems, thus it is very important to consult a doctor in the early stages of the disease, so that the best can be done for persons with dementia.

Mr Rajput talked about the

need for building equitable and compassionate care for people living with Alzheimer's disease and other dementias.

He said that mental health is just as important as physical health, and shared his secret of healthy living - ikigai, the age-old Japanese ideology which is key to happy and purposeful living.

Sharing his mantra for graceful ageing, Mr Rajput said that while the elderly need to believe that their contribution to the society is invaluable and that they themselves need to hold on to their passion for living. The youth should not miss out the opportunity to learn from those who have already tread the path you are trying to create with greater vigour and vitality.

He further said that taking lessons from Covid-19 pandemic, people of all age groups, particularly the elderly must invest in their physical health by balanced eating and regular exercising as it would help combat various severe illnesses.

On AD, Dr Kesari said that it is often associated with aging, affecting people usually elder that 65 years of age, it is progressive and effects all the mental faculties, in the end leaving the person completely dependent on others for their day-to-day activities.

"It is very important to follow a healthy lifestyle including a balanced diet, daily exercise regime and sufficient sleep to facilitate a healthy aging process. Diabetes, High Blood Pressure and High Cholesterol levels strictly need to be regulated and kept under control- Complications of these disease frequently are the causes of Mild Cognitive impairment which might lead to dementia in the elderly other than Alzheimer's and Parkinson's diseases."

Word Heart Day: Dil Maange More

On the eve of ‘World Heart Day’ ASSOCHAM as part of its ‘Illness to Wellness’ campaign unveiled heart disease-specific findings of India’s largest primary healthcare survey report on the rising burden of non-communicable diseases in the country.



ASSOCHAM as part of its ‘Illness to Wellness’ campaign and on the eve of ‘World Heart Day’ unveiled heart disease-specific findings of India’s largest primary healthcare survey report on the rising burden of non-communicable diseases in the country. This was followed by a virtual panel discussion on “Dil Maange More - Healthy Heart for a Healthy Long Life”.

The eminent panellists unanimously stated and coherently mentioned that high-Stress Level, Poor Diet, Obesity, and Sedentary Lifestyle Leading to High Prevalence of Heart Disease in India: ASSOCHAM Report further highlighted that more than 40% of people are not aware of having heart diseases and hypertension, over 70% of people suffering from heart-related ailments are diagnosed after 1 year of suffering, 54% of respondents have been seeking treatment for more than 1 year, signifying high morbidity of these diseases and 52% of heart disease

The survey highlighted that heart diseases and hypertension have a prevalence of 1.01% and 3.60% respectively and both the diseases together account for 32% of all NCDs in the country. It observed that the risk and prevalence of heart diseases increase significantly from the age of 36-45 years.

patients seek medical advice only in the case of an emergency.

The survey report titled “Non-Communicable Diseases in India” covered 2,33,672 people and 673 public health offices in 21 states to analyse the rising cases of NCDs in the country and the social profile of suffering households. The study was conducted by ASSOCHAM jointly with Delhi-based think tank, Thought Arbitrage Research Institute (TARI).

The survey highlighted that heart diseases and hypertension have a prevalence of 1.01% and 3.60% respectively and both the diseases together account for 32% of all NCDs in the country. It observed that the risk and prevalence of heart diseases increase significantly from the age of 36-45 years. According to the report, the prevalence of hypertension is higher

Non-Communicable Diseases	Risk Factors
Heart Diseases	High-Stress Level, Poor Diet, Obesity, Sedentary Lifestyle
Hypertension	Low Physical Activity, High Junk Food Consumption with high salt content, Obesity, Air Pollution

in females at 4.04% in comparison to 3.21% for males. It further stated that the incidence of heart diseases is higher in males at 1.13% in comparison to 0.87% for females. The prevalence of both diseases is agnostic to urban or rural geographies.

Delving on the relative risk factors associated with heart diseases, the report observed that a high-stress level is the main risk factor for heart diseases at 37% followed by poor dietary habits at 11%. It stated that people who are obese and overweight, and live sedentary lifestyles have 9% and 8% higher relative risk respectively and more prone to developing heart diseases. On the other hand, key relative risk factors for hypertension include low physical activity at 36% and high consumption of junk/street food high salt content at 30% both of which can lead to obesity that has a relative risk of 24%. Exposure to air pollution at 19% was found to be another significant risk factor for hypertension. The study noted that high consumption of alcohol and tobacco are among other risk factors identified for causing heart ailments and hypertension.

Divulging the low awareness level about their NCDs among respondents, the survey pointed out that more than 40% of the respondents suffering from CVD and hypertension accepted that they were not aware of having their respective diseases for more than 3 years. The report highlighted

Comorbidity of Heart and Hypertension with Other NCDs						
Diseases	Heart Disease	Hypertension	Cancer	Diabetes	Respiratory Disease	Kidney Disorders
Heart Diseases	100	6.2	5.3	4.4	5.6	6.5
Hypertension	22.3	100	6.4	24.3	15.6	12.6

that for the heart ailment over 70% of respondents stated that they were diagnosed after 1 year of suffering.

Highlighting gaps in the treatment-seeking behavior of people, the report underlined that about 10% of the respondents suffering from CVD or hypertension stated they are not seeking any treatment. On the other hand, for heart and hypertension-related ailments, more than 54% of respondents stated that they are seeking treatment for more than 1 year. This signifies high morbidity of these diseases.

The survey further showed that over 52% of CVD/heart disease patients seek medical advice only in the case of an emergency. It pointed out that about 45% of CVD/heart diseases patient seek medical treatment under the direct supervision of doctors while around 3% of CVD/heart diseases patients rely on Ayush - traditional and non-conventional systems of health care and healing, quack, and others which include home treatment, advice from others, treatment on the internet, etc. It noted that 7.5% of people suffering from heart disease spend more than ₹ 50 thousand annually for its treatment while 25% of people with heart disease

spend between ₹ 10-50 thousand annually for the same.

As per the study, hypertension, respiratory diseases and diabetes have the highest comorbidity with heart diseases. On the other hand, hypertension has the highest comorbidity with other NCDs, and its prevalence significantly increases the risk of other NCDs. The study observed that the national prevalence rate of heart diseases is 1.01% with North-East states having the highest prevalence of CVD/Heart diseases followed by northern states, West Bengal, and Kerala.

The Covid-19 pandemic has brought a sharper focus on health care. Patterns emerging from Covid management across the country indicate that people with comorbidities of non-communicable diseases (NCDs) have a higher mortality rate than those who do not. This has grave implications for the country not only because of mortality and years of healthy lives lost but also because of India's health infrastructure.

The panelists were unanimous in their praise of ASSOCHAM for coming up with a comprehensive report on non-communicable diseases in the country to create awareness and sensitise the public as well as policymakers who look for such reports. They agreed that NCDs like heart diseases and hypertension are preventable and with changes in lifestyle, dietary habits, and increase in physical activities among others its prevalence can be reduced/checked. Panelists further stressed the need to take necessary preventive actions



for early detection and treatment if conditions of specific NCDs are setting in and towards this strengthen the country's existing healthcare system to make it accessible to all.

Gracing the occasion, Shri Anil Rajput, Chairperson, ASSOCHAM CSR Council stated, "The Covid pandemic attacked humanity in all imaginable and unimaginable ways. The virus proved capable of damaging the lungs, heart, kidneys, liver, blood, and much more besides wreaking havoc on the mind and causing extreme anxiety and distress. Heart disease cases have been rising steadily in India and we must adopt a holistic approach which includes an active lifestyle, a healthy diet, increasing intake of fruits and vegetables, and managing work stress and work for a healthy long life."

(Padma Bhushan) Dr. T.S. Kler, Chairman, Fortis Memorial Research Institute, Gurugram and Fortis Hospital, New Delhi, said, "Heart disease is among the top killers in the country, but the good news is that many of the heart-related complications are curable, and their treatment is available in the country. I recommend people to do regular exercise, get good sleep, destress themselves, and eat in moderation for a healthy heart and disease-free life."

Dr. J.P.S. Sawhney, Chairman, Department of Cardiology, Sir Ganga Ram Hospital stated, "The cases of heart diseases are increasingly seen among the younger generation. Research has shown that causes of heart diseases are also genetic in origin, and this can be diagnosed clinically. The lipid profile of children therefore must be done to understand their susceptibility to heart-related complications and start their treatment early to prevent the occurrence of such

Illness to Wellness
Webinar on
DIL MAANGE MORE
Healthy Heart for a
Healthy Long Life

Tuesday, 28th September 2021
3.00 PM To 4.30 PM

The Associated Chambers of Commerce and Industry of India

diseases. Above all, doing everything in moderation is key to a healthy heart for a healthy long life."

Dr. (Col.) Manjinder Sandhu, Director Cardiology & Artemis Cardiac Care Pvt Ltd, Artemis Hospitals commented, "Heart illness is very common among diabetes patients who may not feel pain at the time of

Patterns emerging from Covid management across the country indicate that people with comorbidities of non-communicable diseases (NCDs) have a higher mortality rate than those who do not.

heart stroke. They must keep watch on symptoms like breathlessness, confusion, disorientation to anticipate heart attack and must undergo tests at regular intervals to avoid it."

Dr. Raman Puri, Senior Interventional Cardiologist, Cardiac Care Centre, New Delhi Founder and Chairman, Lipid Association of India said, "Heart disease is a very slow developing disease and is preventable with modification in lifestyle. I recommend every parent to give a lipid

profile as a gift to their children on their 20th birthday so that they can bring necessary changes in their lifestyle to improve their quality of life and reduce the chances of heart stroke."

Dr. Bipin Kumar Dubey, Head of Department, Cardiac Science Manipal Hospitals, New Delhi said, "Young generation has embraced exercising or working out in a big way and is taking supplement foods to boost muscles. This must be stopped as supplements may contain steroids and ingredients which can adversely affect health. They must socialize with real friends, do regular exercise, avoid high cholesterol fast food and try to pick up early signals to take preventive steps and cut the chances of heart disease and stroke."

Starting the panel discussion Dr. Rajesh Kesari, Founder, and Director, Total Care Control, New Delhi said, "Heart is the most important and precious organ in our body. We need a very healthy heart to keep us going through all the anxieties, stress, and perturbations of life to be able to do and achieve everything. This panel discussion on the eve of 'World Heart Day' witnessed the stalwarts in the field of cardiology and bestowed upon precious time and visionary thoughts with us to keep our heart healthy for a healthy long life."

Indirect Tax on International Transactions



The Government has introduced various schemes / incentives which will help India in achieving the 'Make in India' vision and will substantially support it in becoming a manufacturing and exporting powerhouse. In the foregoing backdrop, ASSOCHAM Council on WTO, Trade and Investment & Indirect Taxes in association with ShineWing India organized a webinar on "Indirect Tax on International Transactions – Cost Optimization, Efficiency and Benefits" on 27th September 2021. The session provided practical insights and key developments.

In terms of Schemes, the session focused on 2 key schemes Authorised Economic Operator (AEO) and

Manufacturing and Other Operation in Warehouse Regulation (MOOWR)

- AEO programme aims to provide businesses with an internationally recognised quality mark. As a part of this initiative, the Companies are expected to maintain the integrity of their supply chain by maintaining security standards.
- MOOWR helps importers retain cash flow as goods can be kept in warehouses for manufacturing and other operations bereft of any time limit and duty is to be paid only when the goods are cleared for domestic sale.

In terms of Incentive, the session focused on Production Linked Incentive (PLI) and Remission of Duties and Taxes

on Exported Products (RoDTEP)

- The Government has introduced PLI scheme across 10 key specific sectors which will make Indian manufacturers globally competitive, attract investment in the areas of core competency and cutting-edge technology; ensure efficiencies; create economies of scale; enhance exports and make India an integral part of the global supply chain

RoDTEP is primarily a replacement of MEIS Scheme provided to exporter of goods, which was challenged by the US at WTO wherein a dispute panel in the WTO ruled against India. RoDTEP has been notified w.e.f. 01 January 2021.

The program was addressed by eminent experts including Mr. Paras Jain, Co- chairman, National Council on Indirect Taxes, ASSOCHAM & President - Group Indirect Taxation, Welspun Group, Mr. Ankur Gupta, Indirect Tax Practice Leader, ShineWing India, Mr. Atul Puri, Tax & Assurance Practice Leader, ShineWing India, Mr. Pramod Sant, Vice President - Head of Import Export and Customs, Siemens India and Mr. Gajendra Maheshwari, Managing Partner, Reina Legal.



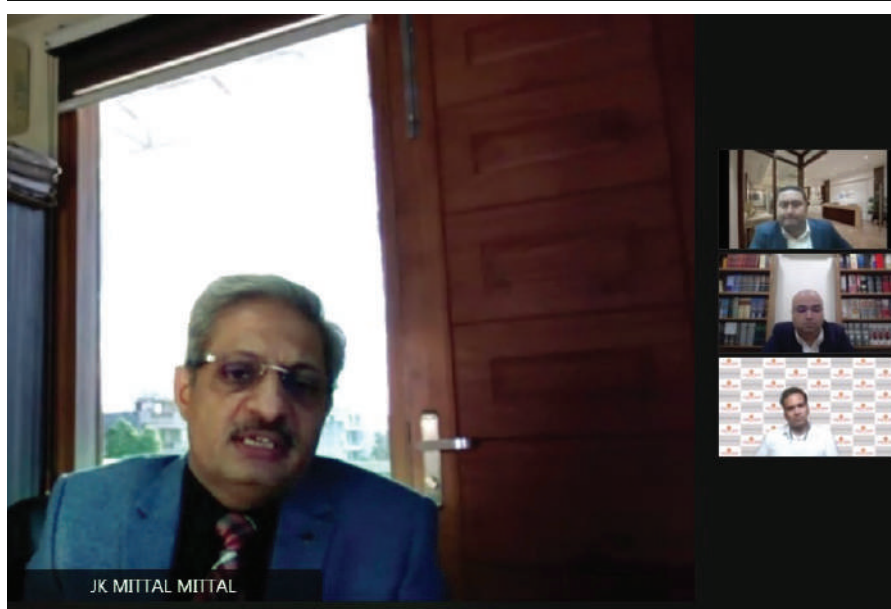
Interface Between GST and Criminal Laws

The overtly aggressive approach often adopted by GST authorities for enforcement and recovery of taxes, especially frequent invocation of coercive measures, has given rise to serious concerns and need for strategic reviews as well as high-pitched legal battles.

The GST law envisages several offences many of which may trigger for acts/omissions of a supplier/vendor – it is in this context that it becomes imperative to be aware of the key triggers for interfaces between GST and criminal laws and take note of practical insights/best practices in this regard.

The GST law equips the Commissioner with the weapon of power to order preventive arrest under Section 69(1) of the CGST Act on the basis of ‘reasons to believe’ that offences of tax evasion and/or fraudulent credit availment as specified under Section 132(1) of the CGST Act have been committed. However, such ‘reasons to believe’ are being invoked far too frequently even for the simplest of inadvertent non-compliances. There is protection available under the law including anticipatory bails and compounding of the offences - however, the interpretations in the context of GST often pose a challenge. Hence, it is important for stakeholders across industries to gain an understanding of the practical ramifications of these laws and the best practices in this context.

ASSOCHAM in association with Khaitan & Co. organised a webinar on “Interface between GST and



criminal laws: key learnings” on 17th September 2021. The session provided practical insights into the various day-to-day transactions which may trigger offences under GST, understanding

of summons, recording of statements, inspection, search and seizure, preventive arrests etc. under GST and how stakeholders need to adapt to the changes as brought in by the developments.

The program was addressed by eminent experts from tax profession including Mr. J.K. Mittal, Co-chairman, National Council on Indirect Taxes, ASSOCHAM, Mr. Sudipta Bhattacharjee, Partner- Indirect Tax, Khaitan & Co., & Mr. Rajiv Bhatnagar, Partner and Co-Head - White Collar Criminal Litigation and Advisory practice, Khaitan & Co.

NCD: A Challenge For West Bengal

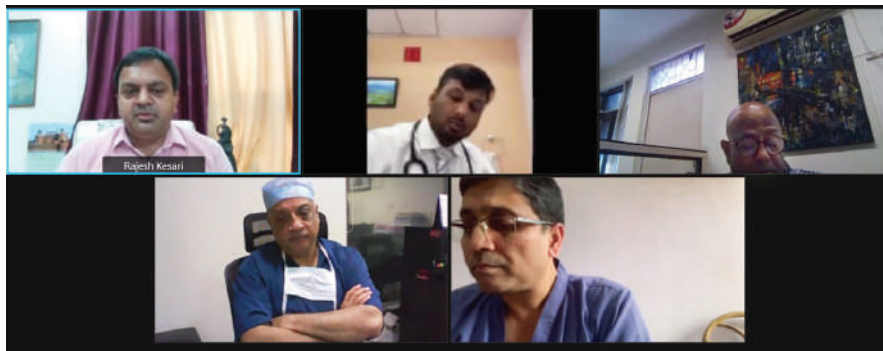
In spite of greater physical activity compared to other states, the prevalence of NCD in West Bengal is significantly higher than the national average.

ASSOCHAM, in continuation of its 'Illness to Wellness' campaign, unveiled West Bengal specific findings of India's largest primary healthcare survey report on the rising burden of non-communicable diseases in the country.

ASSOCHAM Report suggested that high-Stress level, poor dietary habits, and delay in seeking medical Advice Leading to High Prevalence of NCDs in West Bengal. The prevalence of NCDs in West Bengal is 17.83% as compared to the national average of 11.63%. Hypertension, digestive diseases, diabetes, neurological diseases, and respiratory disease are the most prevalent NCDs in the state. 61% of people in West Bengal do not undergo health check-ups and only 37% undergo health check-ups once in 12 months.

The report was conducted by ASSOCHAM jointly with Delhi-based think tank, Thought Arbitrage Research Institute. This was followed by a virtual panel discussion on "The New Health Challenges for West Bengal". The survey report titled "Non-Communicable Diseases in India" covered 2,33,672 people and 673 public health offices in 21 states to analyse the rising cases of NCDs in the country and the social profile of suffering households.

The survey highlighted that prevalence of any NCD and key NCDs like hypertension, digestive diseases, neurological diseases, kidney disorders, respiratory disease, diabetes, cancer, and heart diseases in West Bengal is significantly higher



than the national average. According to the survey, the prevalence of any NCD in the state is 17.83% as compared to the national average of 11.63%.

Delving on the risk factors associated with NCDs, the report underlined that the West Bengal population faces higher stress in comparison to the national average. It observed that people in the state get optimum sleep when compared to the national average. As per the report, 48% of respondents from West Bengal face high stress as compared to the national average of 41% while 88% get optimum sleep which is similar to the national average of 89%.

The report highlighted that people in West Bengal are more physically active in comparison to people in other parts of the country. This finding is further substantiated by the lower BMI of respondents in comparison to the national average. The report also highlighted that air pollution, which is one of the important risk factors for NCDs, is 79% in the state and is comparable to the national average of 77%.

A significantly higher level of non-vegetarian food consumption at 93.5% as compared to the national average of 65.6% was identified as a key risk factor behind the high prevalence of NCDs in the state.

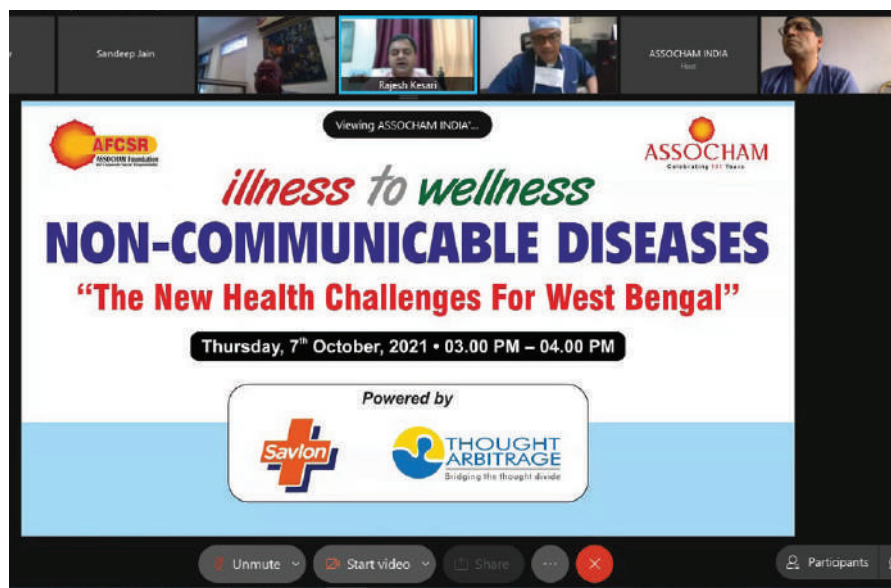
Non-Communicable Diseases	Risk Factors
Hypertension	Exposure to Polluted Air, High Consumption of Non-vegetarian, Red Meat, Lower Fruit Consumption, Junk food consumption, High Stress
Digestive Diseases	Higher Level of Non-vegetarian Food and Red Meat Consumption, Lower Fruit Consumption, Junk Food Consumption, Exposure to Polluted Air
Diabetes	Higher Level of Non-vegetarian Food, Red Meat Consumption, High Stress, Junk food consumption
Brain Disorders	Exposure to Polluted Air, Junk food consumption, High Stress
Respiratory Diseases	Exposure to Polluted Air
Heart Disease	Junk food consumption, High Stress

This includes consumption of red meat, which is associated with a greater risk of NCDs, and aquatic food, which is considered a rich source of high-quality protein as well as micronutrients.

The survey found that West Bengal has a higher level of vegetable consumption at 74.1% as compared to the national average of 62%. This is in sharp contrast to the trend observed with regards to fruit consumption which is lower in the state at 15.8% in comparison to 21% at the national level. The state is also found to be low in milk consumption with 39.9% population consuming milk against the national average of 57.8%. Legume consumption in the state is around 74% percent and it matches the national average. The report also noted a higher level of incidence of intoxication in the state compared to the national average.

Junk food with high salt content and carbonated drinks consumption which can lead to a lot of health problems are at par with the national average. As per the report, 37.9% of respondents answered in affirmative when asked about the consumption of carbonated drinks in comparison to the national average of 40.9%. With a national average of 41.3% and 44.6% for the state, street and processed food consumption were also found to be comparable by the study report.

The survey pointed out that 61% of people in West Bengal do not undergo health check-ups when compared to the national average of 47%. The survey also revealed that only 37% of respondents accepted that they undergo health check-ups at least once in 12 months. This is much lower than the national average of 50% and can be one of the important factors behind the high prevalence of NCDs



in the state.

The delay in seeking treatment by the West Bengal population is also evident from the survey findings which showed that 31% of people in West Bengal seek medical advice only after observing higher stages of symptoms or on compulsion compared to 17% nationally. The survey also pointed out that only 41% of the population seek medical advice after first-stage symptoms while the national average for the same is 56%.

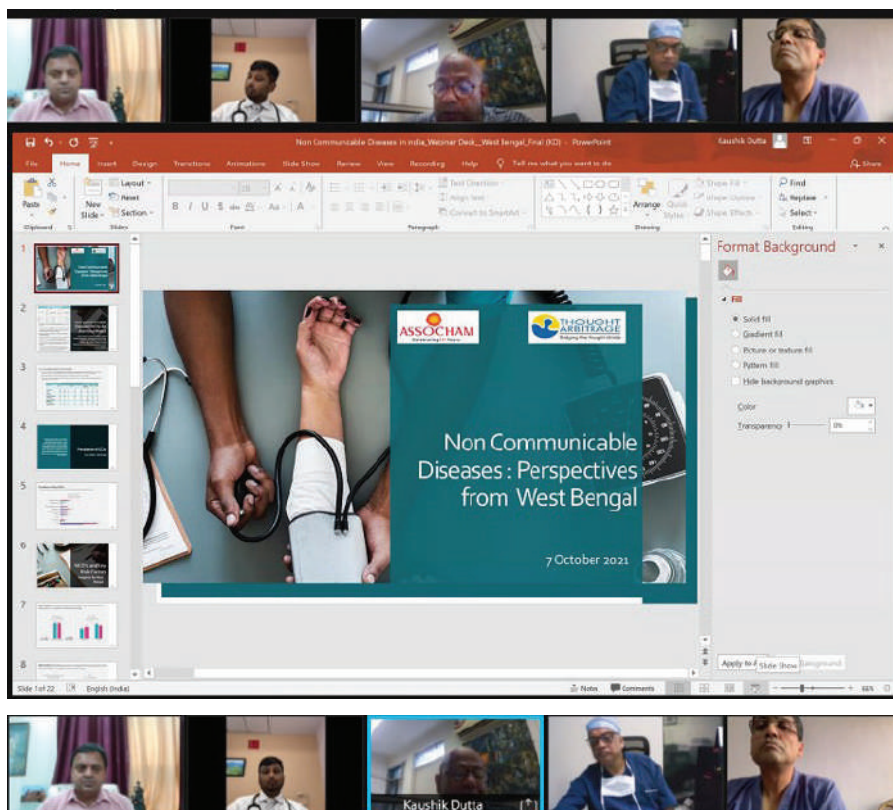
The delay in seeking treatment by the people of the state can also be understood from their monthly income. As per the survey, 69% of respondents from the state have a monthly income of less than Rs 10,000. This is lower than the national mean of 56% and has a direct bearing on the ability of people to pay for private medical expenses which is costly.

Furthermore, the survey highlighted that out-of-pocket expenditure for NCD treatment in West Bengal is 71% which is lower than the national average of 81.2%. Also, the expenditure on treatment of NCDs in the state is lower than the national average with 78% of people spending up to Rs. 10,000 annually

towards the treatment of such diseases against the national average of 70%. This is because people in the state are covered under insurance schemes or seek treatment through society or trust.

The study observed that while the national prevalence rate of hypertension is 3.60%, its prevalence in West Bengal is 5.13%. This is followed by digestive diseases that have a prevalence rate of 4.80% in West Bengal as compared to a national average prevalence rate of 3.19%. Diabetes, Brain/neurological disorders, and respiratory diseases showed 3.53%, 3.50%, and 3.44% prevalence respectively in West Bengal as compared to a national average prevalence rate of 2.85% for diabetes, 1.31% for brain/neurological disorder, and 1.79% for respiratory disease.

The prevalence of heart disease, kidney disorder, and cancer, though minuscule, is found to be higher in West Bengal than the national average prevalence of these diseases. The prevalence of heart disease in West Bengal is 2.34% in comparison to the national prevalence of 1.01%. On the other hand, kidney disorders at 0.96%



environment are the major causes of non-communicable diseases. We cannot change our genes, but we can surely work on the environment which constitutes our lifestyle and dietary habits. Today, people are living a sedentary lifestyle which is a major cause of NCDs. We should control our diet, exercise more, and do things in moderation to reduce vulnerability to NCDs.”

Dr. Sunil Kumar Daksh, Consultant Nephrology, Narayana Group of Hospitals, RTTI cs Mukundpur NSH Howrah, NMH Barasatsaid, “True definition of health is complete physical, mental, and social well-being. Good health includes optimum sleep, balanced diet, and sound mental health. By being happy, active, and eating healthy we can avoid most NCDs including kidney disorders. And in case of detection, one must consult the doctor early to stop its progression.”

Starting the panel discussion session with a positive and upbeat note, Dr. Rajesh Kesari, Founder and Director, Total Care Control, said, “We all want to have a good life, but diseases come in the way of our lives. NCDs are responsible for causing around 60% of all deaths all over the world and it is high time we do something to counter it. Healthy lifestyle practices that include the right food and proper exercise are key to a happy and healthy life that we all aspire to live.”

Mr. Kaushik Dutta, Founder and Co-Director, Thought Arbitrage Research Institute (TARI) addressed the webinar.

The program received very well attention from diverse key stakeholders including media fraternity.

and Cancer at 0.17% were also higher in the state in terms of prevalence as compared to the national average prevalence rate of 0.40% and 0.13% respectively for these diseases.

The Covid-19 pandemic has brought a sharper focus on health care. Patterns emerging from Covid management across the country indicate that people with comorbidities of non-communicable diseases (NCDs) have a higher mortality rate than those who do not. This has grave implications for the country not only because of mortality and years of healthy lives lost but also because of India’s health infrastructure.

The panelists were unanimous in their praise of ASSOCHAM for coming up with a comprehensive report on non-communicable diseases in the country to create awareness and sensitise the public as well as policymakers who look for such reports. They agreed that NCDs are

preventable and with changes in lifestyle, dietary habits, and increase in physical activities among others its prevalence can be reduced/checked. Panelists further stressed the need to take necessary preventive actions for early detection and treatment if conditions of specific NCDs are setting in and towards this strengthen the country’s existing healthcare system to make it accessible to all.

Dr. Kunal Sarkar, Senior Vice Chairman & Senior Consultant, Cardiac Surgeon, MEDICA Super Specialty Hospital, Kolkatasaid, “Lifestyle diseases are here to stay as the human body is not meant for the kind of life we live today. This calls for embracing healthy lifestyle habits and regular health vigilance to avoid as well as detect NCDs at an early stage.”

Dr. Sanjoy Mandal, Senior Consultant GI Surgeon, Specializing in Onco-Surgery and Advance Laparoscopy, AMRI Hospitals, Kolkatacommented, “Genes and



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