



Bharat@100: Envisioning a Globally Competitive Future



SUSTAINABILITY



EMPOWERMENT



ENTREPRENEURSHIP



DIGITALIZATION

Trade with
Best & Trusted
Forex Trading
Platform



For Exporters, Importers, MSMEs, FPI, NRI etc.
Online access to Forex Market

FX-Retail

for forex dealing



www.fxretail.co.in



Easy registration Process



Better Pricing & Full Transparency



Real-Time access to Forex Market



Web-based Forex dealing in USD / INR



Scope for Savings in Forex Conversion Cost



Dealing with Multiple Banks on Single Platform



Clearcorp Dealing Systems (India) Ltd.

A wholly owned subsidiary of The Clearing Corporation of India Ltd.



1800 266 2109 / 022-61546313



supportfxretail@ccilindia.co.in



All hands on deck as India's economy poised for major take-off

This positivity can also be seen in rankings linked in doing business. India jumped 79 positions from 142nd in 2014 to clinch the 63rd spot in World Bank's Ease of Doing Business Rankings 2020 and it has the potential to move further to the top 20-30 slot.

It is a matter of great honour to be chosen as President of the Associated Chambers of Commerce and Industry of India (ASSOCHAM), a knowledge powerhouse that has helped shape India's economy from its pre-liberalisation phase to its current state of strong growth and increasing global impact.

This change over the past few decades sees the Indian economy at an inflection point today, poised to become one of the top three economies in the world.

What we collectively do now as a nation, from the Centre to the states to financial institutions and leading chambers such as ASSOCHAM, could set the stage for future generations and an improved quality of life for all Indians in the nearer term.

However, expect bumps on the journey, some of which we are witnessing today from rising inflation to supply chain disruptions. At the global scale, the recent Fed meeting hinted at an urgency for steep rate hikes. Recently, Fitch Ratings lowered its world GDP growth forecast for 2022 by 0.7 pp to 3.5% and 0.2 pp to 2.8 % in 2023 on the back of rising interest rates, higher inflation and the

global energy shock stemming from the conflict in Ukraine.

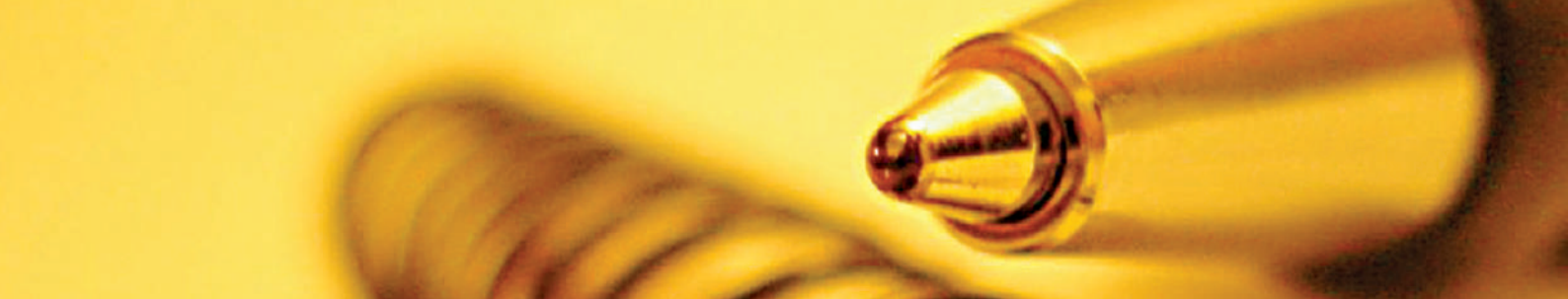
Global food prices have surged to an all-time high given Ukraine's status as a major food producer, and Covid is still lingering across several parts of the world, particularly in China.

India, too, is being buffeted by these global headwinds, forcing the RBI to recently trim its FY23 GDP forecast to 7.2% from 7.8%.

Indian economy stands out

Yet, compared to most other major economies, India is well placed, with inflation largely under control and demand rising sharply in a post-Covid rebound. Further, our financial sector is now healthier as corporates have largely delevered. Thus, smart policymaking over the past few years—including welcome fiscal prudence by the Finance Minister Nirmala Sitharaman during the pandemic—and huge efforts, plus adaptability, by India Inc. have helped set the stage for sustained strong growth.

Given India is in a pole position vis-à-vis other economies, it is critical that all stakeholders collaborate more closely to boost export competitiveness; expand the manufacturing sector, including MSMEs;



support the critical clean energy transition; and further improve the ease of doing business.

Positive Sentiment Rising

A huge opportunity for the Indian economy is that it can lead the global clean energy transition. Already, under the able leadership of Honourable Prime Minister Narendra Modi, the country is making huge strides in expanding renewables and creating enabling policies for technologies such as Green Hydrogen. The greening of the economy, which has been helped significantly by the FY23 Budget, will create millions of jobs, ramp up manufacturing, and lead to better air quality and healthier lives.

The renewable sector has seen almost 400% growth in the past six-to-seven years, as pointed out by the Commerce and Industry Minister Piyush Goyal during this year's ASSOCHAM's annual session whose theme was 'Bharat@100: Envisioning a globally competitive future'.

During the same session, Mr. Goyal rightly stated that the narrative around the world has moved from 'why India' to 'why not India.' Positivity is permeating most sectors; for example, the real estate sector whose sentiment index touched an all-time high of 65 during the October-December quarter in 2021.

This positivity can also be seen in rankings linked to doing business. India jumped 79 positions from 142nd in 2014 to clinch the 63rd spot in World Bank's Ease of Doing Business Rankings 2020 and it has the potential to move further to the top 20-30 slot. To further improve rankings, the government continues to act and has already reduced almost 27,000 compliances at the Central and state levels.

India is also engaging with the world with greater confidence than ever. For instance, in the last seven years, FDI inflows have broken all records. If we look at the recent India-Australia trade agreement, it is clearly a watershed moment for bilateral ties. The historic agreement between two strong economies and robust democracies aims to double bilateral trade over next five years: This will boost India's economy, including creating lakhs of jobs. Deepak Sood, Secretary General, ASSOCHAM, true to the chamber's culture of national service fostered over decades, was a member of the Indian delegation that witnessed the signing of this historic trade pact.

Similarly, in another landmark deal, India and the United Arab Emirates signed a Comprehensive Economic

Partnership Agreement in February, which is expected to increase bilateral trade from the current US\$ 60 billion to US\$ 100 billion in the next five years.

Other catalysts, too, are helping bring about more positive change. The use of technology for effective governance is reflected in the Gati Shakti National Master Plan of the government, which empowers 16 ministries, including railways and roads, with faster and efficient decision-making.

Another exciting development is that in preparing for Industrial 4.0, Indian firms are adopting innovative technologies such as mixed reality, augmented reality, and virtual reality to achieve sustainable growth.

One sector that needs significantly more support is MSME, which requires more assistance urgently from the government via access to formal credit. MSMEs are crucial for job generation but they have not received sufficient credit from financial institutions, which remains exceptionally low. To unleash its full potential, the sector needs Credit Guarantee Schemes.

During my presidency, I wish to work wholeheartedly with the Government of India and the states to help ensure this strong growth momentum continues so that the quality of life of all our people improve.

To do so, I intend to be an objective but passionate voice for industry. My colleagues, including respected ASSOCHAM Senior Vice-President Ajay Singh and Mr. Sood, and I will listen attentively to, and engage emphatically with, policymakers, and represent the views of different sectors, as well as the overall business community, with clarity and vigour to ensure their hopes, concerns and views are heard.

A few areas I intend to highlight include a flat GST, reduced corporate taxes, a stable tax environment, greater support for MSMEs, and more enabling policies for domestic manufacturing.

Once again I am both humbled and privileged to be in this august position. I will do my utmost to ensure that ASSOCHAM plays its historic role as an adviser and enabler to both industry and the government in boosting India's economic growth so the country can reach Amrit Kaal, or a period of auspicious growth, over the next 25 years.

Sumant Sinha
President, ASSOCHAM



India's economic recovery on a 'solid path'

The country's economic recovery has seen several sectors surpassing their pre-pandemic growth curve. The overall job market has also displayed a sharp recovery at 18.4 per cent year on year. In fact, there has been a huge rebound and optimistic recovery patterns across different sectors.

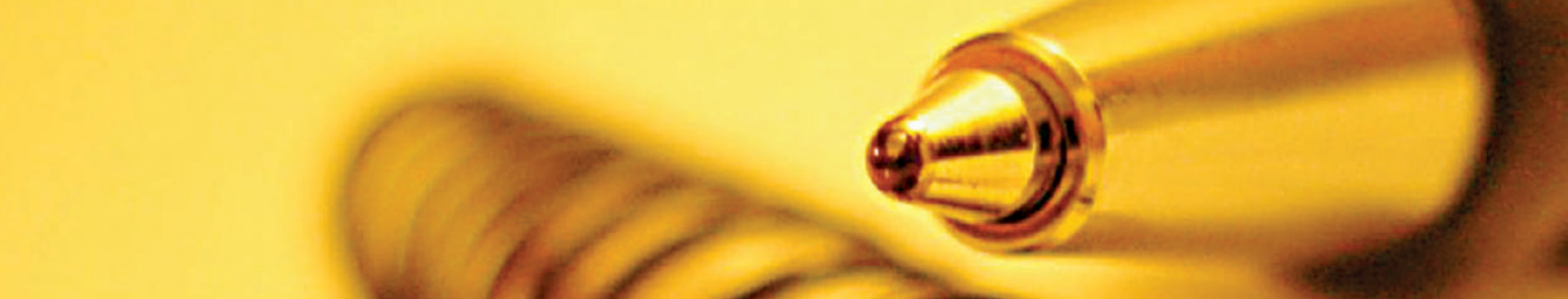
According to the recent United Nations World Economic Situation and Prospects (WESP) 2022 report, India's economic recovery is on a 'solid path'. The Reserve Bank of India (RBI) has also pegged the economic growth rate at 7.8 per cent for 2022-23, thus adding impetus to the buzz on the economic recovery. This is a far cry from the time the country and the world came to a standstill with the onset of the COVID-19 pandemic, which took deadlier proportions in 2021. The government needs to be lauded for successfully steering the nation out of the crises and helping it regain its growth momentum.

The country's economic recovery has seen several sectors surpassing their pre-pandemic growth curve. The overall job market has also displayed a sharp recovery at 18.4 per cent year on year. In fact, there has been a huge rebound and optimistic recovery patterns across different sectors. Interestingly, hospitality and travel, two of the worst affected sectors during the pandemic and lockdown, are leading the recovery trend at 48 per cent in March. This is closely followed by the energy sector, which had a 41.5 per cent increase in its headcount, and IT/ ITES services which had a 27 per cent increase in growth.

ASSOCHAM, as a partner with the government, appreciates the efforts taken by it for providing a significant push in job creation across several sectors. The Chamber strongly believes that this positive trend will continue in the coming months as well.

There has been a change of guard at ASSOCHAM, with Mr Sumant Sinha taking over as the new President of our apex body. He takes charge at a time when the Indian economy is opening to scores of untapped opportunities that the post-pandemic world has to offer. Mr Sinha heads ReNew Power, one of India's largest clean energy companies. He will undoubtedly play a crucial role as India embarks on the journey towards a critical global role supported by a strengthened domestic ecosystem. Mr Ajay Singh, Chairman & Managing Director of SpiceJet, also joins him as ASSOCHAM's new Senior Vice-President.

ASSOCHAM had organised its annual session - titled Bharat@100, which saw significant participation from dignitaries and government representatives. At the event, Shri Piyush Goyal, Hon'ble Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles, Government of India, spoke about the efforts taken by the central government on the free trade



ASSOCHAM, as a partner with the government, appreciates the efforts taken by it for providing a significant push in job creation across several sectors. The Chamber strongly believes that this positive trend will continue in the coming months as well.

agreement (FTA) and the comprehensive economic partnership agreements (CEPA). Shri Jyotiraditya Scindia, Hon'ble Union Minister for Civil Aviation, touched upon the issue of high rates of VAT, which has been addressed in close cooperation with the state governments. As many as 23 states have slashed their VAT on aviation turbine fuel (ATF) from 15-30 per cent to 1-4 per cent.

The event also had Shri Narayan Rane, Minister of Micro, Small and Medium Enterprises (MSME), highlighting the efforts to support the MSMEs through friendly policies, bringing in the latest technologies, setting up training centres and providing credits. Shri Arjun Ram Meghwal, Minister of State, Ministry of Parliamentary Affairs; & Minister of State, Ministry of Culture, Government of India, stated that India can achieve its dream of becoming self-reliant or becoming Aatmanirbhar Bharat by following the Environment, Social, and Governance (ESG) norms.

Dr Munjapara Mahendrabhai, Hon'ble Minister of State, Ministry of Women and Child Development and Ministry of AYUSH, also announced that the ministry, this year, has focused on the Delhi health program that strives to build a network of 23 Delhi Mental Health Centre of Excellence. The entire program was a huge success, with the participation of hundreds of industry representatives from various parts of the country.

Finally, I would also like to acknowledge the contribution made by our outgoing President, Mr Vineet Agarwal, in guiding our industry network, especially at the time of the pandemic. He has indeed been a guiding force for the Indian industries, and we wish him success and look forward to his continued support..

*Deepak Sood,
Secretary General, ASSOCHAM*

The Great Reset: Reinforcing India's Global Positioning

The time has arrived in the development journey of India when the country will redefine itself says Shri Piyush Goyal, Hon'ble Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles, Government of India at an ASSOCHAM event.



Mr. Piyush Goyal, Minister of Commerce and Industry addressing the session on 'The Great Reset: Reinforcing India's Global Positioning'.

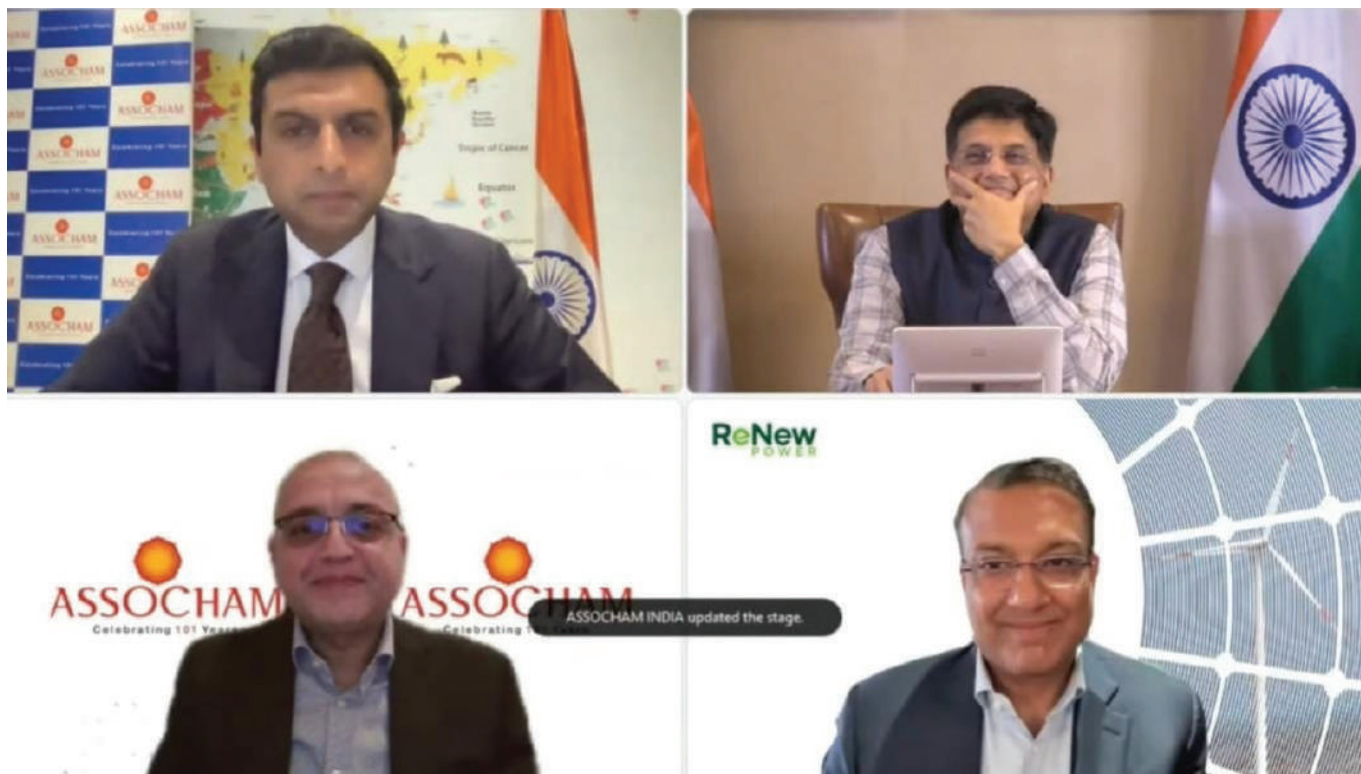
Speaking at the session on 'The great reset: Reinforcing India's global positioning' hosted by the chamber, Shri Piyush Goyal said that ASSOCHAM and the country's history and growth goes hand in hand as he recounts the important role the chamber played in helping the country face calamities from time to time.

"We are working very closely with industry on FTA or Comprehensive Economic Partnership Agreements (CEPA). We concluded the UAECEPA in 88 days and it is a global benchmark. This is by far the most comprehensive partnership of two nations that is starkly different from each other in terms of size, products, opportunities, investment opportunities and many others. With a \$60 billion two-way trade and aspiration to take it to \$100 billion

Union budgets in the past few years have re-enforced our commitment to Atmanirbhar Bharat. Through bold reform measures, we are hoping to become a global manufacturing giant as well as a global player in international trade. We have to really increase our exports to finance our imports and strengthen the rupee in the days to come.

and \$150 billion in the near future. This is the speed with which we would like to work with other countries for an FTA. Third round of negotiation are set to start for various countries and we are putting in our best foot forward".

"Union budgets in the past few years have re-enforced our commitment to Atmanirbhar Bharat. Through bold reform measures, we are hoping to become a global manufacturing giant as well as a global player in international trade. We have to really increase our exports to finance our imports and strengthen the rupee in the days to come. Through the PLI schemes, we are looking at about 6 million jobs, additional production of at least 30 lakh crores in the next 5 years and attracting huge investments into the country. Both domestic and international players are



Mr. Vineet Agrawal, President; Mr. Deepak Sood, Secretary General; Mr Sumant Sinha, Sr. Vice President ASSOCHAM greeting Mr. Piyush Goyal, Minister of Commerce and Industry at session on 'The Great Reset: Reinforcing India's Global Positioning'.

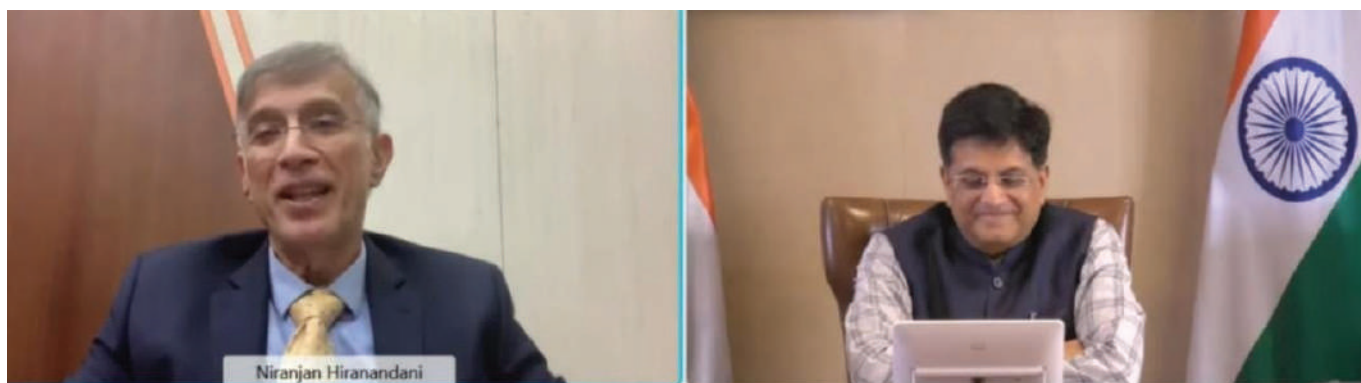
looking at India as a big opportunity to make in India for the world and to serve from India the rest of the world. Start-up's play a key role in creating a strong and vibrant economy. The mood in the nation is full of potential and we are making rapid strides in the start-up eco-system and we have a bright future which we are yet to fully capture."

"The session theme is central to the main theme of bharat@100 and is aligned to the growth aspirations and visions laid by the government. We have emerged stronger from the Covid crisis and have been able to espouse the

"It is a real game changer when government is not only willing to listen but also views business as a force of change for the betterment of the society. With a strong and decisive actions taken by our government, from handling Covid and vaccine distribution to the numerous long-term measures to not just improve the ease of doing business but also ease of living, the great reset is already underway."

cause of Atmanirbhar Bharat. Today the narrative has moved from why in India to why not in India. Possibly for

the first time ever, 25% of the GDP will be contributed by exports of both goods and services. I am working closely with



Mr. Piyush Goyal, Minister of Commerce and Industry, Consumer Affairs, GoI seen with Dr. Niranjana Hiranandani, past President, ASSOCHAM.

the industry on improving quality standards. Productivity gains will help us become more competitive and the hallmark of India of the future will be quality, productivity, and efficiency” added the minister.

Shri Vineet Agarwal President, ASSOCHAM and Managing Director, Transport Corporation of India Limited said, “It is a real game changer when government is not only willing to listen but also views business as a force of change for the betterment of the society. With a strong and decisive actions taken by our government, from handling Covid and vaccine distribution to the numerous long-term measures to not just improve the ease of doing business but also ease of living, the great reset is already underway. From Atmanirbhar Bharat, PLI scheme, national infrastructure pipeline and the PM Gati Shakti multi-modal initiative and single window portal along with the national monetization plan, each new initiative is bolder than the other. These initiatives have firmly cemented the country’s prospect as the leading economy of the world. We are on our way to surpass US\$ 400 billion in exports this financial year.”

Shri Sumant Sinha Sr. Vice President, ASSOCHAM, Chairman and Managing Director, ReNew Power said, “As India successfully comes out of the omicron phase of the pandemic with its economic engine humming strongly and its robust democracy an example to the world, it is poised to enhance its global stature as a major and highly respected power. From booming exports to the rising number of unicorns to a successful vaccination program against Covid-19 to its leadership in the fight against climate change and its significantly improved business climate, India is in pole position to remain the world’s fastest-growing major economy,



Mr. Vineet Agarwal, President, ASSOCHAM addressing the session on “The great reset: Reinforcing India’s global positioning”.

“We are working very closely with industry on FTA or Comprehensive Economic Partnership Agreements (CEPA). We concluded the UAE CEPA in 88 days and it is a global benchmark. This is by far the most comprehensive partnership of two nations that is starkly different from each other in terms of size, products, opportunities, investment opportunities and many others.”

despite recent geo-political, energy, and economic shocks. The country under the dynamic leadership of Prime Minister Narendra Modi is on the cusp of history to establish itself as a global strategic and economic superpower. It is for all stakeholders, including business leaders, policymakers, educationists, NGOs, innovators and farmers, to

ensure that we seize this unprecedented opportunity with both hands, so that all our people can benefit.”

Addressing the session, Shri Ajay Singh Vice President, ASSOCHAM, Chairman and Managing Director, SpiceJet said, “ASSOCHAM will firmly stand by the government and try and align itself with the government’s objectives. The goal of \$5 trillion economy is just the start, and we are ready to support the government in every way we can. During covid, we did our best to transport people and vaccine as and where needed. Currently all airlines are trying to play a role in the success of Operation Ganga. As an industry, aviation is facing challenges with oil prices. However, we are working on the national objective of ensuring connectivity to small cities.”

The session was attended by industry veterans like Dr. Niranjan Hiranandani Immediate Past President, ASSOCHAM and Co-Founder & Managing Director, Hiranandani Group of Companies, Shri Suhail Nathani Co-founding Partner, ELP, Shri Deepak Sood Secretary General, ASSOCHAM, Shri V R Sharma Co-Chairman, ASSOCHAM National Council on Iron & Steel and Managing Director, JSPL.

13th International Conference cum Awards on 'Civil aviation and cargo- Driving post-covid Growth'

Issue of high rates of VAT rates is being addressed in close cooperation with the state governments with his consistent pursuance with the respective chief ministers and as a positive outcome, as many as 23 states have slashed their VAT on aviation turbine fuel (ATF) from 15-30 per cent to 1-4 per cent.



Addressing in ASSOCHAM 13th International Conference cum Awards on 'Civil aviation and cargo- Driving post-covid Growth' meeting, Mr. Jyotiraditya Scindia, Minister of Civil Aviation in the Government of India.

Civil Aviation Minister Mr Jyotiraditya Scindia assured the industry that he would not rest until the burden of higher jet fuel becomes lower even as most of the states have already reduced the Value-Added Rates significantly in pursuance from the Centre.

Addressing an ASSOCHAM 13th International Conference cum

Awards on 'Civil aviation and cargo- Driving post-COVID Growth' meeting, Mr Scindia said he is of a firm conviction that the role of the government should be to move away from being a regulator to a facilitator. He said the issue of high rates of VAT rates is being addressed in close cooperation with the state governments with his consistent

pursuance with the respective chief ministers.

As a positive outcome, as many as 23 states have slashed their VAT on aviation turbine fuel (ATF) from 15-30 per cent to 1-4 per cent in the last six and half months.

"Task is not yet complete.... I commit to you that I would not rest until we make that burden of the high



Mr. Jyotiraditya Scindia, Minister of Civil Aviation in the Government of India presenting a memento to one of the panelists.

level of VAT lower, Mr Scindia said.

Thanking the Chief Ministers of the states which have cut the VAT on jet fuel, the Civil Aviation Minister said the leadership of these states played a progressive stand. These included Gujarat, Uttar Pradesh, Karnataka, Haryana, Uttarakhand and Madhya Pradesh among others including several UTs.

Mr Scindia said he has raised 'multiple' issues faced by the civil aviation industry with the Finance Ministry which is examining the same. "I am confident that we will be able to achieve solutions as we go along".

On the issue of flexible use of air space policy, the minister said it goes to the sole credit of the Prime

Minister Shri Narendra Modi that of the 120 routes which were focused upon with the Indian Air Force where that air space was to be handed over to the civil side, 118 have already been notified. This means a flight from Chennai to Srinagar saves 15 to 20 minutes in terms of travel times.

He said the government has already taken various policy

It goes to the sole credit of the Prime Minister Shri Narendra Modi that of the 120 routes which were focussed upon with the Indian Air Force where that air space was to be handed over to the civil side, 118 have already been notified. This means a flight from Chennai to Srinagar saves 15 to 20 minutes in terms of travel times.



Mr. Jyotiraditya Scindia, Minister of Civil Aviation in the GoI seen with Mr. Ajay Singh, Vice President, ASSOCHAM & Chairman & Managing Director, SpiceJet Limited.



Civil Aviation Minister felicitating Mr. Laurie Alder, Head Customer Service, Airbus India & South Asia.

measures like scrapping of royalty to enable India to leverage the global MRO (Maintenance, Repair, Overhauling) industry, with a size of USD 2 billion. India's share in the MRO enterprise is only 15 per cent, "there is no reason why India cannot become a hub for MROs".

The Minister said he has set up 9 advisory groups which work in a target-oriented manner with the government, including himself, to achieve various targets in different sub-sectors. He listed Flying Training organisations as another area of growth potential, as the Indian airlines are spending precious foreign exchange for training our pilots overseas.

Sharing his optimism, Mr Scindia said the Indian aviation sector has moved well in the upper half of the 'S' curve, marking a phase of sharp growth. In the next ten to 15 years, the size of the aircraft fleet is expected to more than double from the present level 720.

Mr. Ajay Singh, Vice President, ASSOCHAM & Chairman &

Managing Director, SpiceJet Limited; gave his welcome address and outlined how the industry has

"Government has already taken various policy measures like scrapping of royalty to enable India to leverage the global MRO (Maintenance, Repair, Overhauling) industry, with a size of USD 2 billion. India's share in the MRO enterprise is only 15 per cent, "there is no reason why India cannot become a hub for MROs".

achieved a lot even in pandemic and connected small towns and cities in the air space. Air services played a significant role in carrying goods from one place to another during

COVID-19 phase. Airlines have played a stellar role in getting our Indian citizens back from the affected areas in the world. He applauded the efforts of Civil Union Minister who made dents in prices of fuel and tax reduction in 12 states of the country.

Mr. K. Narayana Rao Chairman, ASSOCHAM National Council on Civil Aviation & Jt MD GMR Group said, In the world, the civil aviation industry of India is at 8th position and in next 5 years we are targeting to reach at 3rd position globally. Specially, cargo has lots of opportunities untapped to achieve bigger growth in the global market. He further added that 'Civil aviation industry has immense scope because of high GDP'. It not only facilitates tourism, trade and commerce but also enables economic development of states and India as a whole.

Others who also spoke during the conference were Mr. Salil Gupte President Boeing India, Mr. Laurie Alder, Airbus India and Ms. Ashmita Sethi, Country Head Pratt and Whitney.

Emerging Technologies Nurturing Transformative Growth



Mr. Ashwini Vaishnaw, Minister of Railways, Communications, Electronics & Information Technology, GoI seen with Mr. Deepak Sood, Secretary General, Mr. Vineet Agarwal President and Mr. P Balaji, Chairman ASSOCHAM National Council on Digital Communications.

The government under the leadership of PM Modi has adopted a strategic approach to strengthen public investment cycle, promote focused consumption and reforms & incentives for private investment to revive the economy post the once in a century stress induced by Covid-19, says Shri Ashwini Vaishnaw, Hon'ble Minister of Railways, Communications and Electronics and Information Technology at an ASSOCHAM event.

Speaking at the ASSOCHAM's event on Emerging Technologies Nurturing Transformative Growth, the Minister says, "This year Rs. 7.5 trillion has been budgeted as Capex by the Government. It is estimated that with the multiplier effect, this will add Rs.

Technology being the active segment can bring help the economy to grow. There is a greater need for increasing the tech intensity in the corporate and local environment by adapting to new advances. Government playing the active role should enforce forward looking digital policies and building trust and confidence in people to use it responsibly.

22.5 trillion to the economy, which goes into the industry out of with Rs. 13.5 trillion goes to MSME.

"If we follow this capital investment strategy for 5-6 more years, our economy will grow at 8% consistently for the next 20 years". he added.

India is well-positioned to take the advantage of emerging technologies with the world's 3rd largest startup ecosystem: ASSOCHAM President Mr. Vineet Agarwal said during the annual session on "Emerging Technologies Nurturing Transformative Growth"

Mr Ashutosh Chadha, Director and Country Head Government Affairs & Public Policy, Microsoft shared his viewpoints on Digital India scheme that acted as a fundamental building



Mr. Ashwini Vaishnaw, Minister of Railways, Communications, Electronics & Information Technology, GoI addressing the august gathering.

block and a hallmark for emerging technology. Technology being the active segment can bring help the economy to grow. There is a greater need for increasing the tech intensity in the corporate and local environment by adapting to new advances. Government playing the active role should enforce forward looking digital policies and building trust and confidence in people to use it responsibly. India needs a stronger cyber security system and framework for avoiding cyber breaches and heavy financial loss, he added.

Mr Manoj Paul, Managing Director, Equinix India said investors are taking great interest in India because of rising development in metro cities. There should be a standard national policy for Electronics and Information Technology sector, he added. Also requesting about the power sector to the Minister, to have more data centers in the country as it can generate as many

Investors are taking great interest in India due to the increasing development in metro cities. There should be a standard national policy for the electronics and information technology sector. There should be more data centers in the country as it can generate 30,000 houses and this is a huge opportunity for R&D.

as 30,000 households and is a great opportunity for R&D.

Mr Ram Rakkappan, Head of Government Engagement and Public Policy- India and South Asia, VISA

appreciated the transformation and growth of digital payments and showed his interest in central bank digital currency as it can be one of the fastest tractions of technology that people are adapting to. It will also support the digitization schemes by the Government in the long run.

Others who also spoke during the conference were Mr Deepak Sood, Secretary General ASSOCHAM; Mr. P. Balaji, Chairman, ASSOCHAM National Council on Digital Communications; Mr Kamal Arora, Chairman, ASSOCHAM National Council on Electronics and Components; Mr Rahul Jain, Head Public Policy (Digital & Devices), India, Amazon; Mr Ashwani Rana, Co-Chairman, ASSOCHAM National Council on IT/ITes & eCommerce; Mr Aman Jain, Head of Government Affairs and Public Policy, Google India.

8th MSME Excellence Awards & Summit

“Enabling Indian MSMEs to Go Global”

The government, under the leadership of the Hon'ble Prime Minister Shri Narendra Modi, is committed to supporting the MSMEs through friendly policies, bringing in the latest technologies, setting up training centers and providing credits.



Mr Deepak Sood, Secretary General and Mr. Vineet Agarwal, President ASSOCHAM welcoming Mr. Narayan Rane, Minister of MSME, GoI.

Shri Narayan Rane, Minister of Micro, Small and Medium Enterprises said that the MSME sector plays a significant role in nation building, regional balance, economic contribution, and job creation.

Talking about the importance of the sector in nation building and economy at the 8th MSMEs Excellence Awards & Summit, which was organized ASSOCHAM, the apex trade body, he said, “The MSME sector will help in making a truly Aatmanirbhar

Bharat. I promise to provide all the credits required to make the MSMEs grow. We have set up various training centers to help the sector.” He added, “The government, under the leadership of the Hon'ble Prime Minister Shri Narendra Modi, is committed to supporting the MSMEs through friendly policies, bringing in the latest technologies, setting up training centers and providing credits.” The summit, whose theme was: ‘Enabling Indian MSMEs to Go Global’, was held in

the august presence of distinguished panelists.

The Guest of Honour, Shri Bhanu Pratap Singh Verma, Hon'ble Minister of State Ministry of Ministry of Micro, Small and Medium Enterprises, Government of India inaugurated the session by lighting the lamp. Praising ASSOCHAM for organizing the summit, he stated that the MSME policies and commitments are designed and executed for the benefit of entrepreneurs and businessmen. He



Mr. Bhanu Pratap Singh Verma, MoS, Ministry of MSME lighting the inaugural session of 8th MSME Excellence Awards & Summit.

“In the budget, Rs 50,000 crore earmarked for the hospitality and related sector with ECLGS is welcomed as this sector of MSME was badly hit in the pandemic. Besides these, the applicability of both ECLGS and CGSSD (Credit Guarantee Scheme for Subordinate Debt) has been extended by a year that is upto 31st March 2023.”

added, “The Ministry is initiating and doing its best to resolve finance-related difficulties with banks in relation to MSME and are working to overcome all of the challenges faced in this sector.” MSME, he said, is like a deep ocean of

opportunities for the weaker sections of the society and aids in the economic growth of the country.

He made a mention of small enterprises and startups and said that they performed admirably during the pandemic. Talking about the Rs 3 lakh crores that have been set aside for further assistance under the ECLGS (Emergency Credit Line Guarantee

Scheme) scheme, he added, “The goal is to increase employment possibilities for 11-15 crore people.” Highlighting on the issue of rising costs of imports, he gave his suggestions for reducing the import margins by increasing domestic production under the Make in India Program to facilitate the country’s MSMEs for a brighter future of marginalized sectors.



Mr. B. B. Swain, IAS, Secretary, Ministry of MSME, Government of India.



Mr. Narayan Rane, Minister of MSME seen with ASSOCHAM dignitaries

India's MSME, according to Shri B. B. Swain, IAS, Secretary, Ministry of MSME, Government of India, is capable of going worldwide. "The budget statement for 2022-23 addresses difficulties in this framework," he stated. For example, the budget proposes to grant an additional credit of Rs. 2 lakh crore under the CGTMSE (Credit Guarantee Fund Trust for Micro and

Small Enterprises). This will have a significant influence on the availability of finance to MSMEs as well as the jobs they generate. In just 20 months of operation, Udyam Portal has received 76 lakh registrations from MSMEs, with an employment of around Rs 6 crore, he added.

He continued, "In the budget, Rs 50,000 crore earmarked for the

hospitality and related sector with ECLGS is welcomed as this sector of MSME was badly hit in the pandemic. Besides these, the applicability of both ECLGS and CGSSD (Credit Guarantee Scheme for Subordinate Debt) has been extended by a year that is upto 31st March 2023. If the Udyam site integrates with other credit-enabling portals, such as the Ministry of Labour





Shri Vinod Pandey, Chairman, ASSOCHAM Manufacturing and Capital Goods Council & Director, Govt. Affair & External Affairs, BMW India shared that there is a requirement of revision of MSME classification on the basis of investment and machinery. "The MSME sector is achieving global ambitions and aspirations of Indian MSMEs should be to achieve world-class standard digitization and be highly competitive," he said. The sector is destined to play a backbone for India's success as it has shown resilience during the pandemic to be the driver of growth for the country.

Expressing her viewpoints, Mrs. Sushma Paul Berlia Chairman, ASSOCHAM Ease of Doing Business Council and Chairman, Apeejay Styra Group that it's a new era for small firms and startups and how they have come up with innovative technologies and methods of successful operations. India has returned to a firm growth path, however, MSME, being the crucial supporter of the economy, still faces challenges of its own. Schemes by the government have given a push as noteworthy support like PLI scheme, entrepreneurship and skill development show that the MSME is picking up pace. It's time to go global at all ends, she said.

Shri Uddhav Poddar Co-Chairman, ASSOCHAM Ease of Doing Business Council and Managing Director, Bhumika Realty (Urban Square) concluded the inaugural session with a vote of thanks by outlining the need of regulatory reforms to mitigate the economic hardships of MSME sector. It necessitates technological revolution as well as agility and digitization. MSME exports should rise as a result of improved global competency with best-in-class trade financing solutions, and an ecosystem that nurtures India's exports and allows stakeholders to interact.

& Employment's National Career Service and e-SHRAM so that more MSMEs will be able to enter the official market. The Ministry's MSME RuPay card for payment is a notable initiative for financial inclusion. Financial literacy is critical, and additional schemes and programmes to raise awareness among communities at the micro level should be implemented."

In his special address, Shri Shailesh Kumar Singh, Additional Secretary and Development Commissioner, DC-MSME, Ministry of MSME, Government of India appreciated and recognized the contributions of the nominees of MSME Award in their respective areas. In MSME, the potential for innovation and value creation is limitless, he noted, adding that the Ministry has a significant number of centres that mentor MSMEs, and it encourages everyone to participate in policymaking and scheme development in order to accomplish tremendous heights.

At the same event, Shri Ashok Kumar Gupta, General Manager MSME and Mid Corporate Credit Division, Punjab National Bank said there is a need for MSME to be in a formal segment due

to a lack of records, limited operations, and old technology. The Pradhan

**The Pradhan Mantri
Employment Generation
Program and the Startup
India Scheme are excellent
programmes that help to
support and provide relief
for sufficient cash flows,
additional facilities, and
longer repayment periods.
For MSME enterprises, a
co-lending arrangement is
ideal.**

Mantri Employment Generation Program and the Startup India Scheme are excellent programmes that help to support and provide relief for sufficient cash flows, additional facilities, and longer repayment periods. For MSME enterprises, a co-lending arrangement is ideal, he added.

India ESG Stewardship Summit

"Emerging Landscape, Impact and Business Response" cum 10th Responsible Organization and Social Responsible Individual Excellence Awards 2020-21

With westernisation and modernisation, these things took a back seat. I am happy that once again, the corporate world is giving a lot of importance to becoming more socially and environmentally aware

India can achieve its dream of becoming self-reliant or becoming Aatmanirbhar Bharat by following the Environment, Social, and Governance (ESG) norms stated Shri Arjun Ram Meghwal, Minister of State, Ministry of Parliamentary Affairs; & Minister of State, Ministry of Culture, Government of India at the India ESG Stewardship Summit titled- "Emerging Landscape, Impact and Business Response".

Speaking at the ASSOCHAM event, Shri Meghwal informed that India was always following the ESG norms and was environmentally very active since ages. "Till some decades ago, people were actively taking care of the trees and the environment. With westernisation and modernisation, these things took a back seat. I am happy that once again, the corporate world is giving a lot of importance to becoming more socially and environmentally aware," he said.

Shri Meghwal also advocated the revival of age-old methods of spending more time with the environment. "Rather than celebrating earth hour just once in the whole year, we should revive the concept of 'spend one night in moon light'. Not only will we become aatmanirbhar, but also reduce the carbon emission by involving the whole community," he explained.

He informed that the government is also taking a lot of steps to



Mr. Arjun Ram Meghwal, Minister of State in the Ministry of Parliamentary Affairs of India addressing the ASSOCHAM ESG Stewardship Summit titled- 'Emerging Landscape, Impact and Business Response'.

reduce the carbon footprint. "Our government has kept a target of generating 50 percent of the energy needs through renewable energy by 2030. We are already on the path to achieve those goals," he added.

Justice Shri A. K. Sikri, Former

"Rather than celebrating earth hour just once in the whole year, we should revive the concept of 'spend one night in moon light'. Not only will we become aatmanirbhar, but also reduce the carbon emission by involving the whole community."

Judge, Supreme Court of India stated that ESG is the norm of the day, which is to be followed by the business

community. "However, many companies taking it as a mission, complying with its requirements and doing it as a service to the nation is something really remarkable," he said

He said that till a few decades ago, the primary motive of the business was to only make profit for its stakeholders. "Over time, the CSR was introduced, and it was accepted by the businesses that even corporates have social responsibility. This is in line with our constitutional ethos," he informed.

Mr. Vineet Agarwal, President, ASSOCHAM & managing director, TCIL explained that the world is changing very fast, and all organisations be it government, businesses or even individuals need to keep up with this change.

"With climate crises to social upheaval, and conflict, the time to build greater responsibilities for stakeholders have arrived. In the world of business especially environmental, social, and governance

are the key factors to measure the company's sustainability and the social responsibility," he said.

He informed that all aspects of ESG have become paramount for any company to be at the top of any employee, investor, customer, or supplier recall. "If you take employees, millennials want to join companies when they see a purpose or a direction which aligns with their thought process today," he pointed out.

Ms. Preeti Malhotra, Chairperson ASSOCHAM National Council for Corporate Affairs, Company Law and Corporate Governance & Chairman, SmartBharat Group stated that in today's context, integrating social, environmental, and ethical responsibilities into the governances or businesses is what ensures a long-term success, competitiveness, and sustainability.

"Development in its true sense can only take place when the economic growth fosters governance and social equity. Climate change and sustainability in the development concerns are becoming critical priority in the national and global level," she said.

According to Ms Malhotra, there is also an increasing investor focus on sustainability investing which is reflected in an increase in the total asset and inflows of sustainable funds. "Investors factor in financial implication of sustainability related risks and opportunity which impacts their investment decision," she added.

On the occasion, ASSOCHAM's 10th Responsible Organization and Social Responsible Individual Excellence Awards 2020-21 were also conferred. The Philanthropist of the Year award was bestowed upon Ms. Rohini Nilekani, Chairperson of Rohini Nilekani Philanthropies and



“With climate crises to social upheaval, and conflict, the time to build greater responsibilities for stakeholders have arrived. In the world of business especially environmental, social, and governance are the key factors to measure the company's sustainability and the social responsibility,

Co-founder and Director of EkStep. The COVID-19 Warrior award went to Padma Shri Dr. K.K. Aggarwal (Posthumous Award) and Shri Rakesh Kumar, ASI, Delhi Police.

The award winners in the listed categories were Bharti Airtel Limited and HDFC Bank Ltd. In the unlisted category with turnover more than Rs 1000 crore, Delhi Metro Rail Corporation Ltd. (DMRC Ltd.) won the award. In the less than Rs 1000 crore category, Goa Shipyard Ltd received the award.

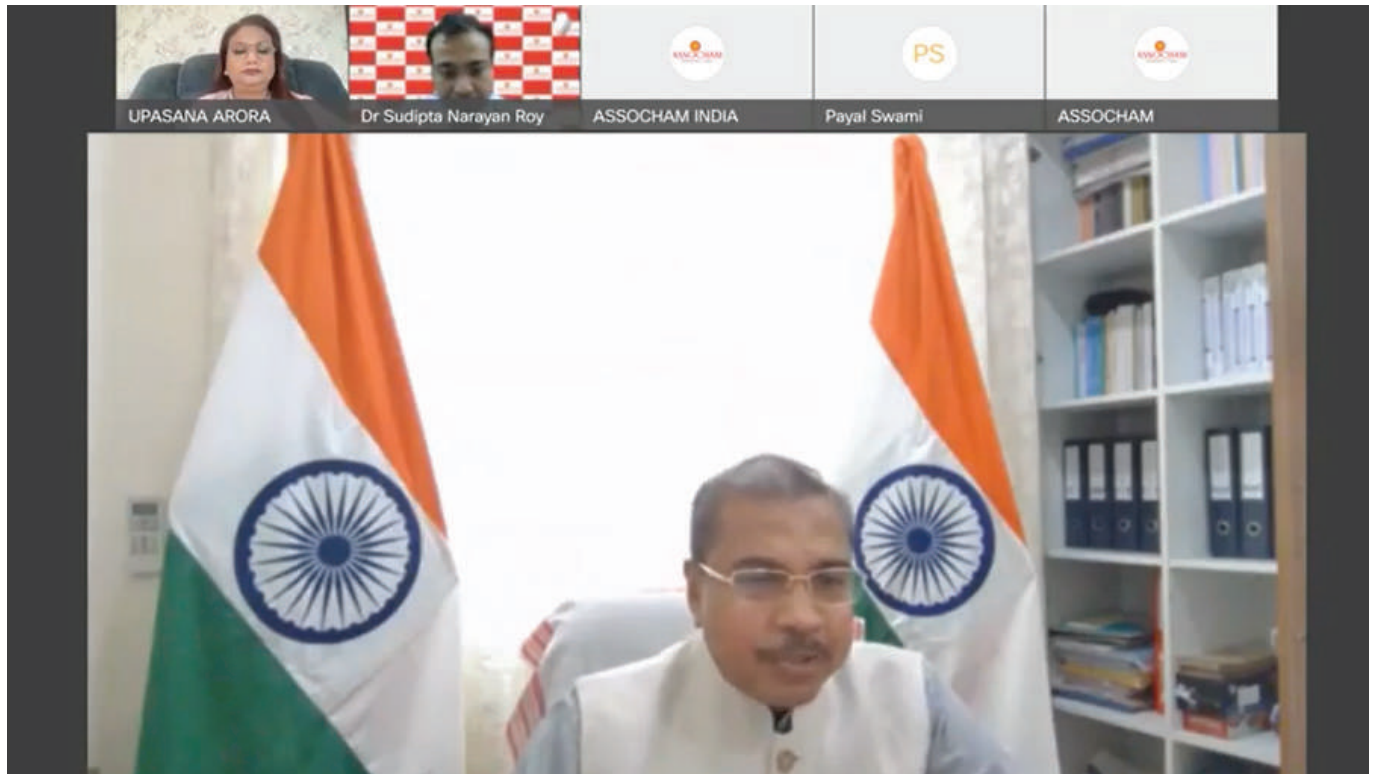
In the Not for Profit Organization

category, Magic Bus Foundation and Swadesh Foundation received the award. Virohan Private Limited received the award in the Social Enterprise category. For Implementing partnership of Corporate Foundation and NGO for COVID-19 Response category, two recognitions were given to Magic Bus Foundation - Godrej Consumers Products Ltd. & HDFC Bank Ltd. - PAN-IIT Alumni Foundation.

The India ESG Stewardship summit was addressed by Dr. S. K. Gupta, Former MD & CEO, Insolvency Professional agency of ICAI & MD, RVO of Institute of Cost Accountants of India, Mr. Dinesh Anand, National Managing Partner - Risk & ESG Grant Thornton India, Mr. Vijay Sachdeva, Co-Chairman, ASSOCHAM National Council for Corporate Affairs, Company Law and Corporate Governance & Deputy National Leader (North), Risk and Advisory Services, Haribhakti & Co. LLP, Mr. Amit Tandon, Founder and Managing Director, Institutional Investor Advisory Services, Mr. Vikas Gambhir, Executive Director, Grant Thornton Bharat, Mr. Divy Malik, Associate Partner, McKinsey & Company, Inc. and Mr. Rahul Prithiani, Director, CRISIL

Ayushman Bharat: Creating a healthy and happy India

Maximizing awareness and disseminating information to considerably boost health and wellness of an individual in these unprecedented times, were at the centre of ASSOCHAM's effort while conducting a webinar on "Creating a healthy and happy India" during ASSOCHAM Annual Session.



Mr. Mahendra Munjapara, Minister of State for Ayush and Minister of State for Woman and Child Development in a webinar organized by ASSOCHAM.

Dr. Munjapara Mahendrabhai, Hon'ble Minister of State, Ministry of Women and Child Development and Ministry of AYUSH announced that "this year, ministry has focused on Delhi health program that strives to build a network of 23 Delhi Mental Health Centre of Excellence with the National Institute of Mental Health and Neuroscience being the Nodal Centre and International Institute of Information Technology Bangalore providing technical support".

Moderated by Dr. Upasana

"R&D funding is really important to give a push to the sectors of Ayurveda and Yoga. A proper integrated approach should be applied with modern medicine to achieve the goal of creating a happy and healthy India."

Arora, Co-Chair, ASSOCHAM National Empowerment Council & Chairperson, Yashoda Superspeciality Hospital, focused on the importance of raising nutrition awareness among children and women, as well as how modern healthcare techniques and advanced technologies can help Indians live a healthy life if used properly.

Dr. Sudhir Kalhan Chairman, ASSOCHAM National Healthcare Council & Chairman, Institute of Minimal Access, Metabolic & Bariatric Surgery, Sir Ganga Ram Hospital among the esteemed



panelists mentioned “How India can only become a great nation by quality education and good health”. He added, the ideology of preventive healthcare well suited for Indians and should consider focusing on primary healthcare than secondary for a longer run. He further continued, ‘If the wellness subject is touched upon from child school learning, there will be reduced cases of harmful diseases like obesity.’

He enlightened the audience by saying “R&D funding is really important to give a push to the sectors of Ayurveda and Yoga. A proper integrated approach should be applied with modern medicine to achieve the goal of creating a happy and healthy India.”

“This year, ministry has focused on Delhi health program that strives to build a network of 23 Delhi Mental Health Centre of Excellence with the National Institute of Mental Health and Neuroscience being the Nodal Centre and International Institute of Information Technology Bangalore providing technical support”.

care is the need of the hour in healthcare system and to try to motivate people to not be obese with healthy eating and nourishing food habits. A proper school to work healthy routine has been established under the Ayushman Bharat scheme and with further government focus it can be successful to promote healthy living.

Mr. Amit Srivastava, Chief Catalyst Nutrifly Today, discussed how nutraceuticals would become mainstream in the coming years, lowering patients’ use on synthetic drugs. He also cautioned about nutritional supplement dosage and how a big amount can have negative consequences on the human body. With this objective, he also stated that India is the “golden library”.

Mrs. Anupam Nidhi, Head Corporate Social Responsibility at Hindustan Zinc, stated that the pandemic made people realise the importance of collaborative efforts and valuable lessons. She recommended fixating on personal immunity and broadening compassion through CSR activities in order to reach the masses. Through 360-degree welfare activities, the foundation should be laid with the correct mindset.

Mr. Shubhang Arora Executive Director Yashoda Superspeciality Hospitals said focusing on palliative



Turning the spotlight on the resurgent Northeast

ASSOCHAM organized its annual flagship event 5th edition of Emerging North East on 1st-3rd March 2022 at Guwahati Assam. It drew around 2,000 visitors. Dignitaries like Shri Chandramohan Patowary, Hon'ble Industry Minister, Government of Assam, Dr K K Dwivedi, IAS, Principal Secretary, Department of Industries, Government of Assam, Shri Vinit Kumar, IRSEE, Chairman, Syama Prasad Mookerjee Port Trust (Formerly Kolkata Port Trust), Shri M K Agarwal, Managing Director, Meghalaya Cements Ltd, Shri PVSLN Murty, Chairman and Managing Director, North Eastern Development Finance Corporation Limited (NEDFI), Shri Pradeep Shrivastava, Executive Vice President, Food and Agribusiness Strategic Advisory and Research (FASAR) Team, YES Bank graced the occasion.

The three days event began with the inaugural ceremony on the 1st of March 2022 at Maniram Dewan Trade Centre, Guwahati, and the journey continued with two days exhibition where exhibitors from across India put up stalls and displayed their products, services, and technology. Owing to the Covid protocol the participation of stakeholders was conducted in batches. Attending were local entrepreneurs, agri-preneurs, government officials, and various other institutes. The event was extensively covered by digital, electronic, and print media.

Over three days about 2000 walk-in guests visited the expo. For the business meets and technical sessions



entrepreneurs, and SMEs participated from the Kokrajhar, Kamrup, Udalgiri, and other neighboring districts of Guwahati. Over 200 delegates, agri-entrepreneurs, and SMEs took part in technical sessions

Speakers:

- Shri Chandramohan Patowary, Hon'ble Industry Minister, Government of Assam
- Dr K K Dwivedi, IAS, Principal Secretary, Department of Industries, Government of Assam
- Shri Vinit Kumar, IRSEE, Chairman,

Syama Prasad Mookerjee Port Trust (Formerly Kolkata Port Trust)

- Shri M K Agarwal, Managing Director, Meghalaya Cements Ltd
- Shri PVSLN Murty, Chairman and Managing Director, North-Eastern Development Finance Corporation Limited (NEDFI)
- Shri Pradeep Shrivastava, Executive Vice President, Food and Agribusiness Strategic Advisory and Research (FASAR) Team, YES Bank
- Perminder Jeet Kaur, Director, ASSOCHAM



CSR & Sustainability Summit & Awards

Companies should be practising CSR not because it is mandatory for them, rather they should be undertaking it out of their own desire to make society better while promoting a sustainable future.



CSR and SUSTAINABILITY Conference and Awards, February 2022 at Bangalore.

The CSR & Sustainability Summit organized by ASSOCHAM Southern Region focused on highlighting the various social and environmental challenges faced in our society and therefore acknowledge the CSR work done by corporate companies in tackling these issues. The theme of the event focused on three main topics - Healthcare, Carbon Neutrality and Education followed by award facilitation ceremony to acknowledge the corporates for their CSR endeavours during the pandemic in 2021, while also inspiring others to start doing work which benefits the society as a whole.

The discussion was focused on the topics of Synergy of Healthcare and CSR; Digitisation of Healthcare in the Pandemic; CSR role in Bridging the gap between the Poor and quality Healthcare; The effective systems in place for healthcare stakeholders to approach and receive CSR aid and Delivery of Precision Medicine to the poor.

The Inaugural Keynote Address was delivered by Mr Subroto Bagchi, Chairman, Odisha Skill Development Authority. Mr Bagchi gave an extremely insightful speech talking about why a company should even get into doing non-profit social work and how social work in turn benefits the company in the long run while highlighting the fact that social work and for-profit work aren't so different after all. Mr Bagchi also mentioned the importance of volunteerism in the workings of an organization adding the fact when employees volunteer to work, not only will the quality of their CSR work increase ten folds but will also give the employees a



Smt. Shalini Rajneesh, IAS, Additional Chief Secretary, Government of Karnataka

sense of greater purpose and thus satisfaction in life.

The Healthcare Panel on Closing the Care Gap was moderated by Dr Narayanan Subramaniam, Consultant & Head of Department, Head & Neck Oncologist, Sri Shankara Cancer Hospital, the panellist, Dr. Aruna, Chief Scientist, Sri Shankara Cancer Hospital, Dr. Vinod N.K, Sri Shankara Cancer Hospital, Dr Sanchita, Sri Shankara Cancer Hospital, Ms. Shiwani Varma Vyas, Associate Director - Corporate Communications & CSR, Lowe's India, Mr. Nirbhay Lumde, Director CSR and Sustainability, CGI India Global Delivery Centre and Mr. Anand Kumar Kadali, Trustee, Secretary & Co-Founder, Sri Sathya Sai Annapoorna Trust. The discussion was focused on the topics of Synergy of Healthcare and CSR; Digitisation of Healthcare in the Pandemic; CSR role in Bridging the gap between the Poor and quality Healthcare; The effective systems in place for healthcare stakeholders to approach and receive CSR aid and

Delivery of Precision Medicine to the poor.

Mr Naved Ahmed, Co-Founder, Carbon Negative presented on Beyond Carbon

The precise implementation of the NEP is up for interpretation by every institution and only acts as a guiding element towards shifting the landscape of the sector and several other relevant aspects of NEP.

Neutrality: A new approach towards eco-balance and Mr. Arun Sirdeshmukh, Chief Business Officer Ola Electric & Chief Executive Officer, Ola Cars spoke on accelerating the transition to Sustainable Mobility.

The Panel discussion on Corporate Carbon challenge was moderated by Rathish Balakrishnan, Co-founder & Managing Partner, Sattva Consulting. The panellists included Mr. Diwakar CVS, Head CSR, Greenko Group; Mr. Ramkrishna Ganesh, Founder, 7 trees for life & India Plog Run;

Mr. Nimit Agarwal, SR Analyst, Societe Generale and the discussions were on The bipolar needs of the society are such that Economic necessities and Ecological Necessities have come in to odds with each other. Companies need to move away from short term goals of profit making and towards long term goals for sustainable environment protection. Public worldview has changed, wherein the public will not support a company which employs unsustainable and environmentally harmful practices. Every company must come up with ESG (Environment Sustainable Goals) which focuses on the following areas: Workers care, Environment care, Societal Care, Profit care.

Under the theme of NEP 21st Century Skills and Edtech Intervention , Prof. B. Thimme Gowda, Vice Chairman, Karnataka State Higher Education Council presented on the Inevitability of University - Industry Connect for effective Implementation of NEP 2020. Mr. Sundeep Talwar, Chief Marketing Officer, The Akshaya Patra Foundation covered the topic of Recovering Education – What's needed to avoid losing a generation.

Education and NEP panelists were Ms. Sudepta, Co-Founder & CEO, RaiseToPi India, Dr. Shiv K Tripathi, Vice Chancellor, ATMIYA University; Mr. Gunjan Patel, Regional Director & Head CSR, SAP



Dr. C N Ashwath Narayan, Hon'ble Minister Electronics, IT, BT, S&T & Minister for Higher Education, Skill Development, Government of Karnataka

India, Mr. Rusen Kumar, Founder & Managing Editor, India CSR and was moderated by Nav Kishlay, Founder, Arcmind Consultance Pvt. Ltd. The panellists deliberated on Highlights of the New Education Policy and insights into the workings of the policy formulating bodies for education sector; the circumstances of students after the pandemic where a digital divide increases the gap between the students who have and do not have the required infrastructure; the urgent need of the 21st century skills and competence for the students to be employable. The precise implementation of the NEP is up for interpretation by every institution and only acts as a guiding element towards shifting the landscape of the sector and several other relevant aspects of NEP.

CSR & Sustainability Awards

Smt. Shalini Rajneesh, IAS, Additional Chief Secretary, Government of Karnataka highlighted the U.N Sustainability goals and how our CSR work should

be aligned with them. She also spoke about the potential CSR projects that could interest various corporate such

Companies need to move away from short term goals of profit making and towards long term goals for sustainable environment protection. Every company must come up with ESG (Environment Sustainable Goals) which focuses on the following areas: Workers care, Environment care, Societal Care, Profit care.

as: Education infrastructure – Online education, Internet connectivity etc., Sports infrastructure and environment goals.

Mr Prashant Prakash, Partner, Accel was awarded the Impact Leader of the Year award, for his contributions towards bringing real change in the society. In his address he laid emphasis on the importance of Accountability. How companies should be accountable for their actions and the effect their actions take on the society as a whole. The CSR world needs more rigour from the corporate world. Companies shouldn't be doing CSR because it is expected for them to do so, rather they should be doing out of their own want to better the society. He also briefed on Young India Philanthropic Pledge (YIPP) in which Unicorn start-ups should pledge minimum of 25% of their wealth towards CSR initiatives.

Guest of Honor for the CSR & Sustainability Awards was Dr. C N Ashwath Narayan, Hon'ble Minister Electronics, IT, BT,S&T & Minister for Higher Education, Skill Development, Government of Karnataka in his address thanked all those people who have done real work benefitting the society. He highlighted the importance of holistic education and its effect in transforming the future of our nation. He identified a poor education structure as one of the root problems affecting our nation. Dr. Ashwath Narayan encouraged all the participants to focus on identifying the people who are truly in need of help and support, thus channelling the CSR initiative towards those who need it the most. He also mentioned about the lack of attention that the urban poor are getting i.e. those who live in poverty in the urban area. Thereby encouraging the companies and organization to channel their efforts in the particular area as well.

Ladakh: Enabling Long-Term Inclusive Growth in India

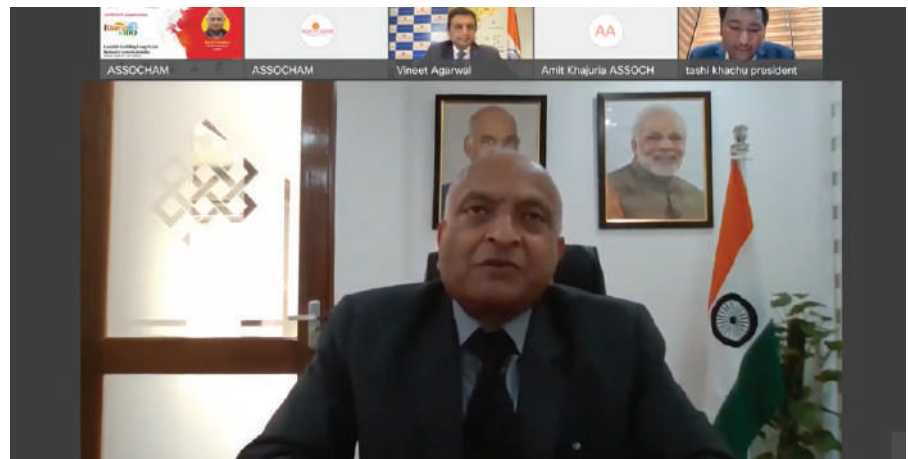
Carbon-neutrality enables sustainable development and the interest of Ladakh lies in a developmental approach that does not adversely impact its environment, ecology, water resources and atmosphere.

Carbon-neutrality enables sustainable development and the interest of Ladakh lies in a developmental approach that does not adversely impact its environment, ecology, water resources and atmosphere.

Carbon-neutral is the right approach for the development of Ladakh, said the Hon'ble Lieutenant Governor of Ladakh, RK Mathur, who was the chief guest during the virtual session on Ladakh: Enabling Long-Term Inclusive Growth in India organised by ASSOCHAM as a part of its annual session.

LG Mathur stated that carbon-neutrality enables sustainable development. He highlighted that the interest of Ladakh lies in a developmental approach that does not adversely impact its environment, ecology, water resources and atmosphere. He also appreciated ASSOCHAM for organising the event and stated that Chamber has uniquely positioned itself to help Ladakh in developing its economy and sought its assistance for the development of various sectors and for the skill-building of young local entrepreneurs from Ladakh.

He highlighted the nature-given gifts to Ladakh such as spring water and renewable sources of energy such as solar, wind, hydel and geothermal and the need for its optimum use by attracting more investments. He also suggested that ASSOCHAM may



Lieutenant Governor of Ladakh, Mr. R K Mathur in virtual session on Ladakh: Enabling Long-Term Inclusive Growth.

initiate a pilot project in Ladakh to find out the ideal model of building for Ladakh that could be replicated by other Himalayan regions as well.

The LG also spoke on the potential of fisheries, pashmina wool, sea buckthorn, milk production, medicinal aromatic nutraceutical plants, exotic and cold-weather flowers, handicraft and handloom in Ladakh.

He also spoke on initiatives taken for the development of Ladakh, especially in the field of infrastructure development such as the work on the all-weather Zoji-la Tunnel, setting up of helipads and airstrips for connectivity. Chairman/CEC, LAHDC Leh, Adv Tashi Gyalson, stressed on the need for nurturing and guidance for manufacturing units and encouraging other industrial sectors. He stated that Ladakh has tremendous potential in handicraft and handloom.

Member of Parliament from Ladakh, Jamyang Tsering Namgyal,

stated that Ladakh needs nurturing and guidance for its prosperity and development.

President, All Ladakh Hotels and Guest House Association, Skarma Delex, spoke on issues related to pollution, availing benefits of industrial development schemes.

President, ASSOCHAM, Vineet Agarwal, said that Ladakh has a very diverse topology and any development in the region must be done in a sustainable manner, keeping the effects of climate change in mind. He also said that multisectoral growth is the key to the prosperity of any region and the union government's vision 2050 for Ladakh is a multi-dimensional and multisectoral strategy towards the regional economic revival.

Earlier, Chairman, ASSOCHAM, Ladakh Development Council, Tashi Gyalson, welcomed the guests and moderated the session.

International Women's Day: Accelerating Gender Parity

On the occasion of International Women's Day ASSOCHAM honoured the social, economic, cultural, and political achievements of Indian Women to create awareness about gender equality and expedite equal representation.

Held under the aegis of ASSOCHAM Annual session, the virtual events focused on topics such as 'Women in Sports', 'Women in Workplace' and 'Women's Health'. Speaking on the occasion, Shri Siddhartha Singh Longjam, Joint Secretary, Department of Sports, Ministry of Youth Affairs & Sports, Government of India conveyed that with initiatives like the "Khelo India" program, there is a huge momentum for promoting sports among women. "There has been a constant dialogue and deliberation in the Department of Sports to strengthen the sports ecosystem and increase engagement of women in sports activities and tournaments," he said.

Ms. Manisha Malhotra, Head of Sports Excellence & Scouting, JSW and Former Tennis player and Asian Games Silver Medalist stated that women athletes have a long way to go in India as a lot of initiatives are still in the infancy stage. "There should be appropriate policies and scholarships for women in sports for increasing their participation and involvement", she added. She also mentioned that there is a need to promote more women in the decision-making process for encouraging more girls in the sports domain.

To achieve equality, Ms. Inoshi Sharma, Executive Director, FSSAI, Ministry of Health & Family Welfare,



GoI, advised, "Vocalize your ideas at every stage of life whenever appropriate." Nutrition is significant

Women are underrepresented in these focused areas' and to make changes at the ground levels as it is a great time for women to be in the corporate world. Women's careers are dependent on life stages and that needs to change.

for a healthy lifestyle, and she also shed light on the right eating habits that transcend gender and geographic boundaries. She was concerned about the rise in malnutrition cases in the country, particularly among middle-

aged women and men, and inspired the audience to substitute snacks with healthy foods such as nuts, fruits, and salt-free options.

Disseminating wisdom to girls and women, (Padma Shri) Dr. Lata Desai, Founding Trustee, SEWA Rural and President, Sharda Mahila Vikas Society focused on the women's health and how they neglect their diet for their family. She also discussed topics such as women being the primary decision-makers for what to cook for meals and sanitary issues that they encounter daily.

Ms. Shipra Bhalla Chowdhary, Director, Government Affairs, SAP India Pvt. Ltd. outlined the 20 percent lower workplace ratio of women compared to men and the need to identify challenges in structured barriers sectors like science, FMCG, automobile. She stated that 'women are underrepresented in these focused areas' and to make changes at the ground levels as it is



a great time for women to be in the corporate world. Women's careers are dependent on life stages and that needs to change, she added.

Ms. Anjali Singh, Managing Director, Head, India Operations, Deutsche Bank, said, "Women representation brings in gender diversity at the workplace". A woman adds a lot to the workplace, whether it's ethos or culture, thus equal gender roles should be included in the recruiting process, government policies at various levels should be provided to women to retain them in the workforce for a longer period. There are less women in leadership roles, and this is where real time solutions and actions are required, she added.

Ms. Shefali Mohapatra, Chief People Officer, Atria Convergence Technologies Ltd. (ACT), said, despite immense progress

women live with overt or covert discrimination daily. Sometimes

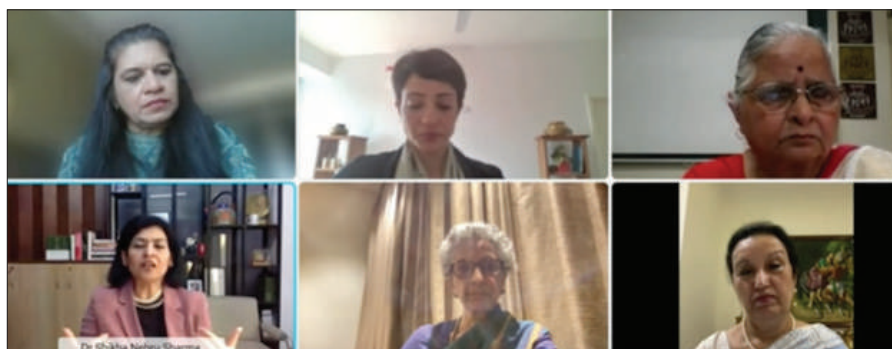
A woman adds a lot to the workplace, whether it's ethos or culture, thus equal gender roles should be included in the recruiting process, government policies at various levels should be provided to women to retain them in the workforce for a longer period.

we don't realize it. Most often we accept it as a way of life and live with

it because the change needed is so overwhelming due to its deep roots and systemic nature. Let's remember a child is not born with prejudices but learns it from what it sees and observes. Change is needed to build awareness and breaking of biases in all facets of our life beginning with the family system, educational institutions, and workplaces.

We must question every implicit association of women with certain stereotypical roles, capability perceptions and various should dos and don'ts. We have made immense progress – both as a working woman or homemakers. But we have barely scratched the surface when it comes to true equality in spirit. Corporate India has the privilege of bringing mass scale changes by building awareness and getting rid of obstacles for women in the workplace. Not only would they benefit from diversity - after all most businesses serve diverse customers hence diverse teams would be the best way to serve them – but also because it is the 'right thing to do'.

All these sessions received an overwhelming response, the august audience were richly benefitted, and media fraternity widely appreciated ASSOCHAM's initiative.



ENTHUSIASTIC 'SHE'

Celebrating the Power of SHEROES

On the Occasion of International Women's Day 2022, ASSOCHAM's Gujarat Council organised Special Virtual Session ENTHUSIASTIC SHE - Celebrating the Power of SHEROES on 08th March, 2022.



growth of the country. The number of women are increasing and gradually seen marching into domains which were previously reserved for males (sports, politics, police, navy, astronauts, pilots, chartered accountants, commandos).

ASSOCHAM believes that It's time women should be given their due. Equip them with the best, and then see India give rise to its more daughter and excel in every sector. It's not a pipe dream. As they say, "Every day is a new opportunity." In order to encourage the women to lead and excel into every sector, promoting zeal 'n' zest of women, ASSOCHAM on International Women's Day 2022

On the Occasion of International Women's Day 2022, ASSOCHAM's Gujarat Council organised Special Virtual Session ENTHUSIASTIC SHE - Celebrating the Power of SHEROES on 08th March, 2022.

BACKGROUND OF THE SPECIAL SESSION

Women are being empowered to break barriers and making a positive difference. The position and status of women all over the world has risen incredibly in the 20th century. The credit goes to the education which has become the right and ideal channel for awakening and promoting the retention of constitutionally guaranteed gender equality on all fronts. Women are playing bigger and bigger role in economic field and are becoming role models for the other women to excel in their area.

India has experienced rapid growth and development in the past years in many spheres. Gender equity is not one of them. This is deplorable

**needs to change.Em.
Borrum lam, eos eos
autentis duscendi
tecestrum resse id et qui
dolupti atquatur mi, tem
corepedi blabo. Mus as dis
delles est alia quo is reped
maio. Nam sa ide cone re
di aboriae nos seque liqui
rem accaerum volorae
stiu? Lupta voluptia id qui**

considering the important role played by women in the socio-economic

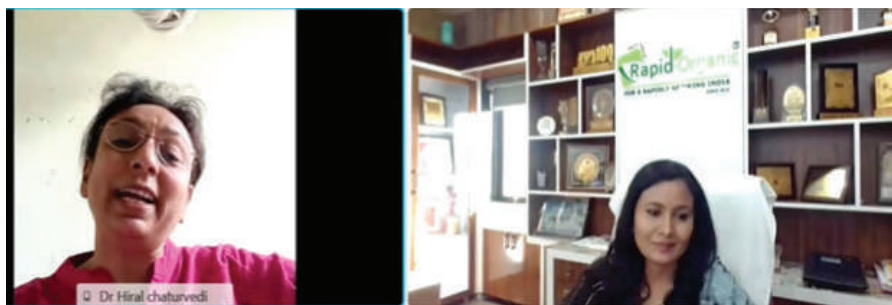


organised an special virtual session on ENTHUSIASTIC 'SHE'- Celebrating the Power of SHEROES, on March 08, 2022 ; 03 PM Onwards, with an aim to have the concrete discussion with the faces who changed the perspective of Indian Women, with more focus on uplifting and making opportunities to encourage and empower more and more women to excel in their

respective fields at national and international level.

SPEAKERS AT THE SPECIAL SESSION

Moderator: Dr. Hiral P Chaturvedi,
Anchor, Doordarshan Kendra,
Ahmedabad



Key Women Enthusiasts were -

- Smt. Parul Shah, Member, Women Empowerment Committee, ASSOCHAM Gujarat & Director, Zodiac Energy Limited
- Ms. Jigna Gajjar, Former Cricketer, Member of Indian Cricketer's Association BCCI
- Smt. Bina Desai, Trustee, Avirat Foundation
- Ms. Manisha Modi, Managing Director, Signography (outdoor-indoor print media total solution)
- Dr. Preeti H. Dave, Assistant Professor, Food and Nutrition, Sardarkrushinagar Dantiwada Agricultural University, Gujarat
- Ms. Tara S. Nair, Professor, Gujarat Institute of Development Research
- Smt. Aruna Joshi, Director, Rapid Organic Pvt. Ltd & Chairman, Organic Women Group
- Mrs. Heena Joshi, Representative, A Innovative International

SUMMARY OF THE SPECIAL SESSION

Smt. Parul Shah, Member, Women Empowerment Committee, ASSOCHAM Gujarat & Director, Zodiac Energy Limited

Always dream high. Don't be discouraged if anyone criticises you. Always dream with dedication and hard work and strive to make it come true.

For all the women out there, each one of you is unique. We are all multitaskers and we are capable of

doing it. So, always love yourselves and do what's good for you; only then you will be able to add more value to everyone around you.

Start listening to the stories of women. Whether we are men or

**needs to change.Em.
Borum lam, eos eos
autentis duscendi
tecestrum resse id et qui
dolupti atquatur mi, tem
corepedi blabo. Mus as dis
delles est alia quo is reped
maio. Nam sa ide cone re
di aboriae nos seque liqui
rem accaerum volorae
stiur? Lupta voluptia id qui**

women or don't identify with either of the two genders, no matter where we fall on the spectrum, it's important to listen to the stories of not only women



but of all those who have historically been marginalized and of course to offer us more and more scope to tell our own stories.

Smt. Bina Desai, Trustee, Avirat Foundation

Women are still not treated equally in India and still women are considered as just a tool. Today's system is entirely male-dominated even today, it is not properly accepted that a woman is in any position. Even today, women's opinion is not given importance. Women's opinion must be taken into account in every field, that is the demand of women. A woman who is very educated can give an opinion on what women want.

Be what you are and enjoy what you do. You came to this world to live your life; do not let others live it. Stand tall against all prejudice, be it work or home!

Ms. Manisha Modi, Managing Director, Signography (outdoor-indoor print media total solution)

Never give up working, never stop being financially independent because it adds a lot to your sense of self. Speak out because the environment today is finally allowing women to support other women who are speaking out

Dr. Preeti H. Dave, Assistant Professor, Food and Nutrition, Sardarkrushinagar Dantiwada



while the others who follow the grateful path, and I have learned to see the glass half full. Here I stand as proof that I'm not what happened to me, I'm not my face, I'm what I make of myself. I'm a story with happy ending.

Smt. Aruna Joshi, Director, Rapid Organic Pvt. Ltd & Chairman, Organic Women Group

Women should grow up to be self-reliant. They should grow up to give, not to take. They should grow up to believe you are as good as you think for yourself. Prepare and optimally use whatever is within your own grasp, capacity and around.

Mrs. Heena Joshi, Representative, A Innovative International

I feel every woman should standup for their rights and support each other. We should all practice and preach equality.

Investing in women and girls has a multiplier effect on productivity, efficiency, and sustained economic growth and that increasing women's economic empowerment is central to the achievement of the Millennial Development Goals and to the eradication of poverty, the greatest global challenge facing the world today, and an indispensable requirement for sustainable development.

Dr. Hiral P Chaturvedi, Anchor, Doordarshan Kendra, Ahmedabad

Women have always been a strong source of energy to society and have the potential to empower others. Our energies must nee reflected and channelised in empowering each other and strengthen women hood. It's time we join hands to create real women GDP.

Agricultural University, Gujarat

Women's rights are human rights. Investments in gender equality contributes to lifelong positive outcomes for children and their communities. On International Women's Day, let us pledge to do everything we can to overcome prejudice and promote gender equality and women's empowerment.

Ms. Jigna Gajjar, Former Cricketer, Member of Indian Cricketer's Association BCCI

I want to salute the independence of spirit that women have been expressing over the last few decades. They have made a mark in every field. I believe that with time the women of India will not only be skilled and financially independent but a force to be reckoned with!

Ms. Tara S. Nair, Professor, Gujarat Institute of Development Research

**needs to change.Em.
Borum lam, eos eos
autentis duscendi
tecestrum resse id et qui
dolupti atquatur mi, tem
corepedi blabo. Mus as dis
delles est alia quo is reped
maio. Nam sa ide cone re
di aboriae nos seque liqui
rem accaerum volorae
stiur? Lupta voluptia id qui**

There are people with two different attitudes, one who takes the path always grumbling along the way,



International Women's Day



Honoring Women achievers from Jammu & Kashmir



J&K council of ASSOCHAM honored Women achievers of Jammu and Kashmir with 'ASSOCHAMJ&K Women Achievers-2022' for their excellence in their professional fields, on the occasion of International Women's Day.

Ms. Ankita Kar, MD JKTPPO was the Chief Guest on the occasion.

ASSOCHAMJ&K Council had invited nomination in different categories for J&K Women Achievers-2022, for which 23 nominations were received and the jury selected Eight awards for seven categories.

Ms. Namrata Modi, Executive Director, PrevestDenPro Ltd. got the award in Manufacturing Category, MsAratiKuthiyala, Director, Jodhamal Public School for award in Education, Ms. Ruchika Gupta, MD, Ruchika Makeover, Geetanjali Salon awarded for Beauty and Wellness, MsInsha



Muzaffar Wani was also awarded with beauty and Wellness Category, Geetika Kohli of Thinksta Creative was awarded in Startup Category, CA Tripti Khajuria of Greenkart was awarded in Innovation category, In media Category, Ms. Khushboo Mattoo of TV-18 was awarded and in Retail category award was given to Ms. Twahida Akhtar of Shining

Boutique, Srinagar.

The winners were awarded with Trophy, Certificate, and a gift voucher of worth Rs. 6000 each.

All the participants were given certificate of Participation.

The event was sponsored by Batra Group as Prime Partner, while VLCC was Wellness Partner and JK News Today was the Media Partner.

Enhancing Maharashtra's Agri Logistics Sector

It's time we concentrated more on shift in ecological principles and also on new opportunities and strategies that makes agriculture more climate-friendly and the potential to save energy and water by making the soil healthier.

ASSOCHAM's had organized a virtual conference recently. Theme of the virtual Conference was "Enhancing Maharashtra's Agri Logistics Sector Challenges, Opportunities & a Roadmap ahead." It was moderated by Mr M C Dominic, Editor-in-Chief, Krishi Jagran while the speakers included Mr. Umesh Kamble, Founder & Director, Farm to Fork Solutions, Mr. Sandeep Pote, Managing Director, CB Logistics, Mr. Goverdhan Singh Rawat, Chief General Manager, NABARD, and Mr. Govind Hande, Krushi Seva Ratna, Advisor (Agri Export), Maharashtra State Horticulture and Medicinal Plant Board, Commissionerate of Agriculture, Pune.

"The Diverse Challenges and Constraints of growing population, increasing food, feed and fodder needs, natural resource degradation, climate change, shifts in land use patterns, increasing desertification, decreasing factor productivity, agriculture becoming economically unviable, increasing farmer suicides, growing small and marginal farmers demand a paradigm shift in formulating and implementing the agricultural programmes in India." Mr M C Dominic, Editor-in-Chief, Krishi Jagran said.

We actually need to analyse the challenges. The challenges before the farmers are too many and too



Chief Guest: Mr. Govind Hande, Krushi Seva Ratna, Advisor (Agri Export) Maharashtra State, Horticulture and Medicinal Plant Board Commissionerate of Agriculture, Pune

exhaustive. One side they struggle to tackle Pesticidal issues and on the other side they struggle to produce clean and healthy food. It's time we concentrated more on shift in ecological principles and also on new opportunities and strategies that makes agriculture more climate-friendly and the potential to save energy and water by making the soil healthier. The need is to shift more in to adapting sustainable approaches. Join Agriculture World and its journey in creating sustainable footprints globally and also in the dissemination of knowledge to save Mother earth from destruction and over exploitation.

Mr. Sandeep Pote, Managing Director, CB Logistics said India's attempt to promote food security is

centered on reducing food wastage. While boosting output has been a priority, food supply chain losses have been largely disregarded until recently.

With the goal of debating issues that can improve the country's Agri Logistics sector's rate of growth and recording all necessary steps to enter a new era of Agriculture Logistics to improve productivity, with a strong focus on latest opportunities in the sector and a slight focus on technology, marketing, finance, export and a slight focus on technology, marketing, finance, and infra facilities.

The entire world is looking at India as an investment destination because we have a lot of opportunity in the Agri sector. Today's farmer has begun to use various platforms, such



as Sahyadri farms and FPOs, to reach out to end customers. Furthermore, he also stated that we are dealing with a problem of food damage and loss and that the cause of this is a lack of infrastructural facilities, and that cold chain infrastructure can play an important role in reducing food waste. In terms of logistics, he believes that the speed with which farm products are delivered from farm to market and then to consumers is very important. For that, we will need a well-trained team in supply chain & logistics. In his closing remarks, he urged that we all focus on green transportation and electric vehicles in order to reduce our carbon footprints.

“Agri-logistics plays a vital role in enabling connectivity between production and consumption centers. Physical connectivity to markets is the primary medium by which farmers can access the opportunity to exchange

It's time we concentrated more on shift in ecological principles and also on new opportunities and strategies that makes agriculture more climate-friendly and the potential to save energy and water by making the soil healthier.

the produce for money. Any lack of logistics connectivity to convey their harvest to markets, results in a lowering of the farmers' ability to monetise their produce,” said Mr. Umesh Kamble, Founder & Director, Farm to Fork Solutions.

Agri Logistics enables connectivity between production and consumption zones over both space

and time with minimal loss of quality and quantity. It considers various aspect of agri-logistics, with primary focus on preconditioning, storage, and transportation of farm produce. The farmer requires improved logistics to move the harvest; to choose the time of transaction, they need the cold-chain for perishables, or safe storage for food grains and for a change in form, they need near-farm processing facilities to feed the raw material.

Logistics is the backbone that connects the produce to destination points, where they can conclude a desired transaction. The marketing system on the other hand, provides information to direct the flow of produce to points of demand and facilitates the transaction. Marketing is therefore expected to be the brain that ensures production and post-production activities are appropriately market linked, and that markets channels are expanded to absorb future growth in production.

Speaking at the event, Mr. Goverdhan Singh Rawat, Chief General Manager, NABARD said, “one important scheme is related to agri marketing infrastructure, in this scheme agri marketing infrastructure facility there is provision for creation of agri marketing infrastructure, storage facilities, post-harvest management, all the agri value chain facilities, cold chains where capital subsidy is provided by Government of India. It ranges between 25 to 33% of total project cost.”

This scheme is very important and over the years this scheme is under implementation and benefited large

area. The basic modus operandi is the entrepreneurs who are eligible for this scheme they have to submit the scheme to the banks and the banks analyze the project and sanction the project and once they sanction the project and disburse the amount, they have to claim the subsidy from NABARD. These can be done through online by the banks and subsidy of around 50 Lakhs can be availed. So, I would like to say that this is very important initiative from Government of India. Only thing is that the scheme is applicable till 22nd March however most likely it will be extended.

Second important scheme from Government of India was announced 2 years back for creating 1 lakh crore fund for agri infrastructure. Under this scheme also from Government of India the modus operandi is similar, the only change is that instead of Capital subsidy there is interest subsidy of 3% provided by Ministry of Agriculture, Government of India. So, under this scheme any agri-infrastructure can be created either by individuals or by the state agencies, FPO's and this scheme can be merged with other schemes as well.

Similarly, there are many initiatives are there from State Government also like in Maharashtra, the state government has taken many initiatives, there is a scheme for Magnet, there is a scheme for Smart, under these also if the capital subsidy is available from Government of Maharashtra, then the agri infrastructure scheme can be clubbed conversion can happen. By this Government of India helping to create agri

infrastructure.

In the same context NABARD has also introduced one scheme because all of you may be aware that in corporative structure, there is a ground level structure called as a primary agriculture co-operative

“Agri-logistics plays a vital role in enabling connectivity between production and consumption centers. Physical connectivity to markets is the primary medium by which farmers can access the opportunity to exchange the produce for money. Any lack of logistics connectivity to convey their harvest to markets, results in a lowering of the farmers’ ability to monetise their produce.”

society. In Maharashtra we have more than 21000 of co-operative societies. These are the basic level institutions at ground level which are directly connected to farmers. To take care of their requirement, NABARD provides refinance facility to

primary agriculture co-operative societies at 4% and they are also eligible for agri infrastructure fund at 3% interest subsidy. So, they get the credit facilities at 1%, and they can create infrastructure at 1% rate of interest for which they get the loaning facilities. So, from NABARD we provide these kinds of facilities and there is another fund for food processing that is limited to food processing activities. In that case also there is a subsidy component from Ministry of Food Processing, Government of India. Also, the rate of interest also lower for those who are interested, the only thing is that these food processing units can be set up only in designated food parks or mega food parks which has been approved by MOFPI.

In Maharashtra we have 3 mega food parks in Satara, Vardha and Paithan. Vardha is still under progress but Satara and Paithan are already in implementation. Any promoter or any Entrepreneur wants who wants to set up food processing unit in these mega food parks are also eligible for grant assistance from MOPFPI. So, these are the initiatives taken by Government of India and State Government also to see the requirement in post-harvest management aspect so that can be addressed.

Now the question is that does it really help to farmers at the ground level? I would say yes it helped to all because



infrastructures have been created and directly or indirectly it is benefiting farmers at grassroot level. But as you all know that to create infrastructure facilities are capital intensive activity and lot of funds is required. For small and marginal farmers, it is difficult to take direct advantage of these schemes and they cannot set up cold storage or Warehouse facilities for that NABARD is trying to approach ground level organizations like primary agriculture co-operative societies and they have membership of around 1.03 crores of farmers. These primary agriculture co-operative societies finances around 28 to 30 thousand crores to farmers for production purpose only and the output is around 60 to 70 thousand crores.

We are trying to focus on these primary agriculture societies, and they have a unique identity as they are the only legal entities which can provide credit and non-credit facilities. Historically they have been providing input supply to farmers plus the credit supply but now we are trying to develop them as a multi service centers where they can provide credit facilities to farmers at the same time, they can provide various services related to production process. This is one of the major areas where NABARD is focusing on. Also you all are aware that Government of India has formed a new ministry, Ministry of Cooperation and also we are trying to digitizes these co-operative societies to create their process and financial transactions much more transparent and they will be able to provide services like any fintech company or any other commercial bank. So that is one major area where NABARD is focusing to address the farmers logistic, post logistic, credit requirements all



at one go through these primary agriculture co-operative societies. That is the reason why NABARD has introduced new refinance scheme where NABARD is providing loan to them at 4% rate of interest and if you add the Government of India AIF (Agri Infrastructure Fund) they can get the loan at 1% rate of interest for creating various infrastructure facilities at their place.

Second area where NABARD is focusing upon is farmers producer organization. Mr Pote also mentioned that Government initiatives are there. From NABARD side also throughout the country NABARD has more than 6000 FPO's. Now Government of India has also came out with Central Sector Scheme where they are planning to promote 10,000 FPO's in next 4 to 5 years. For these FPO's also it was quite difficult to raise large investment of fund at the initial stage. For them also how NABARD can take advantage of these various funds or various initiatives of Government of India so that at lower cost with capital subsidy component they can set up their various business and various services to farmers and farming members.

Another area apart from services NABARD wants to focus upon is,

there is a lot of agri waste available at the ground level apart from the main produce. In some of the geographical area there is a problem of disposal of these agri waste. And there is a requirement of these agri waste at the industry level to produce the biofuel or to use biofuel as there is a completion for industry to use 5% biofuel. So, we are looking at the possibilities that how we can collect this waste and how we can reach out to industries for their requirement or for their consumption as it can be an additional income for farmers.

"To maintain a demand linked agenda, an inverse approach is needed, to work backwards from Fork-to-Farm, to ensure that demand is integrated with supply side, rather than only selling at a convenient market at available prices or pushing production into storage merely for unplanned and deferred returns," said Mr. Govind Hande, Krushi Seva Ratna, Advisor (Agri Export), Maharashtra State Horticulture and Medicinal Plant Board, Commissionerate of Agriculture, Pune. A fork-to-farm approach has to be adopted, whereby the reverse flow of information from markets to farmers would also enable the farmer to take informed decisions about what to market, when to market and to whom.

For connecting with markets, logistics is the backbone, and functions to bridge supply to consumption centres. Avoiding food loss in the post-harvest supply chain to result in an increase in the saleable quantity of produce is vital towards fulfilling this agenda. It also requires integration of the value chain segments that connect fork to farm, while providing farmers the options to take part in post-production activities.

Virtual Interactive Session: Future of the BFSI Sector “The Way Forward”

Projects with implementation risks should normally be financed by the capital markets and not by banks using public deposits stated Shri N. S. Vishwanathan, Former Deputy Governor, Reserve Bank of India, and Chairman- RBI, Expert Committee- Primary (Urban) Co-operatives Banks.



Mr. N S Vishwanathan embraced the virtual session on Future of the BFSI Sector- The Way Forward organized by ASSOCHAM

Speaking at a virtual conference titled- Future of the BFSI Sector- “The Way Forward” organised by the Associated Chambers of Commerce and Industry of India (ASSOCHAM) Shri Vishwanathan stated that India needs a very strong bond market that can fund projects and manage its risks. “The fundamental risk management and providing liquidity needs to come from the bond market. IBC is one of the legal frameworks enabling the development of the bond market,” he said.

“The fundamental risk management and providing liquidity needs to come from the bond market. IBC is one of the legal frameworks enabling the development of the bond market.”

He explained that if the bond markets develop, the banks must brace up to a situation of higher disintermediation. “The biggest contributor for the net interest margin being higher is the high NPAs. Going forward, we are looking at the Indian banking system having NPAs of globally accepted standards,” he said.

Shri Vishwanathan also revealed that credit culture in India is a function of many things. “The quality of credit in the bank, the post credit follow-up and the legal system for recovery are some of the factors which determine it.



Mr. Santosh Kumar Shukla, Executive Director, Insolvency & Bankruptcy Board of India speaking on BFSI sector.

If you don't have all these things, you reduce the probability of default and bring down the loss given default," he said.

Mr Santosh Kumar Shukla, Executive Director, Insolvency & Bankruptcy Board of India informed that in the year 2014, RBI thought of creating a study of the asset quality review due to the huge NPAs the banks were sitting on.

"One of the biggest reasons was the aggressive lending by the banks which led to an increase in the stressed assets. When the Code came in the year 2016, with an object of reorganisation, it thought of creating a credit culture," he said.

Mr Shukla informed that in the last five years, the (Insolvency and Bankruptcy) code has achieved a lot, but it is still the beginning. "Banks have a major role to play in it. The IBC played the role of the missing link to find a resolution of the stressed assets and presented an opportunity to overhaul the existing framework," he pointed out.

He informed that the time taken for the resolution deteriorates the

value of the asset. "If the CoC can take faster decisions and cooperate with the other ecosystem, or the entities playing in the ecosystem in a

"The biggest contributor for the net interest margin being higher is the high NPAs. Going forward, we are looking at the Indian banking system having NPAs of globally accepted standards."

constructive way, the amount of time will come down," he explained.

Mr. Ajit Pai, distinguished expert- economics & finance, NITI Aayog stated that when you look at the total debt to the GDP, India's ratio to the rest of the world is not very high. "However, when you look at the government debt to the GDP, it is

very high when compared to most of the G20 countries," Pai said.

Mr. Pai informed that the cost of capital in India is high, which creates a barrier to penetration. "People don't find affordability at very high interest rates, whether it is an MSME or a very large business. It really prohibits them from taking those loans. We need to increase the private credit and reduce the government credit," he added.

He explained that the sovereign credit influences what the private market would also pay, which is just a few basis points of what the sovereign credit is. "So, we can be driving India's GDP growth, much better and more efficiently, by focusing on the private players," he said.

Dr. Charan Singh Chairman, ASSOCHAM National Council for Banking explained that in emerging countries, banks, and financial institutions, have to play a very important role. "If the country and the economy to achieve its goal, of \$5 trillion, and \$40 trillion in 25 years, it is important that the banking financial sector and the insurance sector contribute significantly."

Clean Water For Delhi - Challenges and Solutions

In Delhi, we are going to do two things, first - we will clean the Yamuna river by December 2023 and not 2025, and secondly, all homes in Delhi will get 24-hrs water supply by 2025," said Mr Satyendar Jain.



Mr Satyendra Jain, Minister of Health & Family Welfare, Industries, Home, Power, Water, Urban Development and Irrigation & Flood Control, Govt. of NCT of Delhi. Also seen in pic: Mr. Deepak Sood, Secretary General ASSOCHAM and Dr. Lalit Khaitan, Chairman, Central Region Development Council, ASSOCHAM.

The Hon'ble Minister of Health & Family Welfare, Industries, Home, Power, Water, Urban Development, and Irrigation & Flood Control, Govt. of NCT of Delhi was speaking at a webinar organised by ASSOCHAM on World Water Day.

"In Delhi, we are going to do two things, first - we will clean the Yamuna river by December 2023 and not 2025, and secondly, all homes in Delhi will get 24-hrs water supply by 2025," said Mr Satyendar Jain, Minister of Health & Family Welfare, Industries, Home, Power, Water, Urban Development, and Irrigation & flood Control, Govt. of NCT of Delhi at a virtual session that was held on the occasion of World Water Day.

The Associated Chamber of Commerce and Industry

"We will also clean all the water nalas. For those who say that it cannot happen, I'd like to tell them that we will make it happen. The population has increased 3-times since Delhi got access to water from the Yamuna River in 1993, but till date, we get the same amount of water."

(ASSOCHAM), an apex industry body, the webinar was based on 'CLEAN WATER FOR DELHI- Challenges

and Solutions', Mr Jain added, "We will also clean all the water nalas. For those who say that it cannot happen, I'd like to tell them that we will make it happen. The population has increased 3-times since Delhi got access to water from the Yamuna River in 1993, but till date, we get the same amount of water."

Mr Satyendar Jain also touched upon the issue of rainfall. He informed, "In India, we receive an average rainfall of about 119-centimeters, which means more than 1-meter of average rainfall. And if we talk about per head, it's around 7-cubic meters for each person, which means one individual gets around 7000-litres of rainwater per day, every year. We also require a minimum of 150-200 litres of water for house chores per day. If we take into account other activities like agriculture, 7000-litre is not less, yet we talk of scarcity." Among the solutions, he elaborated on wastewater treatment. "We are using treated water for reuse purposes so that you will get enough water for horticulture. The Incoming 5-10 years Delhi's water level will come back and will use treated water."

Ar. Vijay Garg, Chairman, Delhi State Experts Appraisal Committee, Dept. of Environment, Govt. of NCT of Delhi, informed, "As an initiative of the environment or Environmental Impact Assessment (EIA) clearance in Delhi, it has been made mandatory



the water crisis in the capital. The first effort was to solve the crisis in the city which has serious water scarcity created due to mismanagement and inequitable distribution of water. In addition, the government encourages the conservation of water resources by those householders who consciously cut their water consumption. Most importantly, it facilitates the provisioning of pipe water to those areas that are currently water-stressed and have no piped water supply," he said. "While clean water has been a priority for Delhi administration, now it's time to spread education about the significance of safe drinking water and the need to manage its supply system sustainability. I feel it's the moral duty of all individuals and business houses to come forward and support the government in cleaning and adequate water supply," he added.

Mr Deepak Sood, Secretary-General, ASSOCHAM appreciated Shri. Arvind Kejriwal, Honorable Chief Minister's commendable work for the people of Delhi. He said, "I would like to applaud the way changes are taking place in Delhi and the things that have been achieved so far. It goes way beyond water and includes healthcare, education, and mohalla (street) clinics among other things." He added, "Delhi has now become a city of aspiration. People want to come and live here. As you put out your plans for modern Delhi of 2047, I think it's going to be a global city that people would love to talk about."

for all the projects, basically real estate projects to use only recycled and retreated water. So, all freshwater is banned in Delhi to be used for construction purposes." He added, "Further, in all the projects what we are trying to put out, whether it is a hospital, or a commercial mall or a hotel, is if we can reuse the water which is produced in your campus for flushing purposes, for the purpose of horticulture, and all such uses. This way, at least 40% of the freshwater demand can be reduced. We are looking at reducing the consumption of portable water to 50% as much as possible."

Mr Ajay Popat, Chairman, ASSOCHAM National Council on Water & President, Ion Exchange (India) Ltd spoke about the government's water reforms and works, which includes sewage systems plans. He said, "From an outsider's perspective, I would like to see how Delhi manages its water better through experiments on ground water recharging, pricing water at different economic levels, treating its sewage and also investing in a public-private partnership to see that the whole sustainability of water is improved."

At the same event, Dr. Lalit

Khaitan, Chairman, Central Region Development Council, ASSOCHAM & CMD, Radico Khaitan Ltd, in his address, appreciated Delhi's government efforts to improve the water supply system and provide safe drinking water. "The Delhi government has done excellent work

"The Delhi government has done excellent work of supplying water in all the areas. It has taken many initiatives to mitigate the water crisis in the capital. The first effort was to solve the crisis in the city which has serious water scarcity created due to mismanagement and inequitable distribution of water."

of supplying water in all the areas. It has taken many initiatives to mitigate

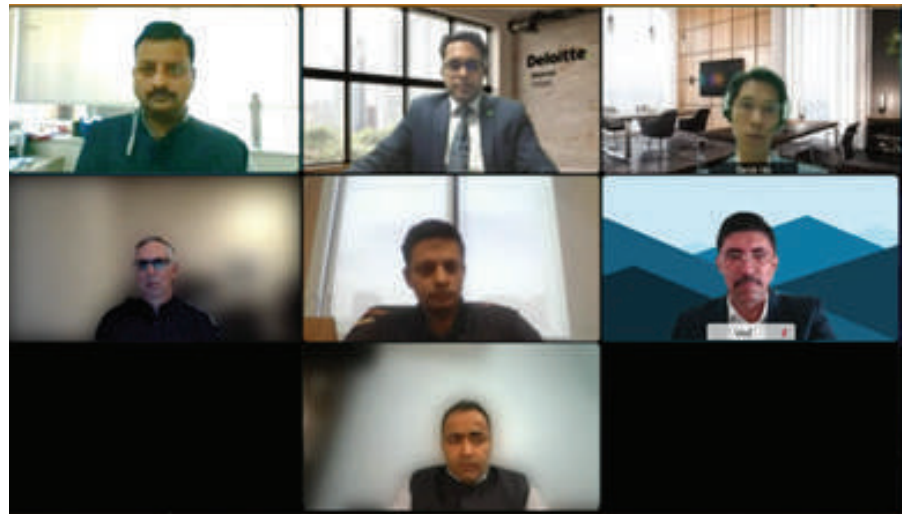
Bharat@100: Envisioning A Globally Competitive Future

PRIVACY & PROTECTION FOR COMPETITIVENESS

At 14GB per person, data consumption in India is among the highest making data protection and data privacy not only very important but there is also the need for collaboration between industry, government, and other stakeholders for a harmonious data protection regime.

The Associated Chambers of Commerce and Industry of India (ASSOCHAM) recently organized a global privacy and data protection leadership meet. Technology leaders from all major corporations in the sector attended the day long discussion. A white paper 'Privacy and data protection' prepared in collaboration with Khaitan & Co was also launched at the event.

Extending a warm welcome to the participants, Shri Lovneesh Chanana Chairman, ASSOCHAM National Council on IT, ITES & eCommerce said, "In the last few years the Tech industry has achieved over \$200 billion in revenue and employs more than 4.7 million people. At 14GB per person, data consumption in India



is among the highest making data protection and data privacy very important. The need for collaboration between industry, government, and other stakeholders to bring out a harmonious data protection regime

is one that cannot be emphasized enough. The data protection bill has undergone a long consultative process and the various stakeholders deserve appreciation for their constant involvement in the process."



The data protection bill has undergone a long consultative process and the various stakeholders deserve appreciation for their constant involvement in the process.



But for novice users these are just concepts. Privacy, data safety and responsibility have become an implicit requirement and can no longer be after thoughts. The change in digital landscape calls for regulations and a strong infrastructure to ensure that the digital economy can develop.

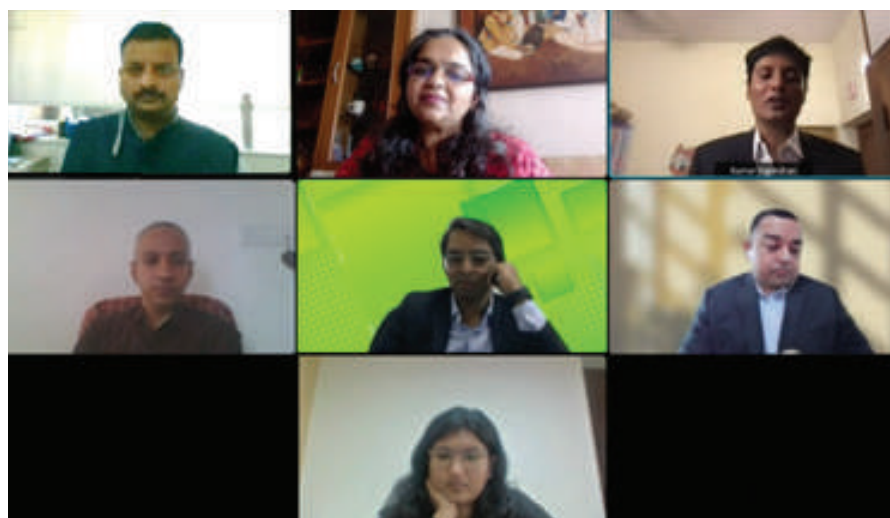
Cybersecurity Group, Microsoft India, delivering the industry keynote said, "As we embrace digital transformation, data security remains top of mind and top challenge. Under the new normal, organisations want to know where their data resides, who has access to it, what security protocols and controls are in place and what happens to my data on discontinuation of a service and other data security related concerns. Data privacy, compliance, security, and residency are cornerstones in our dealings with our customers. We are constantly updating and keeping ourselves up to date on local requirements. We are also proactively working to ensure that we are ready for our customers and subscribers as and when the data protection bill becomes law."

Shri Sunil Abraham, Public Policy Director, Meta India too delivered an industry keynote highlighting their data safety and security initiatives, "Personalized advertisements is what enables platforms such as Meta to offer their services for free to users. Privacy expectations are changing and are different for different types of users. In keeping with the changing privacy expectations, we have expanded end-

Sharing the industry perspective at the inaugural sessions, Shri Aman Jain, Head of Government Affairs and Public Policy, Google India said, "This is an opportune moment to take stock of global developments on privacy and consciously drive the conversation happening in India. The internet has transformed the way we engage not only with each other but also with businesses and educational institutions. Those well acquainted with the internet and its services are also aware of the need for safety, security, and privacy. But for novice users these are just concepts. Privacy, data safety and responsibility have become an implicit requirement and can no longer be after thoughts. The change in digital landscape calls for regulations and a strong infrastructure to ensure that the

digital economy can develop. As we prepare for a data protection law, we need to take a holistic view of how privacy regulation impacts society and the potential impact across the information system."

Shri Terence Gomes Enterprise Security Executive - India, Enterprise

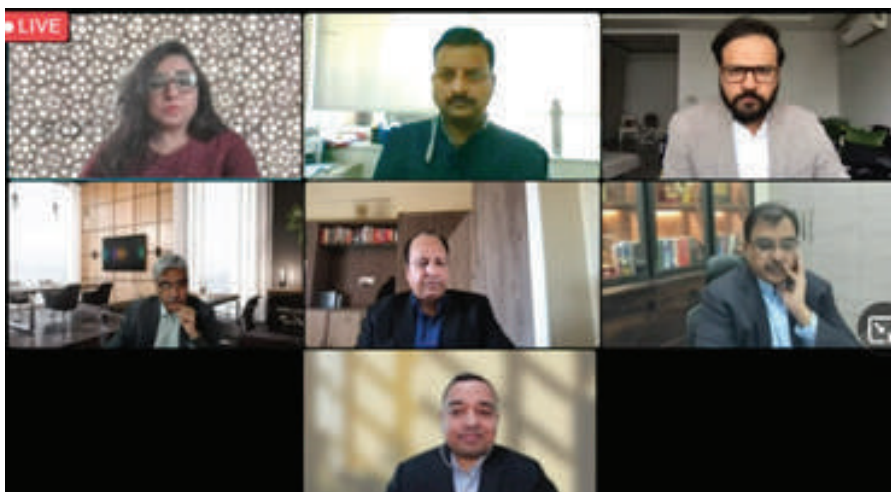


to-end encryption across our family of apps. We are also in constant touch with academics and keeping abreast of policy developments and regulations. We are working on privacy daily and constantly. Regulation must provide for greater regulatory certainty so that regulated entities have a clear path to compliance. It is also important for the regulation to give adequate compliance runway for companies especially for global and complex platforms.”

In another industry keynote address, Shri Deepankar Sanwalka, President- Enterprise Functions, Paytm said, “Data privacy is at the heart of what we do even if we are not aware of it. As the number of connected devices increase, data privacy especially in the context of personal data is and will continue to be a key issue.”

The event saw deliberations upon pertinent topics such as Safeguarding intellectual property while ensuring privacy protection: issues and challenges, Principles-Technology Confluence, Organizational imperatives under Indian data protection Framework and Evolving of Indian Data Protection Journey.

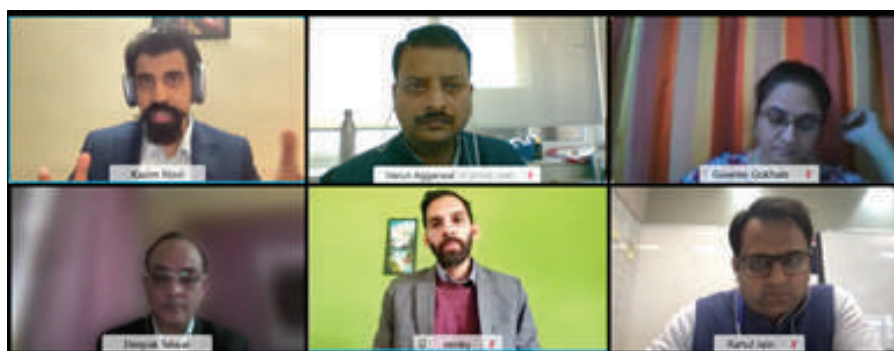
Industry stalwarts such as Shri Ashwani Rana, Co-Chairman, ASSOCHAM National Council on IT, ITes & eCommerce, Shri Supratim Chakraborty, Partner, Khaitan & Co, Ms. Kalindee Mehta, VP &



Regulation must provide for greater regulatory certainty so that regulated entities have a clear path to compliance. It is also important for the regulation to give adequate compliance runway for companies especially for global and complex platforms.

Regional General Counsel for Asia Pacific & Japan, SAP, Shri Ashutosh Chadha, Director and Country Head Government Affairs & Public Policy, Microsoft, Ms. Corinna

Schulze, Director, EU Government Affairs, SAP, Shri Rahul Jain, Head Public Policy (Digital & Devices), India, Amazon, Shri Venkatesh Krishnamoorthy, Country Manager, BSA | The Software Alliance, Shri Ramkumar Narayanan, Practice Partner, Data Privacy, Risk & Compliance, Wipro Limited, Shri Derek Ho, Assistant General Counsel for privacy and data protection, Mastercard, Shri Dharmender Jhamb, Vice-President, Paytm, Shri Bjorn Ovick, Head of Fintech, Skyflow, Shri Nagendra Nagaraja - Founder and CEO, QpiAI Technology, Shri Ved Prakash, Senior Business Development Manager, Banking & Enterprise – India, Thales Group- India, Ms. Dhvani Rao Head Legal Counsel & Head of Data Privacy, Nestlé India, Shri Ramakant Mohapatra, Director, Privacy & Data Protection, Infosys (Edge verve), Shri Nitin Dhavate, Country Data Privacy Head – India, South Asia and Sub-Saharan Africa, Novartis Healthcare, Shri Aditya Mudgal, Global Senior Legal Counsel - Data, Privacy & Digital, Unilever PLC, Shri Loga Murugan T V, Head - Global Privacy Office, TCS, Shri Rahul Sharma, Founder, The Perspective & Grade Ace spoke at the various sessions of the event.



Cyber Fraud: Emerging Trends & Challenges

Cybersecurity is important because it protects all categories of data from theft and damage. This includes sensitive data, personally identifiable information (PII), personal information, intellectual property, data, and governmental and industry information systems.

Presenting Partner
AAM
TCI
TCIEXPRESS
ReNew
Spicejet

Supporting Sponsor
EY
SMART BHARAT
BSE
SJK
KHAITAN

Annual Session Partners
AAM
TCI
TCIEXPRESS
ReNew
Spicejet

ASSOCHAM Patrons
Dr. Ashwathnarayan C. N.
Hon'ble Minister of Higher Education;
Minister of Electronics, Information and Biotechnology and Science & Technology;
Minister of Skill Development, Entrepreneurship and Livelihood;
Former Deputy Chief Minister, Government of Karnataka

Special Guest
Ms. Arti C. Srivastava
Chief Digital Officer
Innovation and Technology Board of India

EMINENT SPEAKERS
Dr. Ashwathnarayan C. N.
Hon'ble Minister of Higher Education;
Minister of Electronics, Information and Biotechnology and Science & Technology;
Minister of Skill Development, Entrepreneurship and Livelihood;
Former Deputy Chief Minister, Government of Karnataka

ASSOCHAM Patrons
Dr. Ashwathnarayan C. N.
Hon'ble Minister of Higher Education;
Minister of Electronics, Information and Biotechnology and Science & Technology;
Minister of Skill Development, Entrepreneurship and Livelihood;
Former Deputy Chief Minister, Government of Karnataka

As part of its annual summit session, ASSOCHAM hosted the 12th Global Summit on Fraud and Forensics- “Emerging Trends and Combating Challenges,” with the goal of raising awareness among industrialists about the need for cyber security systems and the rising cases of online frauds and cases.

The Chief Guest, Dr. Ashwathnarayan C. N. Hon'ble Minister of Higher Education; Minister of Electronics, Information and Biotechnology and Science & Technology; Minister of Skill Development, Entrepreneurship and Livelihood; & Former Deputy Chief Minister, Government of Karnataka delivered a special address during the

“Before evaluating any fraud case, consider digital transformation, technological solutions, risk management models, compliance, and monitoring”. There is a rise in greater partnership of industry and government in the recent times, he said. A proper fraud framework should be channelized by reevaluating practices and forefront response.

session, outlining the growing trends of digitization and their regulatory policies for a safe working ecosystem. He went on to say that implementing cyber security policies, surveilling data collection, and mitigation are all strategies to avoid such instances in the business.

He mentioned about businesses doing great with innovation technologies and advanced internet platform and adapting to the complexity of the same for regulatory purposes. He said, “Before evaluating any fraud case, consider digital transformation, technological solutions, risk management models, compliance, and monitoring”.

In her special address Ms. Arti

C. Srivastava Chief Vigilance Officer Securities and Exchange Board of India focused on growing white-collar frauds and how to overcome its challenges. She said, “no sector or domain is left with these frauds with rising tech use that leads to trust deficit in employees”. A few essential criteria to identify any misleading conduct or fraud are protecting, preventing, reporting, and detecting. With a clear code of conduct, she said, recognising ethical quotient at work is the need of the hour.

Mr. Dhruv Phophalia Managing Director and India Leader – Disputes and Investigations Alvarez & Marsa shared that the advancement of tech is growing tremendously and now is the good time for greater corporate governance with the right regulations or legislations. There is a rise in greater partnership of industry and government in the recent times, he said. A proper fraud framework should be channelized by reevaluating practices and forefront response.

He continued by saying updation of tools is required constantly. Reporting analytics workflow automation should be incorporated to balance system leakage and give investors complete confidence in their funds.

CA (Dr.) Ashok Haldia

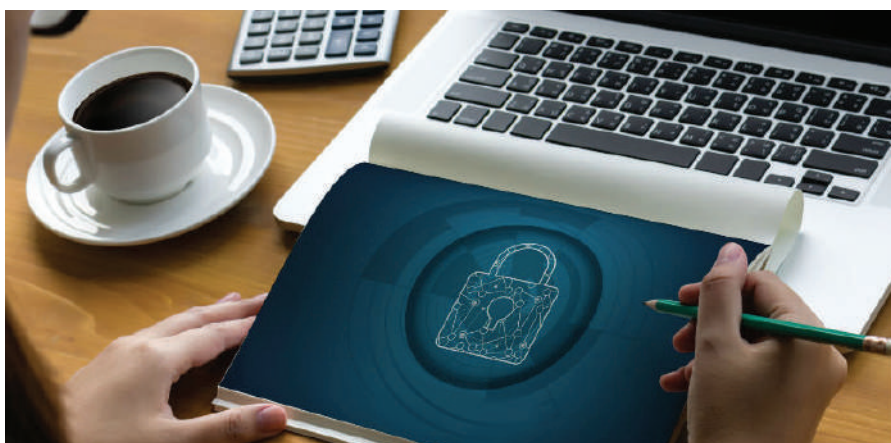


Global increase of cyber-crimes and cases by 8 times compared to last five years and there were 1.8 Lakh crore loss in frauds in 2021 only marking 229 cases per day. The focus should be on internal culture of the organisation for proper regulation, ethos and open communication.

Chairman, Indian Institute Of Insolvency Professionals Of ICAI (IIPI); & ASSOCHAM Task Force

Chair for Accounting Standard stated the global increase of cyber-crimes and cases by 8 times compared to last five years and there were 1.8 Lakh crore loss in frauds in 2021 only marking 229 cases per day. The focus should be on internal culture of the organisation for proper regulation, ethos and open communication, he added.

The global summit has participation of experts from diverse experience including accounting professionals, auditors, forensic experts, risk management professionals, authors, bureaucrats, police, legal, administration as well as participants from regulators, law and enforcement bodies, fintech etc. Speakers addressed at the first day of two days summit were including Mr. Basudev Mukherjee, Assistant Secretary General, ASSOCHAM, Mr. Shobhit Agarwal Chairman, ASSOCHAM National Council for Internal Audit and Risk Management & Partner Advisory, KPMG in India and Mr. Naveen Aggarwal Co-Chairman, ASSOCHAM National Council for Internal Audit and Risk Management & Partner, SS Kothari Mehta & Company.

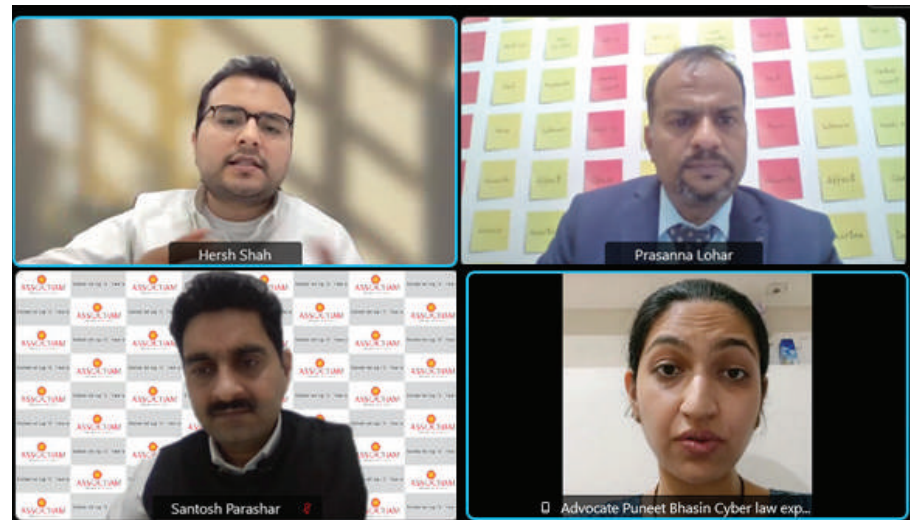


Digital Literacy to prevent cybercrimes & frauds

The lack of a central monitoring authority makes it more difficult to identify the root cause of cyber-crime or fraud and as digital complexity grows, the business environment becomes increasingly vulnerable to digital threats and data fraud.

ASSOCHAM, an apex body, hosted 12th Global Summit on Fraud and Forensics, “Emerging Trends and Combating Challenges,” as part of its annual summit session, with the purpose of increasing consciousness about cyber scams and frauds and how to avoid them in personal and professional settings. The inclusion of digital risk management and security planning can help businessmen in the long run.

The Guest of Honour, CMA P. Raju Iyer President The Institute of Cost Accountants of India highlighted that there are no sufficient resources or technology to report or detect frauds in India. The lack of a central monitoring authority makes it more difficult to identify the root cause of cyber-crime or fraud. ‘More corporate, social, and forensic methodology should be used in the detection of cyber scams,’ he stated. He went on to

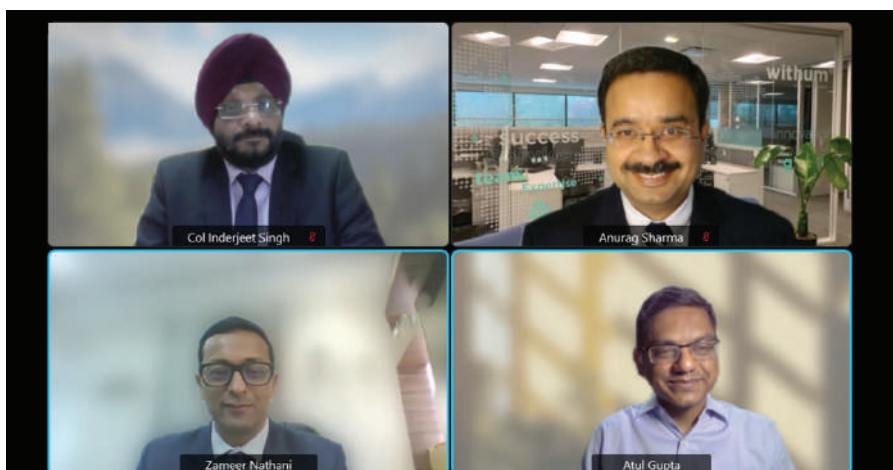


say that as digital complexity grows, the business environment becomes increasingly vulnerable to digital threats and data fraud.

He mentioned about the importance of internal auditor role and how the inner influence of the corporate environment can save the company’s data, assets and property, private information . The employees

are under risk too who are on payroll with the remote access of data. He stressed upon the government’s

He stressed upon the government’s role to strengthen the cyber security system in the nation for safety of the economy. 56 percent of them were financial scams, 26% were social media frauds, and the rest were of a highly technical nature. With no regulatory body, people are abusing the space of crypto market, dark web, and ransomware.





role to strengthen the cyber security system in the nation for safety of the economy.

In his special address Prof. (Dr.) Triveni Singh, IPS Superintendent of Police, Cyber Crime Uttar Pradesh Police stated that “there have been around 1,20,000 cases of cyber frauds in the last month alone.” 56 percent of them were financial scams, 26% were social media frauds, and the rest were of a highly technical nature. With no regulatory body, people are abusing the space of crypto market, dark web, and ransomware.

He mentioned that it is a global issue of concern as the nature of crime cannot be detected easily. He noted

Analysing social media or web interactions in the workplace is an important aspect. Consumers should identify their obligations and rights while using the web with responsibility.

that technical skillsets, advanced forensic data analysis, and modus operandi findings of the outcome are

all critical in identifying the offender. He streamlined the three challenges of Fraud and Forensics that are- Technical nature, legal issues, and administrative role.

Mr. Shobhit Agarwal Chairman, ASSOCHAM National Council for Internal Audit and Risk Management & Partner Advisory, KPMG in India said public awareness is the key. Finding out the answer of 5W1H (what, who, when, where why and how) is necessary for any cybercrime to unfold. Analysing social media or web interactions in the workplace is an important aspect. Consumers should identify their obligations and rights while using the web with responsibility. There are more cases of money being stolen from online wallets or bank accounts, he added.

Mr. Naveen Aggarwal, Co-Chairman, ASSOCHAM National Council for Internal Audit and Risk Management, and Partner, SS Kothari Mehta & Company, gave his viewpoint on Analysis of new age cyber-attack patterns in emerging technologies. Mr. Basudev Mukherjee, Assistant Secretary General, ASSOCHAM gave his welcome address while focusing on the challenges faced.



Ecotourism: Protecting Biodiversity & the Sikkim Model



As part of its annual summit session, ASSOCHAM, in association with NABARD Sikkim, hosted a webinar on “Towards the Development of Eco Tourism in Sikkim: Issues and Challenges,” with the goal of promoting ecotourism for the conservation of resources in Sikkim, as well as promoting conscious travel and supporting green tourism. Sikkim is bestowed with huge forest area and is the first organic state of India.

The webinar was honored by the presence of Dr. K. Jayakumar, IAS, Addl. Chief Secretary Department of Commerce, Industries, Tourism & Civil Aviation, Govt. of Sikkim. Apart from him the webinar also



saw the presence of Mr. P. D. Rai, Former Member of Parliament (Lok Sabha), Mr. Vijay Bhatt, Deputy GM, NABARD, Mr. Krishna Kumar Singh, Former MLA & Environmentalist, Mr. Souvagya Mohapatra, Chairman, ASSOCHAM Tourism & Hospitality Sector Council – East who gave welcome address. The report was released on the occasion focusing on the development issues and the way forward for Eco Tourism.

The list of speakers included Dr. K. Jayakumar, IAS, Addl. Chief Secretary, Department of Commerce, Industries, Tourism & Civil Aviation, Govt. of Sikkim, Mr. P. D. Rai, Former Member of Parliament (Lok Sabha), Mr. Krishna Kumar Singh, Former MLA & Environmentalist, Dr. Jones Mathew, Professor & Chairperson – Research, Rankings & Accreditation, Great Lakes Institute of Management, Gurugram, Mr. Parambir Singh Dave, President, Federation of Shillong Hotels, Dr. Suborno Bose, Chairman, Indismart Group Worldwide & CEO, International Hospitality Council, and Mr. Ranjan D Sen, Chairman, ASSOCHAM Agriculture Sub Council – East.



ILLNESS TO WELLNESS

Care for your kidney

Kidney disease is avoidable and that high-risk populations, such as those with diabetes and hypertension, should be educated and screened. Early detection and medical treatment can also help postpone the onset of severe renal failure.

Under its Illness to Wellness Campaign, ASSOCHAM, an apex body, organized “Kidney Care: Preventive and Curative Actions” on the eve of World Kidney Day with the objective of spreading awareness about kidney diseases. Kidney diseases are silent killers, which can largely affect your quality of life. There are several ways to reduce the risk of developing kidney disease.

“Kidney disease is mostly silent and thus neglected and not handled properly,” said Dr. Manju Aggarwal, Director and Head, Department of Nephrology and Kidney Transplantation, Artemis Health Institute. She further added that kidney disease is avoidable and that high-risk populations, such as those with diabetes and hypertension, should be educated and screened. Early detection and medical treatment can help to postpone the onset of severe renal failure.

She addressed the audience by saying “Diagnosing renal illness can be a difficult experience for both the sufferer and those around them. It limits their capacity to engage in daily activities such as employment, travel, and socializing.” Patients with kidney disease, including those who require dialysis or transplantation, require additional assistance from society, patient groups, networks, government agencies and health insurance providers in the long run,



“Diagnosing renal illness can be a difficult experience for both the sufferer and those around them. It limits their capacity to engage in daily activities such as employment, travel, and socializing. Symptoms or indicators of renal disease may not appear until 80 percent of your kidneys have been damaged”

she added.

Kidneys are very important

organs that remove waste, control blood pressure, make haemoglobin, and maintain bone health, according to Dr. Rishit K. Harbada, Consultant Nephrologist, BSES MG Hospital, Andheri, S.R.V Hospital, Goregaon, Associate Consultant, Sir H.N



Reliance, Foundation Hospital, Mumbai. He said, "Symptoms or indicators of renal disease may not appear until 80 percent of your kidneys have been damaged". As a result, early detection is critical. Controlling blood pressure, diabetes, eating properly, limiting alcohol intake, being active, avoiding over-the-counter drugs, painkillers, and regular follow-up are all critical for kidney health sharing precautionary measures in the session.

Dr. Siddharth Vinod Lakhani, Consultant Nephrologist & Transplant Physician, Lakhani Kidney Clinic, Fortis Raheja Hospital, Global Hospital, Somaiya Hospital, Kohinoor Hospital, SRV Hospital, Zynova or Shalby Group of Hospitals, expressed his heartfelt gratitude to ASSOCHAM for organising this enlightening and interactive session. "Prevention is better than cure," Dr. Lakhani stated emphatically. "Let us work together to avoid and battle chronic renal disease", he said.

Dr. Rajesh Kesari, Founder and Director, Total Care Control, Delhi-NCR, outlined his concern of the rising cases of kidney diseases in the nation and said, "kidney disease has long been regarded as the most neglected chronic disorder". A variety of communicable and noncommunicable diseases can cause kidney problems, and many patients with kidney disease do not have access to treatment. Renal disorders' causes, consequences, and costs have implications for public health policy in all countries, as well as the problems that lie ahead.

The program was well attended by audience, appreciated by panelists and also received good media attention.

Maharashtra: Enabling inclusive growth in India



Mr. Subhash Desai, Maharashtra's Minister of Industries, Mining, and Marathi Language, discussed new commercial potential in the state.

Keeping in mind of state importance in overall economic growth of the country, on the occasion of ASSOCHAM Annual Session under the central theme "Bharat@100: envisioning a globally competitive future", the special session on "Maharashtra: enabling long-term inclusive growth in India" was organised recently.

Shri Subhash Desai, Hon'ble Minister Industries, Mining and Marathi Language, Government of Maharashtra was the Chief Guest.

Hon'ble Minister covered various aspects from Ease of doing business in Maharashtra, the Infrastructure and growth perspective, AURIC, State of the Art First World Class green Township etc.

Hon'ble Minister also addressed queries on Renewable energy and suggested a white paper on the same from Mr Srinu Viswanathan, CEO, Vibrant Energy.

Mr Umesh Kamble shared his thoughts on the Food and Agri Sector and how Food wastage is a concern.

Mr Ramesh Nair, CEO, Colliers India apprised on the Real estate trends.

Mr Shantanu Bhadkamkar spoke on the trends in Logistics sector and moderated the session.



XelerateNorth2022: Accelerating pace of development

ASSOCHAM NRDC will play a proactive in partnership with the state governments to accelerate the pace of economic development of the northern region comprising Punjab, Haryana, Himachal Pradesh and UTs of Chandigarh, J&K and Ladakh.



At the first meeting of the ASSOCHAM North Region Development Council 2022-23 it was unanimously decided that ASSOCHAM should play a proactive role in the north region's accelerated economic development. "We will soon share our blueprint with the respective state government to decide the future course of action. As Covid-19 pandemic has paused and almost controlled thanks to massive vaccination drive, we need to focus on reviving the economy," said Mr Amrit Sagar Mittal, Chairman, North Region Development Council,

"We will soon share our blueprint with the respective state government to decide the future course of action. As Covid-19 pandemic has paused and almost controlled thanks to massive vaccination drive, we need to focus on reviving the economy."

ASSOCHAM and Vice Chairman, International Tractors Ltd, while interacting with media persons.

Mittal said that one district, one product (ODOP), farm tourism and small enterprises are the areas of focus as we engage ourselves in the build back process in the new normal.

"ODOP aims at identifying an exclusive product or service from a district and promoting that so that small enterprises which are the backbone of the economy get benefited and are not side-lined. We will also work on removal of



bottlenecks in freight movement as the region is a landlocked one and the major transportation of goods is via the land route. Issues need to be addressed here,” added Mittal.

Kulwin Seehra, Chairman, ASSOCHAM Punjab State Development Council & North Regional Council for MSMEs Development, ASSOCHAM and Executive Director, GNA Group, said that MSMEs have a special place in the economy of the region and that of the country. “MSMEs were hit hard during Covid-19 pandemic and due to disruptions caused by lockdowns. They have been provided several incentives but a lot still needs to be done. We will act as a fulcrum between MSMEs and the governments so that glitches and concerns are well addressed in larger interests of the region’s economy,” added Seehra.

Vijay Sharma, Chairman, Haryana State Development

“With the launch of the New Central Sector Scheme, J&K is emerging as the new hub for investment, we are focusing on getting more investment in Jammu and Kashmir, which will not only boost the economy of the UT, but will also generate employment for the youth of J&K.”

Council and Director, Jindal Stainless, said that meeting laid a special emphasis on ASSOCHAM becoming an active partner with the governments of States and UTs to give a fillip to the region’s industry

and economy. “In partnership with them, we will organize events, seminars, webinars, trade fairs, B2B and B2C meetings to increase the business potential in different States and UTs. I am happy that the 2nd edition of Haryana MSME SAMVAAD is being held on May 21 in person” he said.

Manik Batra, Chairman, J&K Council said, “With the launch of the New Central Sector Scheme, J&K is emerging as the new hub for investment, we are focusing on getting more investment in Jammu and Kashmir, which will not only boost the economy of the UT, but will also generate employment for the youth of J&K.”

Jitender Sodhi, Chairman, HP state Development Council said that ASSOCHAM will also help the governments in promoting policies related to trade and industry and apprise them about the problems being faced by the industries. “In the meeting, we discussed a whole lot of issues including policy advocacy matters, schemes of Central and state governments to promote industries, labour welfare, education of their children, safety of women at work place,” he said.

Talking about the action plan for the year 2022, Vivek Atray, Chairman, North Regional Council for Policy Advocacy and former Director, Industries, Government of Haryana, said that the past couple of years were quite tough and hence most of activities were organized online but during the current year, a number of high-end activities are lined up. “The idea is to galvanize ourselves and other stakeholders to infuse new vigour and momentum in the economy of the region,” he said.

Branding & Marketing: The Changing Landscape

The pace of change not just in technology but also in media is taking place at an amazing rate. Not only the structure of markets but consumers, their behavior as well as the tools, strategies and tactics have also changed.

ASSOCHAM had recently organized First Virtual Annual Summit on Branding and Marketing with Mr. Thomas Varghese, Business Head- Textiles, Aditya Birla Group, Chairman and Dr. Sandeep Goyal, Managing Director, Rediffusion, Co-chair with theme “Digitization and Sustainability.” The two-day summit was spread over six sessions and was addressed by eminent marketing and branding experts, Chief Sustainability Officers, CIO’s, MD, CEO, Business Directors, neuroscientists all of whom are renowned industry leaders who shared their important views and insights during Masterclasses, Special Sessions, and Panel Discussions.

In the first session Mr Thomas Varghese, National Council on Branding and Marketing, ASSOCHAM and Business Head- Textiles, Aditya Birla Group gave his welcome address. Mr. Sam Balsara pointed out that the pace of change not just in technology but also in media is taking place at an amazing rate. The structure of markets has changed, consumers have changed and their behavior, attitude, consumer patterns have also changed and therefore the tools, techniques, strategies and tactics that we use today are also very different.

Mr. Saugata Gupta gave his perspective of how digital

transformation is revolutionizing the world of branding and marketing. In the last couple of years, digital transformation has been a highly talked about theme for everyone. People expected, digital technology would make things faster with social impact. India has been significantly primed for digital on its long March when the world was hit by

India has been significantly primed for digital on its long March when the world was hit by COVID-19 pandemic and the health care emergency coupled with the lockdowns and the new ways of working has made digital integral to the life of consumers and successes of businesses.

COVID-19 pandemic and the health care emergency coupled with the lockdowns and the new ways of working has made digital integral to the life of consumers and successes of businesses.

The theme for deliberation in the second session was masterclass on **Driving Customer Loyalty Through Technology (AI/ML, VR/AR, etc.) W.R.T. Digital Marketing**

Mr. Santosh Bhat, Head of Data Science, Policy Bazaar outlined about how Artificial intelligence is actually a broad area that encompasses basically machine learning right now building machines or algorithms that typically like humans, would have been doing making it learn any algorithm.

In The Third Session A Panel Discussion on “Role of Technology For Building Brands Vs Performance Marketing was held”

Speaking on the occasion Mr. Alok Agarwal focused more on performance than brands. He thinks fundamentally performance is lower end of the funnel and Brand is the Upper. Performance is specific, personalized to a consumer.

On his turn Mr Puneet Das said that branding was a long-term strategy. The call to action also has equity or understanding where the brand is coming from.

Responding to a question Mr. Abhinav Kumar said that the digital carved businesses starts with performance and is driven by ideology of faith.

Performance marketing is more of a push channel and brand



marketing is more of a Pull channel. In the early days this question may not have been very relevant but for a new age company for its expansion, performance marketing is the easiest way to get the traffic get the traction.

Ms. Juhi shared her opinion in terms of the level of evolution of the brand team and everything starts with the consumer purchase journey and the mix of performance marketing versus “brand building”. The task one must follow that is which part of the consumer live for the purchase journey within the digital world versus offline.

Mr Manish Gupta gave his perspective to conversed CMO’s and CIO’s who are getting together because in digital world, people are spending a big amount of time on digital channels for surfing, buying so by virtue of digital it’s a great

opportunity to know more about consumers deeply. Later, we present them as an offer also reflects in brand

In the early days this question may not have been very relevant but for a new age company for its expansion, performance marketing is the easiest way to get the traffic get the traction.

in some way.

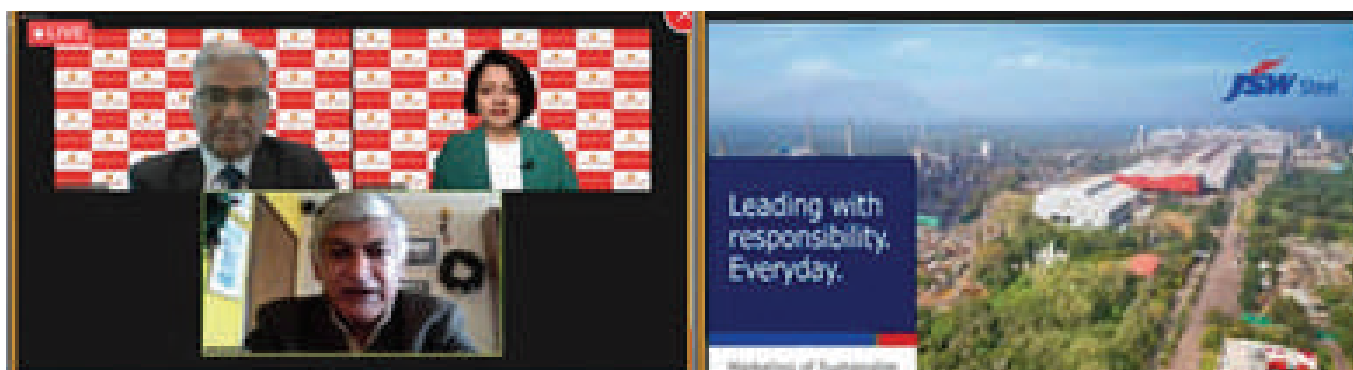
Mr. Vivek Malhotra focused on media and shared his view that there is nothing in the media business or any business that is not expected to perform so performance marketing

by itself, is a little bit of a vague area because we expect either to perform in long term or expect it to perform in the short term but expect to perform.

The agenda for session four was special session on Neuroscience in Digital World

Dr. Pradeep explained the role of neuroscience in digital world and how the world’s largest and most sophisticated companies are applying the latest advances in neuroscience to create brands, products, package designs, marketing campaigns that are designed to request directly and powerfully to our brains.

In the world of digital marketing, the use of music and sound Sonic branding can be different like what are the precise emotions evoked by music in the brain which is very important for big brands and consumer will



have certain views and aspirations as a brand in human mind.

Day two broadly focused on SUSTAINABILITY IN MARKETING and the topic of the first session of the day (session fifth) was MARKETING OF SUSTAINABLE PRODUCTS

Speaking on the occasion Mr. Acharya emphasized on the theme by taking the example of his group company "How JSW is building sustainability as a business strategy and that is getting reflected in its the product and services which are provided by the company in the market".

The topic of the sixth session was Masterclass on "Role of EV's in Sustainability"

Starting the session Mr. Sandeep Bangia explained the role of EV's in sustainability. EVs and its related products has created an ecosystem because EVs by themselves are small part of the entire ecosystem like charging, batteries, distribution company. Further, he added that India has made commitment in Paris agreement goals that fossil fuel generation capacity to 500GW, 50% of energy requirements to reduce the carbon emissions by intensity of carbon by 45% and to become net zero by 2070.

The seventh session seven a panel discussion was held on **"How Sustainable Products can be Profitable To Industry**



Dr Ranade shared his experience that there was a time when the word sustainable products or green products used to mean something more expensive, something difficult

In the world of digital marketing, the use of music and sound Sonic branding can be different like what are the precise emotions evoked by music in the brain which is very important for big brands and consumer will have certain views and aspirations as a brand in human mind.

to sell, something which must be packaged and created as a special kind of brand, but we have come a distance from these words.

Dr Jagadish Barik, gave his view that in today's scenario sustainability is both a big challenge as well as

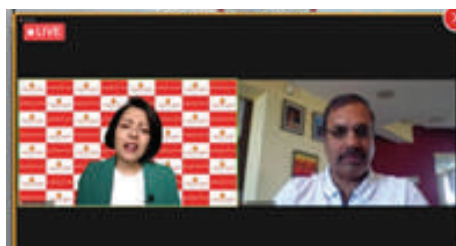
single biggest opportunity for your business.

Mr. Ashish Malik shared his perspective from the context of the auto industry being the last mile mobility business that there are multiple levers that can accelerate the path to profitability when it comes to making EVs a mass market where challenges come down to finding the right cost and revenue to narrow the gap to profitability.

Ms. Betsy Vincent shared her view that GreenCell is focusing on building a platform to provide Electric Mobility-as-a-Service (eMaaS), initially using electric buses and deliver the core value proposition of cheaper non-polluting on-demand shared transportation, charging infrastructure, and enabling products for the e-mobility value chain.

Mr. Anirudha added his points to be part of start-up that company has created a B2B marketplace to improve India's waste management and plastic recycling industry. In the past 3 years, Company has been working with the Kabadiwalas, the aggregators, bulk waste generators and connecting them on a digital platform with recyclers and coprocessors on pan India.

Ms. Ulka Kelkar shared her global perspective in terms of few imperatives that are really the driving forces behind sustainability. These imperatives are domestic policy global, policy technology, materials financing, and long-term investment.



THANK YOU PARTNERS

Title Partners



Session Partners



Session Support Partners



Logo Partners





The Associated Chambers of Commerce and Industry of India
E-mail: assochem@nic.in www.assochem.org