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MESSAGE FROM CHAIRMAN

India’s Northern Region constitutes 30.8 percent of country’s total area and 31 percent of the country’s population, contributing over 26 percent to the national GDP. The region has many flourishing sectors among others, which witnessed significant growth over the years.

ASSOCHAM Northern Region is currently covering the 3 Indian States i.e Haryana, Himachal Pradesh and Punjab & 3 UT’s i.e Chandigarh, Jammu & Kashmir & Ladakh, and has been working closely with the Governments at all levels, to support various initiatives that can mitigate the economic impact of the contagion, and with the Indian Industry, to handhold them through these troubled times.

We have started expanding our presence and activities in states and international regions to reach out to maximum stakeholders. This objective was strengthened by opening of ASSOCHAM office in the UT of J&K in December 2019.

ASSOCHAM North Region Development Council continued to be the prominent voice of the industry sector through which various policy advocacy matters were raised at the relevant forums in all states. Our engagements with the policy makers have only increased and we could build various platforms for pertinent industry matters.

ASSOCHAM SMARTecIndia2020 Initiative was also organized in this session. The first edition of this flagship event saw an overwhelming response from various geographies and almost all industry sectors that have adopted digitization in their day to day operations. ASSOCHAM EnnovateIndia2020 was also organized as a festival to celebrate the innovative spirit of India.

During this challenging year, ASSOCHAM took a conscious decision of supporting industry and continuously advocated re-opening of the economy in a structured way. We became the first chamber to advise government on the quantum of economic stimulus that provided the much-needed relief to the recovering industry.

I am also glad that ASSOCHAM North Region Development Council organized platforms for hand-holding the industry sectors with regard to business continuity, managing work related stress and organized various such platforms to help industry deal with this new normal.

Furthermore, ASSOCHAM North Region Development Council will continue to strengthen this momentum and our engagements with the stakeholders, falling back on the good work that our entire council could build in last few years. We aim to be a Chamber of New-Age Knowledge Architects, that not only help in nation building but keep an eye on changing and ever-evolving industrial eco-system and plan our initiatives on emerging market trends.

Our focus for 2021-22 will remain on the four national pillars i.e. Sustainability, Empowerment, Entrepreneurship, & Digitization, and we will build our work plan on stronger policy advocacy, more sectoral initiatives for business development of our industry sectors etc.

The report provides an overview of the Northern region’s various important projects that have been initiated / announced for the development of different sectors in the states of the northern region for the year 2020-22.

I take pleasure in presenting the report on ‘XELERATE NORTH’ - Compendium of Northern Region states’ to you and seek your best wishes for the next session.

I am confident that with active participation and leadership from the members of our council, we will achieve a holistic and sustainable industrial development in the entire region. I wish the entire team all the best and pray for good health and prosperity in this new session.

Mr Amrit Sagar Mittal
Chairman, ASSOCHAM Northern Region Development Council
MESSAGE FROM CO-CHAIRMAN

Amidst these times when the world is experiencing an unprecedented pandemic, India has found its innate strength to brave the storm and focus on developing its domestic eco-system, which will support both the Indian and the global markets. The national call of “Atmanirbhar Bharat” has enthused the citizens and industry with a hope that India’s growth momentum will be revived soon. Green shoots of recovery are beginning to emerge, giving us hope for a bright future.

Ever since the outbreak of COVID19 in India, ASSOCHAM joined the resolute response of the Government and Administration in States, in reaching out to broader society through its vast membership spread of 4.5 lakh units via our CSR, Policy Advocacy and Business Development Initiatives.

ASSOCHAM Northern Region has been continuously engaging with the Northern States Government to create a conducive environment for accelerating the pace of growth and development and attracting sizable investments.

ASSOCHAM NR compendium highlights the roadmap to strengthen the unbendable objective towards the holistic and sustainable industrial development of the Northern Region.

We, at ASSOCHAM take great pleasure & immense pride in presenting the North Regional Compendium highlighting the theme ‘XELERATE NORTH’ and look forward to the continuous support from industry stakeholders & government.

Mr Suneet Kochhar
Co-Chairman
ASSOCHAM Northern Region Development Council
MESSAGE FROM SECRETARY GENERAL

As we get ready to face another wave of coronavirus pandemic in many parts of the country, we find ourselves on firmer ground than we were at the same time in 2020.

With the Hon’ble Prime Minister’s directive to the Government and the industry to implement business continuity measures during the first wave of COVID-19 and the subsequent lockdown, I am assured that the industry will show the same tenacity and resilience this time around to manage the dynamic situation.

At this juncture, I must applaud the efforts of the office-bearers and the members of the Northern Region of ASSOCHAM to remain motivated and continue delivering impactful outcomes. The work mentioned in the ‘XELERATE NORTH’ an ASSOCHAM Northern Region Compendium 2020-21 stands as a testimony to the exemplary work undertaken amidst unprecedented times. Given the ASSOCHAM’s role as a conduit between the industry and the Government, the Chamber continues to help facilitate policy interventions and share best practices from its vast international and domestic network. Many Congratulations to all of you for the same.

A significant development that took place more than a year ago was the opening of ASSOCHAM’s Jammu & Kashmir office on Dec 12, 2019, to launch key investment initiatives in the re-organized Union Territory of India.

Inaugurating the ASSOCHAM’s J&K office, Hon’ble Lieutenant Governor Shri Girish Chandra Murmu said that his Government is keen on organizing high-level investment summits industry and tourism. He noted that global conferences would be organized in close partnership with the industry and had asked the ASSOCHAM to be a key partner in reaching out to investors. I am happy to note that we have taken various constructive steps in that direction in the last year, despite all odds.

I would like to share something that can inspire us in difficult times, ‘... Leaders from all walks of life have kept inspiring and guiding us in our journey towards our goals. Now, as we face one of the biggest challenges, let’s join together and strive to inspire the leaders within us. Despite challenges, these are the leaders who have chosen to stay positive and spread their positivity and leadership vibes all over for a brighter and more promising future and driving and leading people to success...’

I once again congratulate the Northern Region team for continuous efforts to drive excellence across the industries from the region and provide them with the platform to voice their concerns and act as a channel to the industry and the region’s governments.

All the very best for all future endeavours!

Mr Deepak Sood
Secretary General
ASSOCHAM
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NR – STATE COUNCILS 2020-21

NORTH REGION DEVELOPMENT COUNCIL

CHAIRMAN
Mr Amrit Sagar Mittal
Vice Chairman
International Tractors Ltd – Sonalika

HARYANA STATE COUNCIL

CHAIRMAN
Mr Vikas Jain
Joint Managing Director
PMV Maltings Pvt Ltd

CO-CHAIRMAN
Mr Neeraj Singhal
Founder and CEO
Semco Group

PUNJAB STATE COUNCIL

CHAIRMAN
Mr Kulwin Seehra
Executive Director
GNA Group

CO-CHAIRMAN
Mr Rishi Raj Sharma
Director
Proxima Steel Forge Pvt Ltd

HIMACHAL PRADESH STATE COUNCIL

CHAIRMAN
Mr Jitendra Sodhi
Chairman & Managing Director
Ayush Group of Companies India

JAMMU & KASHMIR COUNCIL

CHAIRMAN
Mr Manik Batra
Director
Batra Group of Companies

CO-CHAIRMAN
Dr M A Alim
Proprietor
Packaging Design Industries

CHANDIGARH UT COUNCIL

CHAIRMAN
Mr Sanjeev Aggarwal
Managing Director
Scott-Edil
**ACTIVITIES 2019-20**

- **Events/Webinar**

**Lt Governor inaugurates ASSOCHAM office in Jammu**

**December 12, 2019**

In order to serve and reach out to the stakeholders in the Union Territory of J&K and work together with them for the holistic growth and sustainable development of industry, ASSOCHAM opened its J&K office, on Dec 12, 2019 in Jammu with Hon’ble Lieutenant Governor Shri Girish Chandra Murmu with an aim to seek partnership to launch key investment initiatives in the re-organised Union Territory.

Inaugurating the ASSOCHAM’s J&K office, Shri Murmu said his government is keen on organising high level investment summits, on industry and tourism. He also mentioned, these global conferences would be organised in close partnership with the industry and he asked the ASSOCHAM to be key partner in reaching out to investors.

**Centenary Celebrations day of ASSOCHAM**

**December 20, 2019, Hotel Mountview, Chandigarh**

ASSOCHAM Northern Region organized a **Special Screening of Hon’ble PM Shri Narendra Modi Ji’s Inaugural Address on Laying the roadmap for the $5 trillion Economy** as a part of centenary celebration on December 20, 2019.
In-House Webinar for ASSOCHAM Employee on Work Management during COVID19
Mar 27, 2020

Work from home, online children’s school-college education, lack of contact with other family members, friends and colleagues was a new phenomenon. Accepting the changes of lifestyle and managing the fear of contracting the virus was difficult to adjust for the people.

In view of above, with an objective to cascade mass awareness and dissemination of knowledge on how to manage in limited resources around us, to mange with team members & clients, to handle this sense of uncertainty and much more ASSOCHAM NR organised an in house webinar on work management during the covid 19 times.

ASSOCHAM webinar on how you can manage the lockdown anxiety
Apr 01, 2020

Managing Anxiety During COVID-19 Pandemic

1 of 11 Strategies

Accept and acknowledge the pandemic and lockdown
ASSOCHAM NR organised the online session on how you can manage the lockdown anxiety during and after a pandemic, one should not lose sight of mental health. We are in unprecedented times, and it is natural to need help in coping with our situation. Maintaining one’s mental well being is as important as containing the viruses.

**Webinar to manage Work & Home during COVID19**  
**Apr 02, 2020**

The Covid-19 pandemic posed challenges which we all were facing on daily basis both professionally and personally. To help in managing the changes more effectively and efficiently ASSOCHAM organised a Webinar to manage Work & Home during COVID19.

**Online Interaction with Dushyant Chautala, Deputy Chief Minister, Government of Haryana**  
**April 10, 2020**

Initiatives taken by Government of Haryana to combat COVID-19  
*Online Interaction with Dushyant Chautala, Deputy Chief Minister, Government of Haryana*  
*Friday, 10 April 2020  
Starting 3 PM*
The outbreak of COVID19 has impacted all sectors of life. Leaders from all walks have joined hands to collaboratively fight against this outbreak. Government of Haryana, under the leadership of Hon’ble Chief Minister, Shri Manohar Lal Khattar and Hon’ble Deputy Chief Minister, Shri Dushyant Chautala, has taken timely and proactive pragmatic measures to support industry and public of the state.

In this unique initiative, jointly organized by Government of Haryana & ASSOCHAM NR, Shri Dushyant Chautala Ji, Hon’ble Deputy Chief Minister, Haryana shared his views and efforts taken by the Government of Haryana for the welfare of people of the state and the way forward.

**Video Conference Interaction with J&K UT Administration in the wake of ongoing COVID19 outbreak – April 23, 2020**

As economic stress on the industry arising out from the nationwide lockdown forced by the Covid-19 outbreak. Government of J&K has taken proactive pragmatic measures to support industry and public. In order to spread awareness of the various initiatives and efforts taken by the UT administration and the department of industries and commerce, we had an Online Video Conference for an interactive and informative conversation with the industry leaders of J&K.

In the video conference organized by ASSOCHAM J&K Office, various industries sector related issues were discussed and presented the most recent findings, trends, challenges encountered and solutions.

The initiative received an overwhelming response from the industry and stake holders with healthy participation. The interaction was greatly supported by the presence of the senior Govt. officials and industry leaders of J&K.
Online Interaction on Healthcare Industry: Challenges and Solutions – COVID 19
May 01, 2020

Healthcare sector is at the epicenter of this unprecedented global pandemic challenge witnessing a slowdown due to disruptions to global value chains, lower foreign direct investments, capital outflows, tighter financing conditions, remittance receipts and price pressures for some critical import.

Considering the issues of Indian health sector and the challenges, ASSOCHAM Chandigarh Office organised an Online Interaction with senior government officials and key industry stakeholders. Program was supported by Ind Swift Group & Lupin Pharmaceuticals Inc.

Leadership Vibes with Vivek Atray
May 02, 2020

Leaders from all walks of life have kept inspiring and guiding us in our journey towards our goals. There are the leaders who despite challenges have chosen to stay positive and spread their positivity and leadership vibes all over for a brighter and more promising future and driving and leading people to success.

Against this background, ASSOCHAM NR organised Leadership Vibes with Mr Vivek Atray, Author, Motivational Speaker & Ex-IAS
Beyond the Lockdown – An Online Summit
May 16, 2020

With the Covid-19 pandemic, the Hon’ble Prime Minister has formally asked the Government and industry to implement Business Continuity. Most Indian businesses were caught off-guard and faced obvious challenges in continuing operations amidst the precautionary lockdown and following the recently announce ground-breaking economic stimulus package by Government of India. ASSOCHAM NR conducted an online Summit to help organizations and government move beyond the lockdown and help restart their operations. As economic activity resumes in pockets, this is an opportune time for the government and industry to plan for measures that can go a long way in maintaining continuity. Given ASSOCHAM’s role as a conduit between the industry and the Government, it can help facilitate policy interventions and also share best practices from its vast international and domestic network.

This unique Summit was one of the key initiatives driven by ASSOCHAM Northern Region towards supporting the nation’s recovery from the health and economic crisis and drive future growth, and will be spearheaded by global experts, industry champions and senior government stakeholders.
Over the years, industry leaders have shown that innovative ideas can produce ground breaking results when faced with challenges. The ongoing outbreak is no exception. The Covid-19 pandemic has brought a new sense of urgency to innovative efforts, ideas and provided a unique opportunity to bring in renovation of innovation in organizations. As we all know that companies worldwide are fighting hard to hire and retain top talent. To keep up with the innovative trends in technology, businesses today must plan and implement innovative HR ideas.

Considering the problems being faced worldwide in hiring ASSOCHAM organised an online session with Dr Abhay Jere, Chief Innovation Officer of MHRD, GoI along with top HR Heads to discuss the trends, challenges encountered and solutions.

**Beyond the Lockdown – Economic Packages & Thrust Sectors**

**June 13, 2020**
COVID19 has not only proved a threat to life but has caused unprecedented shock to the global economy, therefore, there was the critical need of effective and urgent policy measures to drive business continuity beyond the lockdown and also strategic structural reforms to convert the domestic resources into opportunities. In this context, we applaud the timely measures taken by the Indian Government so far amidst COVID-19 pandemic to support the industry and economy. The vision laid by Hon’ble Prime Minister is highly praise worthy in order to fulfill the dream of making the 21st century India’s and way forward for the country to become Self-Reliant (Atma Nirbhar Bharat) and time to become “vocal for our local” products and make them global. This is very bold step to encourage domestic however, there is a need to do more, as Atma Nirbhar will mean moving from just ‘Made in India’ to ‘Made by India.

To destine India towards goal of Atma Nirbhar Bharat, many policies were announced but how the structural reforms and stimulus will be implemented is a bigger question taking into consideration of past experiences. Therefore, ASSOCHAM organized series of sectoral panel discussion with the objective to strategies to make effective implementation of announced schemes and also exchange the idea to become India as Atma Nirbhar Bharat in Manufacturing.

The SMARTecIndia2020 Initiative - India’s 1st Smart Exhibition of Smart Technologies
Sept 25 – Oct 01, 2020

Inaugural with 4th ICT Startups Awards and Conference on New Age of Innovation IP

Conference on IP and Blockchain: Opportunities, Challenges that Block chain brings to IP Protection and Enforcement
HealthTech Convention 2020: Reshaping Healthcare in India

MSMEs: Adopting Technology for Productivity

FinTech: Emerging Innovative Financial Technologies to Drive Economic Growth

AgriTech: Empowering Indian Agriculture Through Innovation and Technology
Innovators Excellence Awards 2020

Energy Tech Convention 2020: Unlocking India’s Futuristic Potential in Energy

Startup India: Funding Opportunities – Way Forward

Emerging Northeast – Smart Solutions
EdTech Convention: Transforming Education in India

SecurityTech: Technology as Enabler for Security

Skill Tech: Leveraging Technology for Skilling

SmartCities: Digital Transformation of Smart Cities in India – Path Ahead
The global pandemic COVID-19 which impacted our lives, our businesses has also motivated all Industry sectors all over the world to move towards digitization of their operations, hence we took a lead in promoting Smart Technologies used in Agriculture, Energy, Smart Mobility, BFSI, Home Solutions, Fintech, Health, Education, MSMEs etc. Adopting Digital Solutions has always been one of the key strategies adopted by industry across the globe and this challenging environment where businesses are compelled to consider different models of reaching out to customers and meeting their needs, has made the need of Smart Technologies even more.

In order to enable industry Digitally, ASSOCHAM in partnership with Ministry of Electronics and Information Technology, Govt of India & Department of Science and Technology, Govt of India launched a Virtual Exhibition Platform to address individual and business needs. This Uniquely curated Platform acted as a great enabler to showcase the wide range of products & services and enhanced the exposure of a larger audience from various geographies.

**SMARTec India Exhibition**
ASSOCHAM Realty & Sustainability Confluence, Expo and Awards 2020
Nov 27 – Dec 03, 2020

Prior to the ongoing pandemic, the real estate fundamentals were strong with leasing activity, launch of new projects, available capital and strong market. But due to the COVID 19 pandemic, Real Estate sector is impacted badly. Migration of Labor to their hometown due to lack of work also had its impact on economy and have pushed sentiment in real estate.

In order to discuss on the challenges being faced by the Real Estate developers, builders in the current situation and to deliberate on the steps that need to be taken for relief, ASSOCHAM organized India’s 1st Online Realty & Sustainability Confluence, Expo and Awards 2020 in partnership with Ministry of Housing and Urban Affairs, Govt of India, ASSOCHAM GEM, NAREDCO, CBRE and Hiranandani Group. It offered an exclusive opportunity for the developers, builders and customers to have interaction with the concerned authorities to work in tandem for a win-win situation.

The Confluence, Expo and Awards 2020 captured and showcased the value and quality in Residential, Retail & Commercial properties. The intends of this virtual expo was also to acknowledge success, recognize contributions, appreciate efforts and celebrate growth of the contributors as the real estate industry widely remains a major contributor to the economic development of any nation worldwide.

RealtyCon Exhibition
ASSOCHAM Celebrates one year of its existence in J&K
December 12, 2020

During the past one year in Jammu and Kashmir Union Territory, ASSOCHAM has worked for the betterment of the trade and industry and taken up many important issues with the UT administration. Several issues raised by ASSOCHAM have been addressed by the administration.
To congratulate all the members of ASSOCHAM J&K and to frame the roadmap of upcoming year ASSOCHAM J&K Council organized a Webinar.

It is pertinent to mention that despite the Covid-19 pandemic, the J&K Council of ASSOCHAM came forward to help the needy at the time of lockdown and actively took up the industry issues with the administration through webinars.

**Webinar on J&K UDYAM Registrations**  
**February 12, 2021**

Government of India makes it mandatory for MSMEs sector to get registered on UDYAM.

There are 15 direct benefits and RBI has made it mandatory for all MSME’s availing credit facilities from any financial institution to be registered with UDYAM.

In order to extend more awareness about the registration process & its importance ASSOCHAM J&K Council in partnership with J&K UT Administration organized a Virtual Workshop on UDYAM Registration on 12 Feb 2021.
India-Vietnam Business Forum in the honour of HE Mr. Pham Sanh Chau, Ambassador of Vietnam to India
Hotel Holiday Inn, Panchkula, March 11, 2021

This visit was important considering India and Vietnam’s strong bilateral relations, and for the past two decades, trade between the two countries has risen considerably. These economic ties have materialized into several Indian investments in Vietnam in various sectors.

ChandiKrit Industrial Excellence Awards & Expo
March 26 - 30, 2021

Chandigarh has the true potential to play a key role in building growth momentum of the North India. With an aim to chart a holistic growth trajectory for industries in the UT, Chandigarh ASSOCHAM in partnership with Dept of Industries, Chandigarh Administration organized Chandikrit Industrial Excellence Awards & Expo of Chandigarh from March 26 to March 30, 2021 on a virtual platform.

The five-day event had a slew of eminent personalities and experts from the government, and industry. Shri Pratap Chandra Sarangi, Hon’ble Minister of State, Ministry of MSME, other govt officials Shri Yashpal Garg, IAS, Secretary, Industries, Chandigarh Administration, & Shri Jagjit Singh, Director, Industries, Chandigarh Administration and prominent panellists included Mr Vivek Atray, Former Director – Industries, Haryana, Author & Motivational Speaker, Mr Raju Kapoor, Managing Director, Frontier Agrotech Pvt Ltd, Mr Sarvejot Singh Virk, Managing Director, Finvasia India Pvt Ltd and Mr Mukul Bansal, Chairman, Emm Bee Group engaged in panel discussions and talks on pertinent topics.
The initiative received an overwhelming response from the industry and stakeholders with healthy participation. The interaction was greatly supported by the presence of the Govt. officials and industry leaders of Chandigarh.

_Inaugural Session – ChandiKrit Industrial Excellence Awards & Expo_

_Session on Trends in MSME Lending – Analysis on Lending vis a vis Available Options/Interventions_

_Session on Creating a Competitive Business Environment in Chandigarh_

_ChandiKrit Exhibition_
POLICY ADVOCACY INITIATIVES

• ASSOCHAM J&K in association with Department of Industries & Commerce released a book of Standard Operating Procedures for re-opening of the economic activities after the pandemic.

• ASSOCHAM delegation calls on Mr Dwivedi, Secretary, Department of Industries & Commerce, J&K to discuss concerns on Industries/Services Sector—
  – Consider existing Industries in the new Industrial Policy
  – Develop the existing Industrial areas
  – Also, requested him to take action against the roadside vending of Cement, sand and crushed stones.

• Suggestions for draft of Haryana Enterprises Promotion Policy – 2020 from ASSOCHAM Industry Members

• Recommendations for Haryana State Employment of Local Candidates Act, 2020 from ASSOCHAM Haryana State Members

• Representation on Ease of Doing Business w.r.t Environment Scheme of Haryana

• Suggestions for the on ground execution of Haryana Logistics, Warehousing & Retail Policy - 2019
GOVERNMENT MEETINGS

Meeting with Smt. Vini Mahajan, IAS Additional Chief Secretary, Industries & Commerce, Shri Sibin C, IAS, Director, Industries & Commerce, and Mr. K.S Brar, Joint Director, Industries & Commerce along with various exporters and Government officials regarding the issues faced by exporters of Punjab State: November 29, 2019

Meeting with Addl. Chief Secretary, Industries & Commerce, Government of Punjab, Smt. Vini Mahajan, IAS regarding the need for direction for industry stakeholders specifically in the area of creation of jobs, innovation and incubation centers of Punjab State: January 08, 2020

Meeting with CM Haryana, Shri Manohar Lal Khattar regarding the pre budget consultations for a sustainable development through Haryana Budget 2020-21 and to present the ASSOCHAM’s perspective and proposition for an equal partnership with Govt of Haryana for the holistic development of industry in the state: January 15, 2020

Meeting with Shri Sunder Sham Arora, Hon’ble Minister for Industries & Commerce, Government of Punjab regarding the guidance and support for holistic and sustainable development of the industry sectors and also for the support to establish a global platform in recognizing and rewarding MSME leaders of Punjab: January 11, 2021

Meeting with Shri Manohar Lal Khattar, Hon’ble Chief Minister, Govt of Haryana & Shri Dushyant Chautala, Hon’ble Deputy Chief Minister, Govt of Haryana along with other state govt officials regarding the inputs & suggestions on the recently launched Haryana Enterprises and Employment Policy (HEEP 2020): March 25, 2021
CSR ACTIVITIES

ASSOCHAM in partnership with SCOTT-EDIL through NGO, Serve Humanity Serve God Care Charitable Trust, Chandigarh distributed 5,000 Hand Sanitizers in Villages near Chandigarh, to Front line Workers, Sanitary Workers and Hospital Staff

ASSOCHAM in partnership with SCOTT-EDIL through NGO, Serve Humanity Serve God Care Charitable Trust, Chandigarh distributed 3,000 Hand Sanitizers to the employees of GMCH 32, Chandigarh and workers of Roorkee Village, Bajheri Village near Mohali District, Punjab

With the salute spirit of our traffic police ASSOCHAM’s member Sonalika International Tractors Limited distributed Hi-Tech masks to Delhi Traffic Police

ICFAI Group, Dehradun donated an amount of Rs 1 Crore each to PM Relief fund as well as Telengana CM Relief Fund to fight against COVID-19

Allengers, ASSOCHAM Member came forward to support daily wage laborers by distributing Dry Rashan to 200 families of three weeks in Chandigarh & will be following the same practice across PAN India in all 23 branches

Members of ASSOCHAM J&K – Manik Batra, Davinder Batra, Bhisham Batra, Dr M A Alim, Sunil Gupta, Rakesh Dogra, Atul Sharma, Sanjay Gupta, Vivek Bhardwaj contributed a total sum of Rs 2.5 Lakh towards the J&K Relief Fund
ASSOCHAM Member Tirupati Group donates Rs. 21 lacs to DC Sirmaur, Himachal Pradesh for COVID Relief Fund

To protect from Corona Virus, ASSOCHAM in partnership with Semco Care rolled out the distribution of 1,500 masks in AIIMS Hospital, Delhi

In great interest of the public due to this epidemic situation, which our country is facing, Kishan Singh Hospital in district Palwal, Haryana ASSOCHAM Member offered to convert to COVID-19 Hospital for public use.

Amway India, member of ASSOCHAM has pledged a contribution of INR 1.61 crores to support the fight against coronavirus. The donation aims to provide PPE such as gloves, gowns, shoe covers, head covers, masks, respirators, and eye protection gear to frontline workers and a support to the vulnerable sections of the society with essentials including Amway hygiene products, food and other rations.
To protect from Corona Virus, ASSOCHAM in partnership with Semco Care rolled out the distribution of masks & Ration in the villages of Ismailpur, Faridabad, Haryana through a NGO Partner Sunshine Health and Social Workers' Society.

ASSOCHAM member, Moneyboxx Finance Ltd donated INR 1.31 Lacs to PM Cares Funds to help our country in fighting the distress situation like COVID-19.

ASSOCHAM in partnership with ITC rolled 5,000 savlon soaps to Dr. Kamal Kumar Garg PCS Commissioner, Municipal Corporation Mohali to distribute to front line workers.

An initiative by ASSOCHAM member, Polaris India to support local administration of Faridabad by Polaris Atv spraying sanitizers in red zone areas.

Sonalika International Tractors Limited – ASSOCHAM’s Member set up an isolation centre of 29 beds, 2 ventilators with 300 PPE Kits at St Stephen Hospital, Delhi to protect the needy from pandemic problem.

To protect from Corona Virus, ASSOCHAM in partnership with Semco Care through a NGO, Serve Humanity Serve God Care Charitable Trust, Chandigarh rolled out 1,000 masks to Sanitation Workers of Village Palsora, Chandigarh.
SG Group / Detel, Member of ASSOCHAM is distributing 100 food packets thrice a week among the less privileged fellow citizens of our country.

SG Group / Detel is feeding the stray dogs and animals on every alternate in various cities which is one of the most noble thing one can do during this unfortunate time.

ASSOCHAM member, Sonalika International Tractors Limited distributed 12,500 food packets & 10,000 KG pulses to help people during this pandemic.

To protect from Corona Virus, ASSOCHAM in partnership with Semco Care rolled out the distribution of 1,000 masks in Sabal India NGO, Palam, Delhi.

ASSOCHAM member, Batra Group contributed 1 truck of dry rashan to Jammu Municipal Corporation and 1 truck of dry rashan to DC Office for distribution to front line workers.

SG Group/Detel is distributing DRY RASHAN to unprivileged & weaker section of society in different parts of country.

Sonalika International Tractors Limited – ASSOCHAM’s Member provided Tractor & Tanker with sprayer machine to district authorities to regularly sanitize Hoshiarpur Colonies.
### NORTH REGION COUNCILS 2021-22

#### NORTH REGION DEVELOPMENT COUNCIL

<table>
<thead>
<tr>
<th>CHAIRMAN</th>
<th>CO-CHAIRMEN</th>
</tr>
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</table>
| Mr Amrit Sagar Mittal  
Vice Chairman  
International Tractors Ltd., Sonalika | Mr Suneet Kochhar  
Director  
Khanna Paper Mills |

#### HARYANA STATE DEVELOPMENT COUNCIL

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</table>
| Mr Vijay Sharma  
Director  
Jindal Stainless | Mr Jyoti Prakash Gadia  
Managing Director  
Resurgent India Limited |

#### HIMACHAL PRADESH STATE DEVELOPMENT COUNCIL

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</table>
| Mr Jitendra Sodhi  
Chairman & Managing Director  
Ayush Group of Companies India | Mr Rakesh Nagpal  
CEO & Founder  
Alfa Chemicals |

#### JAMMU & KASHMIR UT DEVELOPMENT COUNCIL

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| Mr Manik Batra  
Director  
Batra Group of Companies | Dr MA Alim  
Proprietor  
Packaging Design Industry |

#### PUNJAB STATE DEVELOPMENT COUNCIL

<table>
<thead>
<tr>
<th>CHAIRMAN</th>
<th>CO-CHAIRMEN</th>
</tr>
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</table>
| Mr Kulwin Seehra  
Executive Director  
GNA Group | Mr Rishi Raj Sharma  
Director  
Proxima Steel Forge Pvt. Ltd. |
REGIONAL COUNCIL ON AGRICULTURE & FOOD

CHAIRMAN
Mr Raju Kapoor
Director - Corporate Affairs
FMC Corporation

REGIONAL COUNCIL ON EDUCATION

VICE CHAIRMAN
Mr Satnam Singh Sandhu
Chancellor
Chandigarh University

CO-VICE CHAIRMAN
Prof Atul Khosla
Founder & Vice Chancellor
Shoolini University

REGIONAL COUNCIL ON INNOVATION

CHAIRMAN
Dr Lovi Raj Gupta
Executive Dean
Lovely Professional University

REGIONAL COUNCIL ON MSME AND MANUFACTURING

CHAIRMAN
Mr Kulwin Seehra
Executive Director
GNA Group

REGIONAL COUNCIL ON POLICY ADVOCACY INITIATIVES

CHAIRMAN
Mr Vivek Atray
Former Director-Industries, Haryana
Author & Motivational Speaker

REGIONAL COUNCIL ON TOURISM AND HOSPITALITY

CHAIRMAN
Mr Arjun Kohli
Director
IG Hospitality India Pvt. Ltd.
FORTHCOMING ASSOCHAM PUBLICATIONS

- Launch of Report on Making Punjab AatmaNirbhar Post COVID19
- Launch of a yearly Punjab Industrial Directory in partnership with Govt of Punjab.
- Launch of a yearly J&K Industrial Directory in partnership with UT Administration.
- Launch of Report on Suggestions on Making Himachal Pradesh AatmaNirbhar State

PRESS RELEASES

- ASSOCHAM gives thumbs-up to the Haryana Enterprises and Employment Policy
- Medical tourism could be big area for growth post Corona: Shri Prahlad Singh Patel, Hon’ble Minister of State, Ministry of Tourism & Culture
- ASSOCHAM welcomes New Industrial Policy for J&K
- ASSOCHAM to hold Webinar on J&K Udyam Registration on February 12
- ASSOCHAM hails Union Budget, calls it ‘well-thought out ‘Budget’
- Ladakh Chamber of Industry chief calls on Chairman ASSOCHAM J&K Council
- Govt to do away with a lot of NOCs for ease of doing business: Manoj Dwivedi
- ASSOCHAM holds webinar of Udyam Registration to create awareness among industries
- ASSOCHAM honors women achievers of J&K on International Women’s Day
- ASSOCHAM reformulates its Northern Regional Development Councils for the year 2021-22
- Five day virtual “ChandiKrit Industrial Excellence Awards & Expo” concluded
- Five day virtual “ChandiKrit Industrial Excellence Awards & Expo” begins MSME can play vital role in making India AatmaNirbhar: Union MoS MSME
- ASSOCHAM to organize Chandikrit Industrial Excellence Awards & Expo in partnership with UT Administration, Chandigarh
- ASSOCHAM organises INDIA – VIETNAM BUSINESS FORUM with Ambassador of Vietnam to India
- ASSOCHAM to organise INDIA – VIETNAM BUSINESS FORUM with Ambassador of Vietnam to India
• ASSOCHAM organized sessions with govt. and industry leaders throw up several big ideas for an AatmaNirbhar Bharat

• ASSOCHAM and MoHUA announce India’s first Realty and Sustainability Confluence and Awards to celebrate the contributions of Real Estate and Green Building Sector

• ASSOCHAM announces 1st Innovators’ Excellence Award 2020 Winners

• The way reforms are happening in sustainable housing and construction in India we will soon be counted amongst top nations in this sector, says Shri D S Mishra, Secretary, Ministry of Housing and Urban Affairs at ASSOCHAM event

• ASSOCHAM- MeitY, DST, Niti Aayog & C-DAC join hands to launch country’s first & largest exhibition on smart technology- SMARTecIndia2020

• ASSOCHAM Celebrates one year of its existence in J&K

• ASSOCHAM delegation calls on Mr Dwivedi, discusses concern on Industry, Services Sector

• ASSOCHAM organize Startup Elevator Pitch event for budding entrepreneurs in Jammu on Oct 30

• ASSOCHAM J&K launches committee on women entrepreneurship

• Lt Governor inaugurates ASSOCHAM office in Jammu

• J&K Administration addressed industry and general public via ASSOCHAM Video Conference

• ASSOCHAM J&K in association with Department of Industries & Commerce released a book Standard Operating Procedures for re-opening of the economic activities

• ASSOCHAM Startup Launchpad- An Elevator Pitch Series Helping Entrepreneurs’ Grow

• Healthcare Industry calls for immediate reforms for Make in India for Healthcare and Pharma

• Dushyant Chautala connects with industry and public to answer their concerns on ASSOCHAM Video Conference

• Over 30 lac workers back to work as 40K industries open up in Haryana: Dushyant Chautala

• ASSOCHAM appreciates Himachal Government relaxation on Inter-state travel entry

• Mr Jitender Sodhi, takes charge as Chairman ASSOCHAM Himachal Pradesh Council

• ASSOCHAM calls for immediate resolution of the ongoing farmers’ agitation in Punjab

• Increased Fuel Price Taxes and Electricity Tariffs

• Mr Seehra takes charge as Chairman ASSOCHAM Punjab Council
MEDIA COVERAGE

ASSOCHAM to organize a video conference with J&K Administration to brief measures taken to combat COVID19

JAMMU: Recently, J&K Administration announced a series of measures and initiatives taken on various fronts to combat the impact of the coronavirus outbreak. The industry in the UT has also been severely impacted due to the lockdown and restrictions. Hence, in this regard, M. Khurshid Ahmad Shah, Director Industries, Kashmir; Mr. Anoo Malhotra; Director Industries, Jammu, will be connecting and addressing the industry representatives and general public and brief them on the steps of measures taken by the UT Administration to provide relief and support to the current situation.

Mark Batta, Chairman, ASSOCHAM J&K Council shared, “We are closely connected with the UT administration and regularly giving them inputs and suggestions for various measures. And we are glad that the officials of the UT Administration under the leadership of H. E. (UTC), Mr. Manoj Parida, have always been supportive and have acknowledged our suggestions. These are unprecedented times and we need to come together and support the UT administration. I am also thankful to our industry members for coming forward and contributing for the relief and rehabilitation efforts with government officials. We hope the industry will be opened in graded manner, as we have suggested to the Government of India as well and the same was accepted by them on 15 April 2020.”

The video conference will start at 3 PM on 25 April 2020 and will be attended by the leading industry representatives of J&K and government officials as well. Mr. Mark Batta, Chairman, ASSOCHAM J&K Council and Dr. M. A. Alam will also be addressing the video conference.

ASSOCHAM completes one year in J&K Important issues of trade & Industry taken up with UT administration

Kashmir, 01 May 2020: ASSOCHAM J&K Council, under the leadership of the Hon’ble Chairman, Mr. Mark Batta, and the Hon’ble Co-Chairman, Mr. G. A. Ahmad, has been providing a platform to the J&K business community for addressing the COVID pandemic. The council has been working on various fronts to address the industry issues.

ASSOCHAM J&K Council holds webinar on the occasion of its 1st anniversary on 1st May, 2020. The theme for the webinar was "Unfurl National Flag on J&K: Chugh". The event was attended by a large number of entrepreneurs and business leaders.
ASSOCHAM welcomes New Industrial Policy for J&K

NEW INDUSTRIAL POLICY WILL ATRRACT INVESTORS IN J&K: ASSOCHAM

JAMMU: Jan 9: The Associated Chambers of Commerce and Industry of India (ASSOCHAM) has welcomed the new Industrial Policy for J&K, a great boost for MSEs.

Speaking on the occasion, ASSOCHAM President Jammu and Kashmire, Pravin Bhatia, said that the new Industrial Policy will attract investors to invest in the Union Territory.

“The new Industrial Policy for J&K is a great boost for MSEs. It will help in the growth of the industrial sector and create job opportunities for the people of the UT,” Bhatia said.

ASSOCHAM believes that the new Industrial Policy will boost the industrial sector in Jammu and Kashmir and will also attract investors to invest in the Union Territory.

Chairman, ASSOCHAM, J&K Council said, “We welcome the new industrial policy for J&K. The launch of J&K JEE 2030 is a great step towards creating an enabling environment for businesses.”

Mr. M.A. Khan, Co-Chairman ASSOCHAM J&K Council said, “The new Industrial Policy is a great boost for MSEs. It will help in the growth of the industrial sector and create job opportunities for the people of the UT.”

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Pb’s losses may mount to ₹15L cr if farmers stir continues: Assocham

“State’s Loss Will Be Gain For Haryana, Delhi”

Representatives of startups learn business skills

‘Assocham Startup Elevator Pitch’ held in Mohali

ASSOCHAM startup elevator pitch in Chandigarh concludes
एसोचैम ने वर्ष 2021-22 में नार्थ रीजनल डेवल्पमेंट कॉन्सल्ट को किया रिफरमुलेट

एसोचैम ने की हरियाणा सरकार के द्वारा ओडोगीनिक रूप से मजबूत इरादा दिखाया: विजय

कार्यक्रम

अंतर्राष्ट्रीय क्षेत्र में उक्तिकार कर्म की किया जाएगा समास्तिक और प्रोत्साहित

इस आयोजन में आज समाज सुधार की महत्त्वपूर्ण नहायदी की भूमिका में आज समाज निष्ठा

प्राकृतिक रूप से उक्तिकार कर्म की किया जाएगा समास्तिक और प्रोत्साहित

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केंद्रीय बजट आम निर्भर भारत का सपना साकार करने वाले: भिन्नति

राष्ट्रीय अभियान विनिमय आर्थिक संभावनाओं के संबंध में 35 साल से जनर कर रहा है। इसका कारण यह है कि मुद्रा सिद्धांत के अंतर्गत भारतीय संघर्ष में राष्ट्रीय अन्तर्भागिक संबंधों को सुनिश्चित करने का प्रयास किया जा रहा है। इस प्रकार भारत का सपना साकार करने के लिए भिन्नति के आवश्यकता का समर्थन किया जा रहा है।

अन्य समाज नेटवर्क

पाँच दिवसीय विश्वकर्मा इंडियन इलेक्ट्रिक्स ऑर्डर इंड एव्स्कॉप्स शूरू

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Virtual expo concludes

CHANDIGARH: ASSOCHAM in partnership with UT administration Chandigarh concluded its five-day Chandik Industrial Excellence Awards and Expo of Chandigarh on Tuesday. The main aim of this virtual expo was to recognise the efforts and virtuousity of industry in Chandigarh. Participating companies comprised different portfolios including IT and PSUs.

Vietnam offers investment benefits to north Indian investors

CHANDIGARH: Vietnam’s ambassador to India Pham Sanh Chau, who is in tricity on a threeday visit, on Thursday emphasised that their country offers north Indian investors a lot of advantages and benefits, including new free trade agreements (FTA) and economic partners. Chau was addressing Industry leaders during the India -Vietnam business forum in Panchkula on Thursday. The three-day visit of high-power delegation to tricity is being hosted by Devinder Singh Thapar, who is Vietnam’s consulate general at Chandigarh. The delegation is exploring the potentials in the Northern Indian region to generate their investment interest in Vietnam.
XELERATE NORTH ANNUAL COMPENDIUM 2020-21  ■  35
ASSOCHAM initiated its endeavour of value creation for Indian industry in 1920. Having in its fold more than 250 Chambers and Trade Associations, and serving more than 4,50,000 members from all over India. It has witnessed upswings as well as upheavals of Indian Economy, and contributed significantly by playing a catalytic role in shaping up the Trade, Commerce and Industrial environment of the country.

Today, ASSOCHAM has emerged as the fountain head of Knowledge for Indian industry, which is all set to redefine the dynamics of growth and development in the technology driven cyber age of ‘Knowledge Based Economy’. ASSOCHAM is seen as a forceful, proactive, forward looking institution equipping itself to meet the aspirations of corporate India in the new world of business. ASSOCHAM is working towards creating a conducive environment of India business to compete globally. ASSOCHAM derives its strength from its Promoter Chambers and other Industry/Regional Chambers/Associations spread all over the country. It was established in 1920 by promoter Chambers, representing all regions of India.
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Production Mills
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KHANNA PAPER INC.
USA Office
3135 Kennedy Blvd, Suite# 349,
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