



the  
partnerships



# Aspen Institute India

Aspen Institute India (AI) promotes values-based leadership, open dialogue and cross-sector outreach by engaging civil society, the government, the private sector, and other key stakeholders on issues related to India's development. It invites industrial, economic, financial, political, social and cultural leaders to discuss these issues in frank and open dialogue.

## Outreach Sessions

- 'India's Engagement with the World' with Mr M K Narayanan, Governor of West Bengal, Ms Krishna Bose, Former MP, India, and Mr. Tarun Das, President, Aspen Institute India, and Former Chief Mentor, CII.
- Session with Sam Pitroda, Advisor to the Prime Minister of India on Public Information, Infrastructure and Innovations
- 'India & US: Building a Virtual Highway' with Mr Nicholas Burns, Professor, Harvard University, and former US Under Secretary of State, Dr. Shashi Tharoor, MP, India, and Mr. Tarun Das
- 'Indo-US Bilateral Economic Relationship in the context of the Changing Global Economic Architecture' with Mr. Robert Hormats, Under Secretary for Economics, Energy and Agriculture Affairs, US Dept of State
- 'Plan B for Afghanistan' with Amb. Robert Blackwill, Former US Ambassador to India, and C Raja Mohan, Editor, Strategic Affairs, The Indian Express
- 'The State of the World in 2010' with Amb. Richard Hass, President, Council on Foreign Relations, and Amb. Naresh Chandra, Former Ambassador of India to USA
- US and India: Tackling Climate Change Together' with Mr John Podesta, President & CEO, The Centre for American Progress, Mr Jonathan Lash, President, World Resources Institute, Mr Jamshyd N Godrej, Past President, CII, and CMD, Godrej & Boyce Manufacturing



▲ **N.R. Narayana Murthy**, Chairman and Chief Mentor, Infosys Technologies Ltd. and **Tarun Das**, President, Aspen Institute India, and Former Chief Mentor, CII, at the session on 'Values Based Leadership' in New Delhi



▲ **Krishna Bose**, Former MP, India; **M K Narayanan**, Governor of West Bengal; and **Tarun Das**, at Session on 'India's Engagement with the World', in Kolkata

Co. Ltd, Mr Suresh Prabhu, Chairman, CEEW, and Mr Ravi Singh, Secretary General and CEO, WWF India

- 'The Way Ahead for the Newspaper Industry' with Mr. Lionel Barber, Editor, Financial Times, and Mr. Brooks Entwistle, MD and Country Head, Goldman Sachs (India) Securities Private Ltd.
- 2040: India Richer than China' with Mr Derek Scissors, Fellow at the Asian Studies Centre, The Heritage Foundation
- 'Understanding Innovation: Prospect of Joint Business Ventures between India & Israel' with delegation from Israel
- 'South Asia, Asean and India' with Singapore Foreign Minister George Yeo and Mr Sanjiv Goenka, Past President, CII, and Vice Chairman, RPG Enterprises.

- 'Values Based Leadership' with Mr N.R. Narayana Murthy, Chairman and Chief Mentor, Infosys Technologies Ltd, and Mr Tarun Das.

## Book Launches

- 'The Cure' by Geeta Anand
- 'Employees First, Customers Second' by Vineet Nayar
- 'The Difficulty of Being Good: On the Subtle Art of Dharma' by Gurcharan Das
- 'The Emperor of All Maladies: A Biography of Cancer' by Siddhartha Mukherjee

## Leadership Initiatives

The 3rd class of the India Leadership Initiative was launched in November in the presence of Mr. Gautam Thapar, Chairman, Aspen Institute India. The Leadership initiative, which has been running successfully since 2006 seeks to foster the next generation of values-based leaders in India and focuses on young and entrepreneurial leaders from the government, private sector and civil society.

## Policy Workshop

Aspen Institute India and the Council on Foreign Relations convened a workshop on **Rising India: Implications for World Order and International Institutions** in New Delhi in October, on the eve of President Obama's visit to India, bringing together more than 30 experts from both countries to identify points of Indo-American divergence and agreement in addressing the global agenda.

## Strategic Dialogues

We organized six strategic dialogues over the year:

- 3rd India-Israel Forum
- 2nd India-China Strategic Dialogue



▲ **Geeta Anand**, author of *The Cure*, at the launch of her book in New Delhi with (L-R) **Bruce Ross**, Country Director, Food & Drug Administration, US Embassy; **Michael Macy**, Cultural Attaché, US Embassy; and **Kishan S. Rana**, Former Indian Ambassador to Germany



▲ Participants of the India Leadership Initiative at the Infosys Campus in Mysore

- 1st Dialogue on 'Climate Change & Energy' between India and the US
- 7th US, Japan & India Trilateral Dialogue
- 14th and 15th India-US Strategic Dialogue

Eminent personalities from these countries met in closed door sessions to discuss strengthening bilateral and trilateral ties between India and the rest of the world.

## Ideas India

The 3rd Ideas India conclave in December hosted 40 eminent speakers over 12 sessions, to discuss topics ranging from Mother Teresa to Healthcare to the Global Crisis.



◀ **Jonathan Lash**, President, World Resources Institute; **Suresh Prabhu**, Chairman, CEEW; **John Podesta**, President, Centre for American Progress; **Jamshyd N Godrej**, Past President, CII, and Chairman, Godrej & Boyce Ltd.; and **Ravi Singh**, Secretary General & CEO, WWF India, at a session on 'Tackling Climate Change' in New Delhi

# Bharatiya Yuva Shakti Trust

The Bharatiya Yuva Shakti Trust (BYST) is a non-profit organisation, at the forefront of entrepreneurship development. It works with business leaders across India to assist disadvantaged youth develop business ideas into viable enterprises. The young entrepreneurs are supported with finance and training, as well as mentoring, to transform them from job seekers into job creators.

## Highlights

- This year 67% of the **Citi Group Micro Entrepreneur Awards** were won by BYST-supported entrepreneurs. Awarding the winners in Mumbai in January 2011, Ms. Usha Thorat, former Deputy Governor, Reserve Bank of India, lauded BYST's role in developing successful and inspirational entrepreneurs.
- 5th **Karamveer Puruskar** presented to Ms Lakshmi V Venkatesan, Founding Trustee and Executive Vice President, BYST.
- BYST entrepreneur Mr Shiram Kaluke, awarded **Youth Business International (YBI) Entrepreneur** of the year, for his project to ensure clean and safe water in Pune

## Events

- A series of programmes were organised across the country during Global Entrepreneur Week in November
- 70 events over the year reached out to 4000 youth through workshops, counselling, business ideas contests and poster campaigns.
- South Asian training conducted for YBI members in Chennai, in March 2011
- BYST engaged business school students in mentoring and other entrepreneurial activities for the first time.



▲ **Prince Charles**, HRH Prince of Wales, awarding Eco-preneur Bhanu Murthy, as **Subodh Bhargava**, Past President, CII, and Chairman, Tata Communication Ltd & Wartsila India Ltd, and **Parkash Singh Badal**, Chief Minister of Punjab, look on



▲ Participants at an Entrepreneurship workshop in Chennai

## BYST Programmes

Ventures supported	2217
Employment generated	22000
Business volunteers	3000
Counseled & signposted	75000
Total loans	Rs. 436 Million
Turnover (March 2010)	Rs. 3710 Million
Success rate	95%



## CII-Family Business Network

Family-run businesses account for a whopping 95% of all Indian companies. Today, as Indian government and industry lay greater emphasis on an inclusive growth process, traditional family business values have generated fresh interest in corporate circles, particularly with respect to employment, ethics, compliance, social responsibility and philanthropy. Interestingly, echoing the values in CII's theme of 'Business for Livelihood,' family business groups have, since early days, encouraged education, long-term employment and entrepreneurship.

- Jack Trout, Marketing Strategist, provocatively debated **'The end of the family business?'** in an exclusive interaction with 75 members of prominent business families in September in New Delhi. Jack Trout co-authored the seminal marketing book, 'Positioning: The Battle for Your Mind'.
- **'Will Your Family Business Survive your Family?'** was the theme of the interactive session with Prof Dennis Jaffe in December in Mumbai. The session covered important aspects of family business relating to legacy and inheritance, governance and stewardship.
- **Sensitisation Sessions on Family Business** were held in Ludhiana and Trichy. In Ludhiana, Mr Sunil Kant Munjal, Past President, CII, and Chairman, Hero Corporate Service Ltd, and Prof. K Ramachandran from the Indian School of Business, interacted with 75 business family members in November. Subsequently, the session in Trichy in February 2011 brought together 45 members of business families.



▲ **Sachit Jain**, Executive Director, Vardhman Textiles Ltd; **Sunil Kant Munjal**, Past President, CII, and Chairman, Hero Corporate Service Ltd, **Prof K Ramachandran**, Indian School of Business, and **Rajinder Gupta**, CEO & MD, Trident Group, at the sensitization session on Family Business in Ludhiana



▲ **Prof Dennis Jaffe**, at the interactive session with members from Family Businesses in Mumbai



▲ **Jack Trout**, Marketing Strategist, at an interactive session on Family Business in New Delhi



▲ **S Chandra Kumar**, Vice Chairman, CII Trichy, and MD, KMC Hospital, **Amit Shah**, Director, Grace Infrastructure Pvt Ltd, **M V Subbiah**, Past President, CII, and Chairman, National Skill Development Corporation, and **Ramya Bharathram**, Manager, Business Development, Thirumalai Chemicals Ltd, at a session on Family Business in Trichy

# India Brand Equity Foundation

The India Brand Equity Foundation (IBEF) is a public-private partnership between CII and the Union Ministry of Commerce and Industry, to build positive economic perceptions of India globally.

A series of nation branding initiatives, led across markets under the aegis of **The India Shows**, an initiative of the Department of Commerce, Government of India, were the highlight of our brand initiatives during 2010-11.

Beginning with The India Show in Dubai in June, moving to South Africa in August-September, Singapore in January 2011, on to Istanbul in February 2011, and further to Brazil and Basel in March 2011, IBEF used a combination of branding initiatives and knowledge kits to highlight India's prowess and potential at exhibitions and conferences.

This year, IBEF created **The India Adda**, a special India lounge, at the Annual Meeting of the World Economic Forum in Davos in January 2011, along with branding at prominent locations in the Swiss resort. With messaging and images of a contemporary India captured against intricate artworks of Indian design and culture, the India Adda was visited and appreciated by global government and business leaders.

IBEF hosted several senior journalists and academicians from leading international media and institutions in its **Experience India** programme. We organized meetings with thought-leaders and industry leaders across sectors to give the visitors new insights about the changing India.

The year also saw a strengthened **IBEF Knowledge Centre**, spanning the www.ibef.org website, studies and reports, and publications. New columns like 'Indiaspeak' wherein eminent people shared their perspective on Brand India, and 'India: Travel Destinations', were added to the website. Further, the audio-visual content on the site was enriched with the addition of 'Young Turks' a CNBC-TV 18 programme which showcases young achievers from India,



▲ **Chen Deming**, Minister of Commerce, China; **Antonio Patriot** Minister of External Relation, Brazil; **Anand Sharma**, Minister of Commerce and Industry, India, and **Rob Davies**, Minister of Trade and Industry, South Africa at the India Adda, at the World Economic Forum Annual Meeting in Davos, Switzerland



▲ **Hari S Bhartia**, President, CII, **Bill Clinton**, Founder, William J. Clinton Foundation and former President of the USA; and **Sunil Bharti Mittal**, Past President, CII, and Chairman & Group CEO, Bharti Enterprises, India, at the India Adda in Davos

and 'Indovations' which recognises India as a source of affordable and sustainable innovation.

**'Innovations from India: Harbingers of Change'** – was the first-in-the-series of IBEF publications, capturing the entrepreneurial spirit of Indians leveraged to benefit and create an inclusive India.

The whole bouquet of knowledge works on sectors and states of India continued to be updated, and widely disseminated amongst business delegations visiting India.



# National Foundation for Corporate Governance

The National Foundation for Corporate Governance (NFCG) works closely with partner institutions and accredited institutions to provide training to directors/ faculty, conduct research work, and conferences and build capability in the areas of Corporate Governance, CSR and Sustainability. The NFCG has been set up by the Ministry of Corporate Affairs, in partnership with CII, and other organisations to function as a not-for-profit and non-political body.

In 2010-11, NFCG organised / supported 32 international and national level seminars, conferences and orientation programmes. Six new research projects were undertaken by various institutions on Corporate Governance, Sustainability and CSR.

One of the highlights of the year was the inaugural function of the **India Corporate Week 2010**, organised by NFCG in partnership with the Ministry of Corporate Affairs, CII, and other industry associations in New Delhi in December, with Dr. Manmohan Singh, Prime Minister of India, Mr Salman Khurshid, then Union Minister of State (IC) for Corporate Affairs, (currently Union Minister for Water Resources and Minority Affairs) and other eminent speakers. A coffee table book - 'India Unlimited: A Corporate Journey', was released at the function. The book traces the exciting evolution of Indian business



▲ **Murli Deora**, Union Minister of Corporate Affairs; **D K Mittal**, Secretary, Corporate Affairs; **R P N Singh**, Union Minister of State, Corporate Affairs, and Petroleum & Natural Gas; and **Sudhir Mital**, Addl Secretary, Corporate Affairs, at an Interactive Session with Corporate India, in New Delhi

from the time of the Indus Valley Civilization till date, focusing in particular on the transformations since the advent of liberalization.

An **Interactive Session with Corporate India** in February 2011 in New Delhi, was the first interaction of Mr Murli Deora, the new Minister for Corporate Affairs, and Petroleum & Natural Gas, Mr. R P N Singh, the new Minister of State for Corporate Affairs, and Petroleum & Natural Gas, and Mr. D K Mittal, the new Secretary, Ministry of Corporate Affairs, with industry representatives. Industry members shared their concerns vis-à-vis the Companies Bill 2009 and convergence with the International Financial Reporting Standards (IFRS).

During the year, NFCG also supported four events organized by CII in the area of Corporate Governance, and one event each in CSR and Sustainability.

▶ **Dr. Manmohan Singh**; Prime Minister of India, with **Salman Khurshid**, then Union Minister of State, Corporate Affairs & Minority Affairs (currently Union Minister for Water Resources & Minority Affairs); **R Bandyopadhyay**, then Secretary, Corporate Affairs; **Hari S Bhartia**, President, CII; and **Chandrajit Banerjee**, Director General, CII, at the India Corporate Week function in New Delhi





# Overseas Indian Facilitation Centre

Over the years, the Overseas Indian Facilitation Centre (OIFC), a not-for-profit initiative of CII and the Ministry of Overseas Indian Affairs, has emerged as a reliable focal point of contact for the Overseas Indians for their economic engagement with India.

- The **OIFC Market Place** at Pravasi Bharatiya Divas 2011, was a premier business networking forum for Overseas Indian investors, with Indian businesses and facilitation agencies.
- Dr Manmohan Singh, Prime Minister of India, released '**Homeward Bound - an investment & regulatory handbook for Overseas Indians**' prepared by OIFC with Ernst & Young as the knowledge partner, at PBD. OIFC also brought out several other publications to help Overseas Indian investors assess opportunities in various states and across sectors.
- **Investor & Interactive Meets** were organized in different parts of the world to appraise the Indian diaspora of economic engagement opportunities in India, and provide them with a platform to connect with India. This year, OIFC had six Meets in three countries : Dubai and Abu Dhabi in UAE; London and Birmingham in the UK; and New York and Washington DC, in USA. A Business Roundtable was organized in Durban, South Africa, during PBD Africa.



▲ **Dr. Manmohan Singh**, Prime Minister of India, releasing the OIFC and Ernst & Young Publication 'Homeward Bound' with **Vayalar Ravi**, Union Minister of Overseas Indian Affairs, at Pravasi Bharatiya Divas in New Delhi

- OIFC's online business **networking portal** [www.oifc.in](http://www.oifc.in) has more than 900 active users. Over 1000 queries have been addressed by OIFC, with the help of its knowledge partners.
- OIFC further strengthened its **linkages** with state governments in India, knowledge partners from the private sector and diaspora associations, to project investment opportunities, enhance the quality of investment know-how, and offer business facilitation services to NRIs / PIOs. Gujarat, Orissa and Punjab, came on board as state partners this year, joining Kerala and Karnataka. In addition, several prominent overseas business associations are actively supporting OIFC.



◀ At the OIFC Investment and Interactive Meet in Dubai

# Young Indians

Young Indians (Yi), an integral part of CII, is a platform for progressive young Indians, between 25 - 40 years of age, from different walks of life, to realise the dream of a developed nation. Yi has 1316 direct members in 24 city chapters; and 160 members in three corporate chapters. It engages another 10,000 members through its district chapter, Farmer Nets and Student Nets.

The year packed in more than 716 activities, chapters, from planning a city forest in Indore to representing India at the G20 Young Entrepreneurs Summit at Toronto, to conducting youth consultations for the Planning Commission of India, and more.

## Core Areas

- Education:** To commemorate Yi National Education Day on 14 November, Yi rolled out Operation SYightboard in government and underprivileged schools. Post the pilot programme in Hyderabad, Yi is looking to reach 1000 schools nationally, impacting around 2,50,000 children.
- Yi Akshara** is a learning resource centre that provides teaching and learning aids to teachers and children of primary level classes. This year, Yi launched two new Aksharas across the country, taking the total to 56.
- Environment:** More than 100 schools participated in the 4th **Green I Contest** on 'How to build a Green Center in your School as organically as possible.'

The '**Plant a Life Be The Root Project**' is a tree



▲ Tree -planting at the Environment Awareness Camp in Guwahati



▲ **P Chidambaram**, Union Home Minister, at a Yi session in New Delhi



▲ **Arun Maira**, Member, Planning Commission of India, at an interaction in Pune

plantation drive through the use of revolutionary seed ball technology. Encouraged by the planting of over 3.7 lakh trees this year itself, our aim is to ramp up the numbers to ten million trees by 2015.

- Healthcare:** A Health Campaign in Chandigarh in September impacted 500 people. Blood donation camps were held in a number of cities.
- Employability:** The **YI PCC LABS** successfully completed the 13th batch of the Livelihood Advancement Business School.

► **Shankar Vanavarayar**, Chairman, Yi; **Bhairavi Jani**, Immediate Past Chair, Yi; **Dr APJ Abdul Kalam**, Former President of India, and **Sunil Kant Munjal**, Past President, CII, and Chairman, Hero Corporate Service, at the Yi National Summit in New Delhi



## Next Practices

Our newest focus area, Yi Next Practices, celebrates game-changing ideas and innovations to serve as development catalysts for individuals, sectors, industries and organisations. We had **Blue Ocean Dialogues** to foster out-of-the-box thinking among schools students, the **Yi Ideas Conclave**, targeting seamless integration of skilling, education and planned urbanization, an **Excellence Mission** for 45 students from Mumbai, Kochi and Gwalior to the Infosys campus in Bangalore, and a **Road2Ideas Run** for young students.

## Rural Communities & Farmer Nets

Yi organised several career counseling workshops at Mandasaur and Neemuch districts in Madhya Pradesh, benefiting more than 3500 rural students.

Farmer net members interacted with US President Barack Obama during his India visit, and also participated in the Round Table discussions led by the Agriculture Secretaries of India and USA.

## Arts, Culture and Sports

The **Coimbatore Vizha** city festival showcased 72 events. Yi also celebrated **Heritage Week** with great gusto across chapters.

## Youth Affairs

Sixteen new Student Nets across India took the total to 72 nets, involving more than 4000 students.

## Global Footprint

- Mission to Israel and Turkey
- Round Table with young Parliamentarians from Australia
- Mission to Malaysia
- A Yi-BYST delegation represented India at the G20 Young Entrepreneur Summit



▲ **Sam Pitroda**, Advisor to the Prime Minister of India on Public Information Infrastructure & Innovations, addressing a session in New Delhi. Also seen: **Dr. Rahul Mirchandani**, Chair, Next Practices, Yi National; and **Bhairavi Jani**

## Advocacy

The Planning Commission of India sought the feedback of young people on the Approach to the 12th Five Year Plan, on 12 main challenges facing the nation today.

Yi organised five **Youth Consultations** in Pollachi (Tamil Nadu), Bangalore, Pune, Delhi and Indore, involving 210 people from varied backgrounds.

## Special Moments

- The **7th Yi National Summit**, in February 2011, with the theme of 'The Change We Want To Be', had Dr APJ Abdul Kalam, former President of India, as the Chief Guest.
- '**Securing India's Future – Role of Young Indians**' with Mr P Chidambaram, Union Home Minister, was conducted with CNBC-TV18 in New Delhi.
- **Sam Pitroda**, Advisor to the Prime Minister on Public Information Infrastructure and Innovations, shared the need for innovative methodologies to India's growth, at a session in New Delhi.
- **Mr. Arun Maira**, Member, Planning Commission, shared his experiences with Yi members in Pune.



◀ **Bhairavi Jani**, at the G20 Young Entrepreneurs Summit in Toronto, Canada