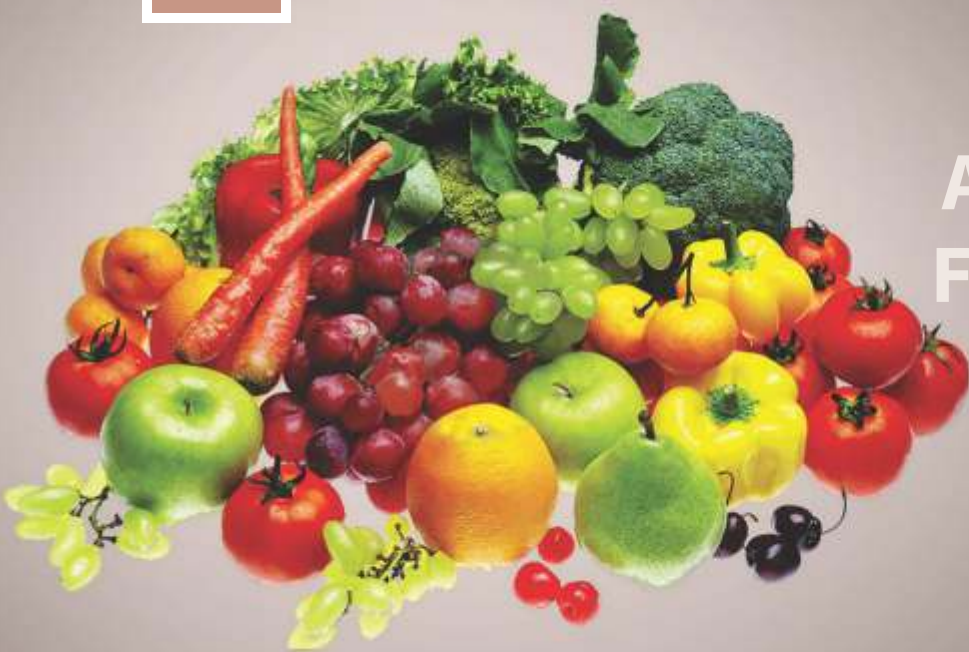




the pillars



Agriculture and Food Processing



Agriculture & Food Processing

CII's National Council on Agriculture has a vision to 'Create a thriving and sustainable Agribusiness in India for rejuvenating India's agriculture growth and raising farm incomes.' Several initiatives were undertaken by the various National level Task Forces under the Council.

A high point of the year was the announcement of the setting up of a **Food and Agriculture Centre of Excellence (CII-FACE)**, to work towards building efficiencies across the agricultural value chain, from farm to fork, and improving food security. Announced during US President Barack Obama's visit to India in November, CII -FACE will work with farmers, companies, institutions and NGOs to bring about a quantum jump in agricultural production and productivity, enhance economic value addition, act as an information hub for sharing of global best practices, and undertake research across key segments in the Agriculture sector.



▲ **Barack Obama**, President of USA, with (L-R) **Chandrajit Banerjee**, Director General, CII; **Kiran Pasricha**, Deputy Director General, CII; **Hari S Bhartia**, President, CII, and **Timothy Roemer**, US Ambassador to India, at the Food and Agriculture Centre of Excellence stall in Mumbai

Policy

- The **CII Expert Group on Pulses** prepared a Report suggesting key policy interventions to address the pulses crisis.
- **The CII Expert Group on Monsoon** suggested to the government a well thought out strategy to combat the variable monsoon (excessive rains or drought) and to ensure food security.
- A CII delegation met Mr. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, to present 'Ideas to rejuvenate Indian Agriculture.' CII has proposed an **Agri Renewal Mission** to trigger the long-due rejuvenation that Indian agriculture needs.
- A representation was submitted to the government for exempting all fruits, vegetables and other perishables including fisheries, with a very short shelf-life, from the provisions of the **APMC Act**.
- The CII National Task Force on **Food Processing and Food Regulatory Affairs** has been proactively taking up issues of Industry's concern with the government and its allied bodies related to food regulations, food safety and standards.

CII organized brainstorming sessions with members to review the Rules and Regulations under the Food Safety and Standards Act, and presented recommendations on draft Rules and Regulations to the Chairman, Food Safety and Standards Authority of India (FSSAI) three times this year. Our representation on the Gazette Notification of Rules was submitted in February 2011.

CII organized extensive discussions on Labeling and Claims regulations with Industry, and submitted



▲ **K V Thomas**, Union Minister of State, Consumer Affairs, Food & Public Distribution, inaugurating the Exhibition at the CII Cold Chain Summit in New Delhi with **Venkatesh Valluri**, Chairman, Ingersoll Rand and **Rakesh Bharti Mittal**, Chairman, CII Agriculture Council



▲ **Montek Singh Ahluwalia**, Deputy Chairman, Planning Commission, at an Interaction with CII Members in New Delhi



▲ **P K Basu**, Secretary, Agriculture, at a CII Session in New Delhi

counter drafts to the Food Authority for consideration in the scientific panel. CII submitted a summarized checklist on GHP/ GMP (Good Hygienic Practices / Good Manufacturing Practices) of the Food Safety Management System to the Food Authority for implementation under Schedule III of the Food Safety and Standards Regulations.

Events

- CII, in association with the Ministry of Food Processing Industries, organised an international conference on **'Dairy Industry – Public Private Partnership for Inclusive Growth'** in May with New Zealand as the Partner Country.



▶ **Subodh Kant Sahai**, then Union Minister of Food Processing Industries, (currently Union Minister of Tourism) at Processed Food Advantage India in New Delhi



Subodh Kant Sahai, addressing the CII Cold Chain Summit in New Delhi. Also seen: **Mahendra Swarup**, President, Federation of Cold Storage Association of India; **Satish Jamdar**, MD, Blue Star Ltd; **Rakesh Bharti Mittal**, and **Gokul Patnaik**, Chairman, Global AgriSystems

- **2nd Processed Food Advantage India**, a processed foods outsourcing buyers - sellers meet, was organized with the Ministry of Commerce and Industry to harness the untapped potential of the processed food segment in the overseas market.
- **The Cold Chain Summit 2010** in New Delhi, organised with the full support of the Ministry of Agriculture, brought to the fore the bottlenecks surrounding the development of cold chains in India. The key highlight this year was the participation of end users in a big way.
- A Roundtable on **Enhanced Engagement of Private Sector to Meet India's Food Challenges** in December identified priority areas where private sector contribution will be critical to meet the huge challenge of food security.
- The series of **CII-NIFTEM seminars cum workshops on Opportunities in Food Processing** held across various states (Assam, Arunachal Pradesh, Maharashtra, Madhya Pradesh, Karnataka, Kerala, and more), sensitized stakeholders about the National Institute of Food Technology Entrepreneurship and Management (NIFTEM) being set up by the Ministry of Food Processing Industries at Kundli, Haryana.
- An interactive session on **Indo-French Cooperation in Agriculture & Food Processing**, with Mr Bruno Le Maire, Minister of Agriculture, France, discussed ways to further French and Indian collaboration in the agriculture and food sector through the promotion of food security and sustainable livelihoods.

Papers / Reports

- Food Security & Variable Monsoon
- Overcoming the Pulses Crisis
- Success Stories in the Indian Cold Chain Industry
- Prime Financial Schemes of the Government of India for Production, Post Harvest Management, Processing Marketing and exports of Agricultural and Horticultural Produce
- Report for Prime Minister's Council on Trade & Industry Sub Committee on Improving Agricultural Production and Food Security
- Paper on Strategy to Attain 4% Growth Rate in Indian Agriculture
- Paper on Food Price Inflation: Suggestions to Contain Price Rise
- Farm to Fork: Bi-monthly newsletter on Agriculture and Food Issues





Infrastructure



Infrastructure

Infrastructure Development continued to be a top priority for CII. Over the year, the activities of the CII Infrastructure Council and Sector Committees ranged from engagement with the government on policy framework to raising issues of concern to promotion of investments and international cooperation. The proposed Regulatory Reform Bill was the focus of discussion at the National Regulatory Conclave addressed by Dr Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, in February 2011 in New Delhi.

Placing particularly strong focus on fine-tuning of policies and promotion of investments in **Roads and Highways**, CII, through a Joint Task Force, closely worked with the Ministry of Road Transport and Highways on various issues of concern. CII also took the lead in attracting FDI in highways development in partnership with the Ministry of Road Transport and Highways, and organised Road Shows in Malaysia, Japan, UK, Canada and Singapore.

On the **Urban Infrastructure** front, CII, in partnership with Booz & Co and Cisco, prepared and issued a Report on 'Intelligent Urbanisation – Roadmap for India'. Along



▲ **Kamal Nath**, Union Minister of Urban Development, and **Lord Andrew Adonis**, Secretary of State for Transport, United Kingdom, in London



▲ **Dr. Montek Singh Ahluwalia**, Deputy Chairman, Planning Commission with **G V Sanjay Reddy**, Chairman, CII National Council on Infrastructure & Vice Chairman, GVK Power & Infrastructure Ltd, at the National Regulatory Conclave in New Delhi

with projections on investment, the report highlighted the role of technology in meeting India's urbanisation goals.

To rejuvenate the **Civil Aviation** sector, CII presented to the Government some innovative ideas on 'Rationalisation of Tax Structure on Aviation Turbine Fuel (ATF)'. CII also focussed on issues such as Cargo Aviation Industry, Efficiency in Air Traffic Management and Route Disbursal Guidelines, etc.

The **Ports and Maritime** sector featured prominently on our agenda. CII, jointly with the Ministry of Shipping, took a high level industry-government delegation to Singapore to attract investments and build stronger ties between India and Singapore. CII also raised issues of concern such as last mile connectivity and evacuation facilities in ports.

Flagship Deliverables

- **Highways Infrastructure Investment Roadshows** with Mr Kamal Nath, then Union Minister of Road Transport and Highways (currently Union Minister of Urban Development) were held in Kuala Lumpur, Tokyo, Toronto, and Singapore, over the year.

Mr Nath addressed the CII-CBC India Infrastructure Forum in London, UK, in February 2010, and a Highways Infrastructure Round Table Session, also in London, in September.

- The Seminar on **Property- Related Issues of NRIs / PIOs**, held during PBD in New Delhi, was addressed by Mr Salman Khurshid, then Union Minister of State (IC) Corporate & Minority Affairs, (currently Union Minister of Water Resources, with additional charge of Minority Affairs) and Mr Vayalar Ravi, Union Minister of Overseas Indian Affairs. Dr. Justice A R Lakshmanan, Former Chairman, Law Commission of India, and Justice A M Ebrahim, Retired Judge of the Supreme Court of Zimbabwe, also spoke.
- Kumari Selja, Union Minister of Housing and Urban Poverty Alleviation, released a book on '**Affordable Housing : How Law and Policy Can Make it Possible**' in February 2010 in New Delhi. Justice R V Raveendran,



▲ **Jaipal Reddy**, then Union Minister of Urban Development, (currently Union Minister of Petroleum & Natural Gas) releasing the Report on 'Intelligent Urbanisation' in New Delhi. Also seen: **Wim Elfrink**, Chairman, CII Steering Committee on Intelligent Urbanisation, & Chief Globalisation Officer, Cisco Inc; and **Chandrajit Banerjee**, Director General, CII



▲ **Amitabh Kant**, CEO & MD, Delhi Mumbai Industrial Corridor Development Corp with **G V Sanjay Reddy**, at a session on the DMIC in New Delhi



▲ **R P N Singh**, then Union Minister of State, Road Transport & Highways (currently Union Minister of State, Petroleum & Natural Gas, and Corporate Affairs); with **Abhik Mitra**, Chairman, CII Core Group on Road Safety & MD, TNT (India) Pvt. Ltd, at the Road Safety Conclave in New Delhi



▲ **Dr. Vijay Mallya**, Chairman, CII National Committee on Civil Aviation & CMD, Kingfisher Airlines Ltd; **Giovanni Bisignani**, Director General & CEO, IATA; and **Ankur Bhatia**, Executive Director, The Bird Group, at an interaction in New Delhi

Supreme Court of India, was the Chief Guest.

- Mr. Steven Van Ackere, Minister of Foreign Affairs, Belgium, was the Guest of Honour at the **Transport Infrastructure Summit** in New Delhi in March 2010. Mr S S Khurana, Chairman, Railway Board, and Mr. K Mohandas, Secretary, Shipping, also spoke.
- Mr. Jaipal Reddy, then Union Minister of Urban Development, (currently Union Minister of Petroleum and Natural Gas) inaugurated the International Conference on **Intelligent Urbanization** in New Delhi in May. Mr. Arun Maira, Member, Planning Commission, and Dr. M Ramachandran, Secretary, Urban Development, participated in the conference, which featured a keynote presentation by Mr. Wim Elfrink, Chairman, CII Steering Committee on Intelligent Urbanisation, and Chief Globalisation Officer, CISCO Inc.
- Mr. Sushilkumar Shinde, Union Minister of Power, was the Chief Guest, while Mr. B K Chaturvedi, Member, Planning Commission, was the Guest of Honour at the **Construction Summit** held in New Delhi in May.

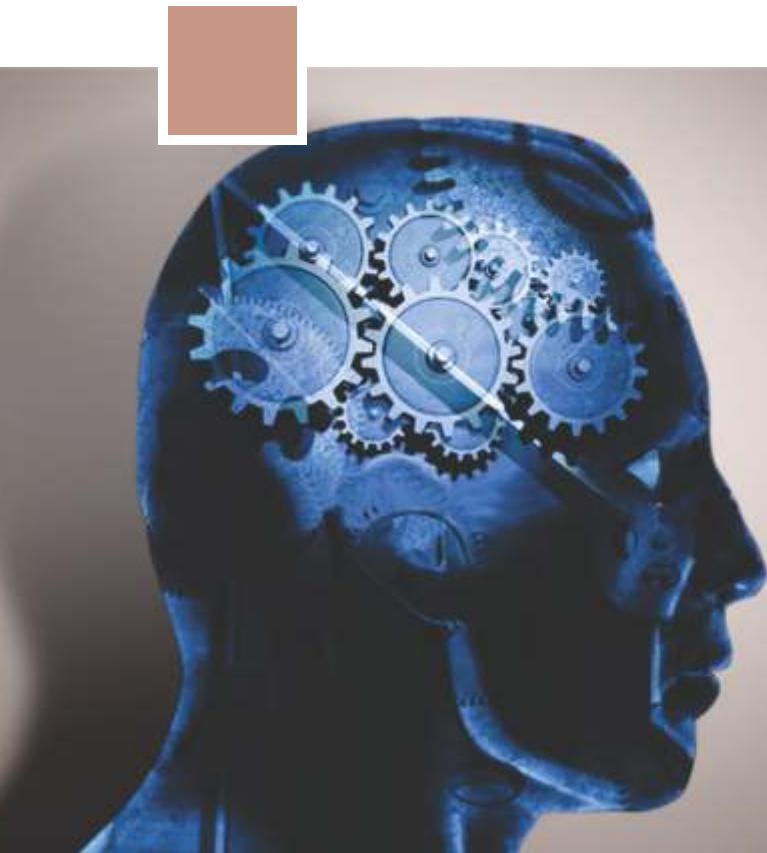
Global Footprint

- A Construction Industry **Delegation from Taiwan** visited India in May to gain insights on the Infrastructure and Construction Sector.
- A CII **Urban Development Mission** traveled to Shanghai, China, in June.

- The **India Maritime Mission to Singapore** in September, was addressed by Mr. G K Vasan, Union Minister of Shipping, Mr. K Mohandas, Secretary, Shipping, and Dr. T C A Raghavan, High Commissioner of India to Singapore.
- The EuroIndia **Urban Infrastructure Delegation to Europe** visited Belgium, France, and Germany in October.
- The **UK-India Economic Forum** in New Delhi in July featured an Infrastructure Round Table, co-chaired by Rt. Hon. Dr. Vince Cable, MP, Secretary of State for Business, Innovation & Skills, UK, and Dr. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission.
- **The Road Safety Conclave** in August in New Delhi, had Mr. R P N Singh, then Union Minister of State, Road Transport & Highways (currently Union Minister of State, Petroleum & Natural Gas, and Corporate Affairs) as the Guest of Honour.
- An Interactive Session with **Mr. Giovanni Bisignani**, Director General and CEO, International Air Transport Association, was held in September in New Delhi.
- The Session on '**Delhi-Mumbai Industrial Corridor: Investment & Business Opportunities**' in October in New Delhi, featured a keynote presentation by Mr. Amitabh Kant, CEO and MD, Delhi Mumbai Industrial Corridor Development Corporation.

► **Rajiv Agarwal**, CEO & MD, Essar Shipping, Port & Logistics Ltd.; **S. Hajara**, Chairman, CII National Committee on Shipping, and CMD, Shipping Corporation of India; **B.K Chaturvedi**, Member, Planning Commission; **G.K. Vasan**, Union Minister of Shipping; and **N Kumar**, Past President, CII; Chairman, CII Institute of Logistics, and Vice Chairman, The Sanmar Group, at the Ports and Maritime Conclave in Chennai





Manufacturing



Manufacturing

The **CII National Manufacturing Council** held extensive deliberations with the government for the development and growth of the manufacturing sector in India.

The Council worked closely with the Department of Industrial Policy & Promotion on the proposed National Manufacturing Policy, and set up sub-groups to give specific recommendations on Funding for Infrastructure Creation, Skill Development, Environment & Green Technology, Streamlining Clearances & Approvals, Exit Policy & Labour Issues. It also facilitated interactions of CII members with the DIPPSecretary, and concerned Joint Secretaries, on the proposed policy.

The Manufacturing Council members met Mr Anand Sharma, Union Minister of Commerce and Industry, in July, to share industry's concerns on issues related to exports.

Aligned with the global focus on Green Manufacturing, the **1st Green Manufacturing Summit** was held in March 2011 in cooperation with the Organisation of Economic Development and Cooperation, and the Fraunhofer Institute, Germany. Mr Anand Sharma released a CII – BCG



▲ **Anand Sharma**, Union Minister of Commerce and Industry, releasing the CII-BCG Report on Green Manufacturing at the Green Manufacturing Summit in New Delhi with **Hari S Bhartia**, President, CII, **Dr Arindam Bhattacharya**, MD, BCG India, and **Venu Srinivasan**, Past President, CII, and Chairman, CII National Manufacturing Council

report on 'Green Manufacturing: Energy, Products and Processes' at the Summit. A MoU was signed between CII-CMTI-Fraunhofer for developing and transferring advanced green, clean and energy-efficient technology to India's manufacturing sector.

A session on '**10% GDP Growth by 2014: Imperatives and Impediments**' in July in New Delhi discussed the roadmap to achieve double digit economic growth.

Mr K M Chandrasekhar, Cabinet Secretary, Chief Guest, and panelists like Ms Sudha Pillai, Member Secretary, Planning Commission, Mr Ashok Chawla, Finance Secretary;



▲ **Prabeer Kumar Basu**, Secretary, Agriculture; **R P Singh**, Secretary, DIPP; **Ashok Chawla**, Finance Secretary; **Hari S Bhartia**; **K M Chandrasekhar**, Cabinet Secretary; **Sudha Pillai**, Member Secretary; Planning Commission; **Sunil Mitra**, Revenue Secretary; **Dr Rahul Khullar**, Commerce Secretary; and **Chandrajit Banerjee**, Director General, CII, at an interaction in New Delhi

Mr Sunil Mitra, Revenue Secretary; Dr Rahul Khullar, Commerce Secretary; Mr R P Singh, Secretary, DIPP, and Mr Prabeer Kumar Basu, Secretary, Agriculture, pointed out that industry, agriculture and services need to grow at 12%, 4 % and 10.5% respectively to achieve a high growth trajectory. Such targets require technology infusion, greater efficiency and reforms in land, labour, capital markets and product markets, along with generating employment and ensuring competitiveness through skill development, they felt. An Advanced Manufacturing and Engineering Joint Working Group was formed to recommend measures to enhance engagement between India and UK, under the India-UK Joint Economic and Trade Committee set up by the two governments.

Boiler and Unfired Pressure Vessels

The CII Boiler and Unfired Pressure Vessels Division played a significant role in amending changes in the Indian Boilers (Amendment) Act, 2007. The notified amendments have been welcomed by domestic industry. CII has urged the government to start the implementation process immediately.

Capital Goods and Engineering

The CII National Committee on Capital Goods & Engineering held several meetings with Mr. B S Meena, Secretary, Heavy Industry & Public Enterprises, on issues related to the capital goods industry, manufacturing policy, etc.



▲ **Anjali Prasad**, Jt Secretary, DIPP; **Dr K Shivaji**, CEO, MIDC; **R P Singh**, Secretary, DIPP; and **Amitabh Kant**, CEO, DMICDC, at an interaction on the National Manufacturing Policy in Mumbai



▲ **Nadir B Godrej**, MD, Godrej Industries Ltd; **M Raman**, Secretary, Chemicals & Petrochemicals, and **R Mukundan**, Chairman, CII National Committee on Chemicals & MD, Tata Chemicals Ltd, at a seminar on Super Specialty Chemicals in Mumbai



▲ **Harbhajan Singh**, Jt Secretary, Heavy Industry; **B.S.Meena** Secretary, Heavy Industry; and **J P Nayak**, Member of the Board & President (Operations), Larsen & Toubro Ltd and Chairman, CII National Committee on Capital Goods & Engineering, at an interaction in Mumbai

Cement

Two technical seminars on Concrete Roads were organized in Karnataka and Madhya Pradesh. Training programmes on Concrete Roads were held for engineers in UP.

Chemicals

The CII National Committee on Chemicals focussed on the Specialty Chemical area, with the belief that a US\$ 100 billion Specialty Chemical Sector could be built in India by 2020.

The Committee, in collaboration with the Department of Chemical and Petrochemicals, Union Ministry of Chemicals and Fertilizers, organized a seminar in January 2011 in Mumbai on **'Building a Global Scale Specialty Chemicals Industry in India.'** Mr. M Raman, Secretary, Chemicals & Petrochemicals, addressed the seminar.

Defence & Aerospace

The CII National Defence Council works to build a self-reliant and indigenous defence industrial base and creating a level playing field in the area of design, development and production of defence equipment.

The Council brings the Industry and Defence establishments on a common platform to resolve issues of mutual concern, working proactively with the Ministry of Defence and the Indian Armed Forces on policy issues. It represents Indian Industry on various Ministry Committees, and during bilateral / government-to-government interactions. Regular meetings are held with the Defence Minister, and senior Defence officials to present the industry perspective on policy and procedural issues. Seven sub-committees deal with various issues/areas:

- SMEs
- Policy and Strategy Implementation



▲ **Air Cmde Jasjit Singh** (Retd), Director CAPS, **Air Chief Marshal PV Naik**, PVSM, AVSM, ADC, **Chandrajit Banerjee**, **AK Antony**, Union Minister of Defence, and **Satish K Kaura**, Co-Chairman, CII National Defence Council, and Chairman, Samtel Group, at the Aerospace Conference in New Delhi

- R&D, Technology and Indigenisation
- Land Systems
- Aerospace
- Marine Systems
- International Cooperation

Through these sub-committees, the Council submitted feedback on the Defence Production Policy; offered detailed industry recommendations on Offsets and Defence Taxation to the Ministry of Defence, and prepared a study and recommendations on the Status of Defence R&D and the way ahead, for the Parliamentary Standing Committee on Defence.

Policy Advocacy

Our sustained advocacy over the years has opened up significant areas of defence production for private industry. CII played a significant role in the formulation of the Defence Production Policy.



◀ **Dr. B S Yeddyurappa**, Chief Minister, Karnataka, and **A K Antony**, at the inauguration of Aero India 2011 in Bangalore, with (L-R) **Chandrajit Banerjee**, **Pradeep Kumar**, Secretary, Defence, and **Raj Kumar Singh**, Secretary, Defence Production

Offset Facilitation has remained a thrust area. CII worked very closely with the Defence Offset Facilitation Agency towards effective implementation of the Indian Defence Offset Policy. A number of seminars/workshops and facilitation meetings on offset awareness were held to update decision makers and Indian industry on the best offsets practices. We also organized international conferences in partnership with the Global Offset and Counter-trade Association, USA, and the Defence Manufacturers Association, UK.

Promoting Public-Private Partnership, various activities workshops/ seminars/ exhibitions were held to bring the Indian Armed Forces and Indian Industry together. Sector-specific programmes held this year covered

- Artillery Modernization
- Management of Ozone-depleting Substances
- Battlefield Management Systems
- DEFCOM India 2010
- NAVARMS 2010
- Energizing Indian Aerospace Industry
- Military Modernization

Mega Events

The CII Defence Council played significant roles in the **Bengaluru Space Expo** and **Aero India 2011**, both of which have emerged as premier events in Asia. The Ministry of Defence has already acknowledged CII's constructive contribution in organizing Aero India 2011.

Publications

- CII-HCL White Paper on 'Safe City' Concept
- CII-Deloitte report on 'Prospects for Global Defence Export Industry in Indian Defence Market'
- CII-Antrix-Deloitte Report on 'Overview of Indian Space Sector'
- In-house study on 'Building India's Navy'
- CII-KPMG Report on 'Unlocking the Potential: The Indian Aerospace and Defence Sector'



▲ **AK Antony; BS Yeddyurappa, and MM Pallam Raju**, Union Minister of State, Defence, at Aero India 2011 in Bangalore



▲ **Vice Admiral DK Dewan**, Vice Chief of Naval Staff; **Admiral Nirmal Varma**, PVSM, AVSM, ADC, Chief of Naval Staff; and **Satish K Kaura**, at NAVARMS in New Delhi

Advisory Services

The CII Defence Council offers advisory services to industry. The Defence Technical Assessment & Advisory Service includes assessment of the current manufacturing capabilities, products and services of a company, and suggestions on products that it can develop/manufacture.

CII also advises Indian and global industry about India's defence policies and procedures, and how to do business with various arms of the Ministry of Defence.

Defence Acquisition Management Courses are conducted on the policies and procedures of defence procurement adopted by the Ministry of Defence and associated organisations.

CII, in partnership with HQ Integrated Defence Staff (WSOI Div), also organized a workshop on 'Make' and 'Buy and Make (Indian).'

Internal Security

With the increased involvement of the Indian armed forces in the management of internal security within the country, Internal Security has emerged as a significant field of activity. The Council, working in close cooperation with various agencies of the Ministry of Home Affairs, carved out a comprehensive long-term action plan on Internal Security to support governmental initiatives to modernize the state and paramilitary forces. An international Seminar on Internal Security and **SAFE 2010** were held this year.

International Cooperation

CII promotes Joint Ventures and technological partnerships between the Indian and global defence industry. Interactive sessions and visits were organised with the industry members of our MoU partners such as US-India Business Council, USA, Defence Manufacturers Association of UK, Polish Chamber of National Defence Manufacturers, Association of the Defence Industry of the Slovak Republic, Association of Italian Defence and Aerospace, GIFAS, GICAT and GICAN of France, and the Korean Defence Industry Association, this year.

We played host to several visiting defence delegations from USA, Kazakhstan, Italy, and the UK. We also took outbound industry delegations to Eurosatory, Paris, and Nova Scotia, Canada.

Fast Moving Consumer Goods

The Fast Moving Consumer Goods (FMCG) sector is anticipated to witness more than 50 percent growth in rural and semi-urban India, and increase its market size to \$22.72 billion from the present \$10.2 billion.

The CII National Committee on FMCG facilitated forums on exchange of best practices to enhance Productivity and Cost Management, and organized events and delegations to promote the FMCG Industry.

- **'The Next Frontier: Serving the New Consumer'** in February 2011 in Mumbai, had eminent speakers,



▲ **Patrick Ducasse**, Global Consumer and Retail Leader, The Boston Consulting Group; **Nitin Paranjpe**, CEO & MD, Hindustan Unilever Ltd; and **Chitranjan Dar**, Chairman, CII FMCG Committee & Chief Executive - Food Division, ITC Ltd, at the CII Special Session for FMCG in Mumbai



▲ **Prof M Balakrishnan**, Dy Director (Faculty), IIT Delhi, **R Chandrashekhar**, Secretary, IT, and **Dr Anil Wali**, MD, Foundation for Innovation and Technology Transfer, IIT Delhi, at a session on ICTE Manufacturing in New Delhi

thought-provoking panel discussions and presentations of case-studies.

- Report on CII Representation in regard to Issues with Drugs and Cosmetics (4th Amendment) Rules, 2010
- Report on CII Representation for Plastic Waste.

ICTE Manufacturing

The CII ICTE Manufacturing Committee presented its suggestions to the Secretary, IT, Ministry of Communication and IT, to make domestic manufacturing competitive. These included import in the zero duty regime, development of supply chain through the modified Semiconductor Investment Package Scheme, setting up of cluster parks, and the manufacture of value added products. The committee also had an interactive session with the Joint Secretary. The Secretary, DIT, released a CII-DIT Report on 'Collaborative R&D between Industry and Academics/ R&D Institutions in ICTE Manufacturing', at a seminar on the subject.

Mining

The CII National Committee on Mining, and the Mining and Construction Equipment Division organised the **Global Mining Summit 2010** in November in Kolkata, concurrently with the 10th International Mining and Machinery Exhibition, Asia's largest mining event. The Summit, which focussed on best practices in exploration, technology, policy frameworks, and environmental and safety issues, was attended by Mr Wahidullah Shahrani, Minister of Mines, Afghanistan, Ms Justine Elliot, Parliamentary Secretary for Trade, Australia, and Mr David O'Toole, Deputy Minister, Ministry of Northern Development, Mines and Forestry, Ontario, Canada, as well as senior members of government and industry from India. A Buyer Seller meet and one to one meetings with prospective investors were organized during the event. A CII report on 'Mapping of Human Resources and Skills for the Mining Industry in India' was released on the occasion.

The Committee also had several rounds of discussions with all stakeholders on the proposed Mines and Minerals Development Regulations (MMDR) Act 2010.

A CII delegation, led by Mr. S Vijay Kumar, Special Secretary, Mines, visited the annual Mining Indaba in February 2010 in Cape Town, South Africa.

Office Automation and Imaging

A national seminar on 'OA&I: Status, Trends and Opportunities', was held in New Delhi.



▲ **Bhaskar Chatterjee** Secretary, Public Enterprises, **Arun Yadav**, then Union Minister of State, Heavy Industries & Public Enterprises, (currently Union Minister of State, Agriculture & Food Processing Industries) and **R.S Sharma**, Chairman, CII Apex Council of PSE, at the PSE Summit in New Delhi

Petrochemicals

CEOs of petrochemical companies met in New Delhi in December to discuss the status of the industry.

Public Sector Enterprises

The CII Apex Council on PSEs met regularly to promote PSE autonomy and empowerment. The Council functions through sub-committees on Corporate Governance, HR Strategies, Public Image Makeover, Public Private Partnership and Sustainable Development. The Council, in collaboration with Department of Public Enterprises, Ministry of Heavy Industries, organized a PSE Summit in June in New Delhi, on 'Unlocking PSE Values'. Mr Arun Yadav, then Union Minister of State, Heavy Industries and Public Enterprises, (currently Union Minister of State, Agriculture & Food Processing Industries) released a CII-Hewitt report on 'Strategies for attracting and retaining talent in PSEs'.



► At the Inaugural Session of the Global Mining Summit in Kolkata

The Council also had several meetings with Mr. Bhaskar Chatterjee, Secretary, Public Enterprises.

Railway Equipment

The CII Railway Equipment Division reviewed the present status of the industry, discussed on-going railway projects, and outlined opportunities for railway equipment manufacturers, in periodic interactions with members. The Division met the Chairman, Railway Board, and senior officials to explore mutual areas of cooperation. Members also discussed on the ongoing metro rail projects and the opportunities therein.

CII submitted a Pre-budget Memorandum with recommendations for the Railway Budget.

An interactive session on Railways and Transportation was organized with a visiting Czech delegation in October in New Delhi.

Steel

The Steel Summit 2011, held jointly with the Ministry of Steel, in February in New Delhi, addressed improving productivity, future demand and growth, infrastructure, environmental issues, SME developmental agenda, technology, and sustainability. The CII National Committee on Steel had several rounds of discussion on the proposed MMDR Act, and formed two sub-groups to work on Logistics and Raw Materials, respectively.

Textiles

The CII National Committee on Textiles offered suggestions on cotton exports, and gave inputs on the national fibre policy to the Textile Ministry. Members interacted with a textile delegation from Uzbekistan.

To promote the Technical Textile sector, the Techtext India Summit 2011, with the theme 'Value creation through Technical Textiles in India' focused on applications in various sectors. Ms Rita Menon, Secretary, Textiles, released a study on the 'Potential of Technical Textile sector in India'.



▲ **C S Verma**, Chairman CII National Committee on Steel, **P K Misra**, Secretary, Steel, **Beni Prasad Verma**, Union Minister of State, Steel, **B Muthuraman**, President - Designate, CII and, **Chandrajit Banerjee**, at the Steel Summit in New Delhi



▲ **T Kannan**, Chairman, CII National Committee on Textiles, & MD, Thiagarajar Mills Ltd., **Sushil Kapoor**, Chairman, CII Steering Committee on Technical Textiles, and President & CEO, Technical Textiles Business SRF Ltd, and **Rita Menon**, Secretary, Textiles, at Textech India in New Delhi

Ms Shashi Singh, Joint Textile Commissioner, described government incentives for this sector.

The Indo-Pak Committee on Textiles met in New Delhi in February 2011 to explore mutual business opportunities in the textile sector.

Transmission Lines

The 'National Seminar on Challenges in Transmission & Distribution - Role of Automation' in October in New Delhi deliberated on smart grids, skills deficit, clearances for projects, customer service and standards.

Valves & Actuators

The Valves Conference in December in Mumbai called for the adoption of new technology and world class R&D and testing facilities, for the growth of this industry.



Micro, Small and Medium Enterprises



MSMEs

CII activities for Micro, Small and Medium Enterprises centered around creating competitive advantages for Indian MSMEs, through Education, Employability, Innovation and Entrepreneurship, in alignment with the theme of 'Business for Livelihood.' Continuous engagement with the three key stakeholders: the Ministry of MSME, the National Small Industry Corporation, and the Small Industries Development Bank of India, enabled the CII National MSME Council to proactively highlight areas of concern, and ensure timely interventions to facilitate the growth and development of Indian MSMEs.

Mr Ramesh Datla, Chairman, CII National MSME Council, called on Mr Dinsha Patel, then Union Minister of State (Independent Charge), Micro, Small and Medium Enterprises, (currently Union Minister of State (IC) Mines) in New Delhi in July to share the CII 12 Point Agenda for MSMEs.

- Creating Competitive SMEs' was the theme of the **India SME Summit** in October in New Delhi, organized in association with the Ministry of MSME. A CII PwC paper on 'Creating Competitive SMEs' was released at the Summit by Mr. Dinsha Patel, in the presence of Mr Uday Varma, Secretary, MSME.



▲ **Dinsha Patel**, then Union Minister of State, MSME (currently Union Minister of State (IC), Mines) and **Ramesh Datla**, Chairman, CII National MSME Council, and MD, Elico Ltd, in New Delhi



▲ **Nalin Surie**, Indian High Commissioner to UK presenting a memento to **Rt. Hon Carwyn Jones** AM, First Minister of Wales, in Cardiff, UK, as **Ramesh Datla** and **Gurpal Singh**, Deputy Director General, CII, look on



▲ **Dinsha Patel** (centre) releasing the 'CII – PWC Paper on Creating Competitive SMEs'. Also seen (L-R) **Venkatesh Rajgopal**, Co-Chairman, CII National MSME Council & CMD, Celebrity Fashions Ltd, **Suresh Kumar**, Director General and Asst Secretary, US Foreign Commercial Service, US Dept of Commerce, **Uday Kumar Varma**, Secretary, MSME; and **Ramesh Datla**, at the India SME Summit in New Delhi

- The **International Roundtable for Small Businesses**, organized concurrently with the Vibrant Gujarat Global Investors Summit, in Gandhinagar, in January 2011, drew more than 100 participants, including representatives from organisations like the Commonwealth Business Council, the Bank of Industry, Nigeria, the London Chamber of Commerce and Industry, Europe India Chambers of Commerce, Eurochambers, UNIDO, et al.
- CII MSME members interacted with a visiting delegation of **SME members from the United States**, in New Delhi in February 2011, to explore ways to take Indian and US businesses to the next level of partnership.
- CII identified **five key enablers** for MSME development: Finance, Regulatory Framework, Capacity-building, Environment, and Business Development. We advocated for changes in the existing policies and regulations to provide a conducive policy environment for MSMEs. The highlights:
 - CII 12 Point Agenda for MSMEs
 - Pre-budget Memorandum for MSMEs
 - Series of Papers on Financial Support Infrastructure, Technology Support Infrastructure and the Procurement Preference Policies

Publications and Surveys

- Bimonthly 'MSME Business' newsletter
- CII PwC study on Creating Competitive SMEs
- Quarterly survey: Business Confidence Index for MSMEs



▲ **Dale Tasharski**, Commercial Counselor, US Embassy; **Uday Kumar Varma**, and **Nalin Kohli**, Chairman CII SME Task Force on Technology, International Co-operation and Government Procurement, at an Indo-US SME session in New Delhi



▲ CII Business Delegation in USA, with **Greg Ballard**, Mayor of Indianapolis

Missions

- CII SME Mission to USA : September 2010
- CII SME Mission to UK : March 2011
- CII- AOTS training programme on Enterprise Management for 16 Indian MSMEs in Yokohama, Japan



Competitiveness for SMEs

The **CII AVANTHA Centre for Competitiveness** in Chandigarh is a one stop shop for Indian SMEs. It offers consultancy services in Manufacturing Excellence, Energy Management, Cost Competitiveness, Total Employee Involvement and Corrosion Management. Although the Centre does provide services to individual companies, it encourages working with groups or clusters of MSMEs.

Clusters for Competitiveness

The 'Cluster Approach' is a flagship initiative of the Centre to promote industrial development. The approach is to form a cluster of 10-12 SMEs, and help them grow together by learning through sharing. The clusters can be sectoral, locational or OEM-vendor. The cluster approach improves competitiveness in an associated group rather than in discrete companies.

The 'Cluster Approach' has received huge appreciation and encouragement from industry, especially from OEMs who have worked with their vendors in clusters to make the entire supply chain efficient and effective. So far, over 2200 companies have benefitted by participating in 201 clusters run by CII and its strategic partners. The programme today extends beyond the manufacturing sector to Tea Garden Clusters in the East, and School Clusters in the South.

Last year, the Centre ran 37 parallel Clusters in Gurgaon, Ludhiana, Jalandhar, Jaipur, Faridabad, Lucknow, Pune, Nasik, Kolhapur, Kolkata, Trichy, Puducherry, Erode, Chennai, Bangalore, Mumbai and other locations across India, across sectors like handtools, foundry, oil mills, limestone, bicycles, packaging, electronics and electricals, heavy engineering, light engineering, auto-components, and more.

The 3rd CII National Cluster Summit in New Delhi in November examined 'Cluster-based Strategies to enhance SMEs Competitiveness and National Growth.' The highlight of the two-day summit, which drew over 500 delegates,

SME Clusters concluded in 2010	Kaizens generated	Total Savings reported by SMEs
10	17503	Rs17.38 crores



▲ **Gautam Thapar**, Chairman, CII-AVANTHA Centre for Competitiveness for SMEs, and Chairman & CEO, AVANTHA Group, felicitating **C Narasimhan**, Chief Advisor, CII National Cluster Programme, as **Uday Kumar Varma**, Secretary, MSME, looks on, at the CII National Cluster Summit in New Delhi

were the 'Cluster Championship Awards' and the 'Kaizen Awards'. Ms. Sudha Pillai, Member Secretary, Planning Commission, Mr Uday K. Verma, Secretary, MSME, Mr Shinzo Nakanishi, MD & CEO, Maruti Suzuki India Ltd, Mr. Ramesh Datla, Chairman, CII National MSME Council, and Mr Gautam Thapar, Chairman, CII-AVANTHA Centre for Competitiveness, shared their views on how to help the MSME sector become more competitive.

Award Winning Companies

Manufacturing Excellence	Godrej & Boyce Mfg. Co. Ltd.
	Rane Ltd.
	Shankar Mouldings Ltd.
Cost Competitiveness	Mahindra & Mahindra Ltd.
	Hema Engineering Industries Ltd.
Total Employee Involvement	Abilities India Pistons & Rings Ltd.
	Godrej & Boyce Mfg. Co. Ltd.
	Tata Motors Ltd
Energy Efficiency	Godrej & Boyce Mfg. Co. Ltd.
	Ford India Private Ltd.
	Sona Koyo Steering Systems Ltd.
Vox Populi (Most Popular Case Study Award)	Mahindra & Mahindra Ltd.

Manufacturing Excellence

Over 500 delegates participated in focused training programmes this year to remain abreast of contemporary issues and good manufacturing practices, on topics such as:

- Manufacturing Optimization
- 7 QC Tools
- Autonomous Maintenance
- Flow Manufacturing & SMED
- Autonomous Maintenance
- Quality Circles
- Effective Inventory Management
- Problem Solving Using QC Story Approach
- Good Manufacturing Practices
- Webinar on 5S, 3M & Kaizen
- How to Become a SME Development Manager

Energy Management

The Centre builds Energy Efficiency through Energy Audits of industrial units, and training programmes. Over the year, 22 detailed Energy Audits, including one in Indonesia, resulted in specific proposals to reduce energy consumption by over Rs 8.30 crores

Training programmes and seminars across the country highlighted the importance and methods of Energy Conservation. These included

- ROTEQ 2010 - National Seminar on Rotating Equipments for Energy Efficiency
- ENCON 2010 – National Seminar on Energy Conservation Technologies
- Training Programme on Energy Management
- Energy Management -A Road to Energy Efficiency
- Webinar on Optimisation for Energy Efficiency
- Advanced Training Programme on Energy Management
- Training Programme on HVAC



▲ **Vikas Swarup**, Indian Consulate General, Osaka, interacting with **Dharmendra Prakash**, Jt Development Commissioner, MSME, and other Members of the MSME Mission to Japan

Cost Competitiveness

The Centre works closely with Cluster companies to implement Activity Based Cost Management techniques. It also organized programmes over the year on

- Negotiating & Selling Skills
- Strategic Cost Management
- Import Export Documentation Policy
- Customer Relationship Management
- Total Cost Management
- Winning & Retaining Customers
- Strategic Cost Management

HR / Total Employee Involvement

Today, companies are increasingly adopting professional HR methodologies and transparent systems to attract, maintain and retain competent people. The Centre created awareness on people issues, provided professional HR tools to cluster companies, and conducted open training programmes on

- Growing Importance of HR Management in SMEs
- Competency Mapping
- Daily Work Management
- Employee Enhancement and Retention
- Effective Communication Skills
- Leadership Skills

Corrosion Prevention

To raise awareness about corrosion and corrosion control measures in industry, and to share the knowledge and expertise available within the country, the Centre launched 15 corrosion awareness posters on various themes this

year, and conducted audits, training and awareness programmes, and conferences such as :

- Awareness Session on Corrosion Management
- Certification Training Programme on Protective Coatings for Industrial Structures
- 3 Webinars on different aspects of Corrosion Management
- Certification Training Programme on Paints & Powder Coatings for Corrosion Management
- Corrosion Management Summit

New Product Development

New Product Development tools such as CAD-CAM-RP-CAE offer better quality, style and service for SMEs to sustain competitiveness. Conferences and seminars in Rajkot, Coimbatore, Hyderabad and Pune popularized such tools and their application for developing future products.

To provide direction and make New Product Development a national initiative, a Steering Committee has been formed to advise SMEs on this emerging concept. The committee launched the first edition of the New Product Development Journal this year.

International Interactions

To understand emerging global practices and provide best in class services to its members, the Centre developed international linkages thorough strategic visits to different countries, international consultancy work, and missions to SME-related exhibitions and training programmes.

Missions to Japan : The Centre joined the Bureau of Energy Efficiency's 10 member learning delegation to



▲ International delegates at the CII AVANTHA Centre for Competitiveness for SMEs, Chandigarh

Japan in September for training on Total Energy Management, conducted by the Energy Conservation Centre, Japan.

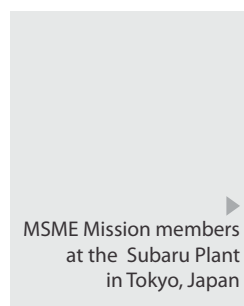
A 17-member SME delegation visited Japan in May, coinciding with the SME Expo Sougouten 2010 in Kansai to explore competitive suppliers as well as learn best practices.

A 22 member MSME Mission visited Tokyo and Osaka in December to study benchmark manufacturing practices and observe the Japanese SME support eco-system.

International Visitors: Twenty-five delegates from 18 countries visited the Centre in October to understand its activities in promoting quality entrepreneurship in India. These delegates were employees of their respective governments, and NGOs.

A 20 member delegation from Nepal and Bangladesh visited the Centre in October to learn best practices in Energy Efficiency.

A delegation led by InWEnt, a German government international cooperation organization, received insights on energy efficiency policies and practices in India.



MSME Mission members at the Subaru Plant in Tokyo, Japan





Services



Services

The Services Sector in India is one of the major contributors to Employment, and is a fertile ground for Innovation and Entrepreneurship, enabled by Education. The CII Services Council ably aligned its work over the year to the CII theme of 'Business for Livelihood' across diverse sectors.

Financial Sector

CII's engagement in the Financial Sector during the year focused on financial inclusion and deepening of the financial markets to finance growth.

Financial inclusion is one of the topmost priority areas on the governmental agenda in the current Five Year Plan, and CII has been contributing to taking this wider and deeper.

CII organized the **Financial Inclusion Summit** in July in New Delhi, where Mr. Pranab Mukherjee, Finance Minister of India, offered guidance on the course of action for the banks. He also called for the adoption of new and appropriate technology on this front.

In **Banking**, our major thrust was on helping to strengthen



▲ At the Financial Inclusion Summit in New Delhi (clockwise from top left): **Chanda Kochhar**, Chairperson, CII National Committee on Banking, and MD & CEO, ICICI Bank Ltd; **Sachin Pilot**, Union Minister of State, Communications & IT; **Sam Pitroda**, Advisor to the Prime Minister on Public Information, Infrastructure & Innovations; **R Chandrashekhar**, Secretary, IT; **UK Sinha**, Chairman, CII National Committee on Mutual Funds & CMD, UTI Asset Management Co Ltd, and **R Gopalan**, Secretary, Financial Services

the last mile access to financial services, a necessary condition for financial inclusion. CII's views and responses to the Reserve Bank of India on expanding the organizations eligible for acting as business correspondents for banks to carry forward banking and financial services in unbanked areas were appreciated. Similarly, CII strongly recommended to the RBI that new bank licenses could be offered to corporate organizations with the financial strength, governance record and last mile access to set up new banks.

With regard to Insurance, the **13th Insurance Summit** in Mumbai in September deliberated on the challenges and opportunities of increasing insurance penetration in India. Mr. J Hari Narayan, Chairman, IRDA, stressed that the consumer should be the focus of all initiatives in the insurance industry. A CII-E&Y Report on the Indian insurance sector was released during the Summit.

CII supported the industry on the issue of increasing FDI caps in the insurance sector from the current 26% to 49%, and made written and oral representations to the Parliamentary Standing Committee on this, as well as other regulatory and policy issues. The CII National Committee on Insurance and Pension has also been deliberating on the distribution and penetration of insurance and pension products, and is working on a report towards this.

Our initiatives in the **Capital Markets** arena focused on helping in deepening the markets. In April 2010, a conference on 'Indian Financial Markets' in Singapore, had the theme 'Indian Financial Markets: Growth Engine among Emerging Markets.'

In December, in an interactive session in New Delhi, Dr Bimal Jalan, Chairman of the SEBI Committee on Review of Ownership and Governance of Market Infrastructure Institutions, observed that Stock Exchanges are business entities, but need to behave responsibly. CII, in its response, with incorporated inputs from the interaction, and written inputs from the members, held that the stock exchanges should ensure public good along with commerce, and supported the setting up of multiple stock exchanges. The CII National Committee on Capital Markets also worked on bringing depth and efficiency into the Indian capital markets, and developing a vibrant corporate bond market in the country.



▲ **Pranab Mukherjee**, Finance Minister of India, with **Hari S Bhartia**, President, CII, and **Chandrajit Banerjee**, Director General, CII, at the Financial Inclusion Summit in New Delhi



▲ **S B Mathur**, Secretary General, Life Insurance Council, **Gerry Grimstone**, Chairman, Standard Life Plc, **Ashvin Parekh**, Partner, National Leader – Global Financial Services, Ernst & Young Ltd, **J Hari Narayan**, Chairman, IRDA, and **T S Vijayan**, Chairman, CII National Committee on Insurance and Pensions, and Chairman, LIC, at the Insurance Summit in Mumbai



▲ **Dr T C A Raghavan**, High Commissioner of India in Singapore; **C B Bhawe**, then Chairman, SEBI, and **Chandrajit Banerjee**, Director General, CII, at the Conference on 'Indian Financial Markets' in Singapore

In the **Private Equity and Venture Capital** (PEVC) domain, the conference on 'Private Equity and Venture Capital: Carve-outs and Spin-offs' in May in Mumbai, dealt with the current take off stage of the PEVC industry in India and the opportunities therein. A CII-KPMG report on 'Enabling Growth in Promising Indian Companies' was released on the occasion.

The CII National Committee on PEVC also deliberated on the governance and policy issues concerning PEVC in India.

Communications & IT

Communications & Information Technology has not only contributed to national GDP growth, created employability and changed the way of living in India, but has had a multiplier effect on the economy. India has become an outsourcing hub, created a new market for global companies, and is gearing to provide e-citizen centric services in governance, health, education, and agriculture through the development of new technologies, applications, and relevant policies.

The CII National Committee on **Telecom and Broadband** recommended private-led Public Private Partnerships for laying down broadband infrastructure for rural reach; provided inputs on telecom infrastructure development; and demanded the status of 'critical infrastructure' for this sector.

We presented a Study on 'Deployment Models and Required Investments for Rural Broadband Infrastructure in India' to Mr Kapil Sibal, Union Minister of HRD, and Communications & IT. The Study estimates that a total investment of Rs 39,700 crores is required to roll-out broadband network in public private partnership to cover all the 250,000 gram panchayats in India.

The CII core group on **e-Invoicing**, in consultation with industry and the relevant government departments, presented a report on 'e-Invoicing in India: Making Paperless Invoicing Acceptable' to the Ministry of Finance. The report suggests changes in the Procedural Manuals of certain government departments, to not only empower industries across all sectors, but also help



▲ **Sanjay Kapoor**, Chairman, CII National Committee on Telecom & Broadband and CEO, Bharti Airtel Ltd, presenting the CII Report on Broadband Infrastructure to **Kapil Sibal**, Union Minister of HRD, and Communications & IT, in New Delhi, as **Harish Krishnan**, Director, Public Policy & Govt Affairs, Cisco India, and **R. Chandrashekar** look on



▲ **Rajiv Gauba**, Jt Secretary, Environment & Forests, and **Kensaku Konishi**, President & CEO, Canon India Pvt. Ltd at the National Forum on E-Waste, in New Delhi



▲ **Satyen Gupta**, Chief Regulatory Advisor, BT Global Services with **Kazuhiro Haraguchi**, Minister for Internal Affairs and Communications, Japan, at an Interactive Session in New Delhi

to create a greener and cleaner environment.

The 5th Aspen Joint Roundtable with CII explored the use of Information Communication Technologies in increasing health services and their reach to the masses, and recommended regulatory measures to aid collaboration between the government and telecommunication / health industries. The outcomes were presented in a report '**eHealth for India: Reaching the Unreached**'.

The National Conclave on **IT for Inclusive Growth** in March 2010 in Kolkata discussed methodologies to leverage India's potential in ICT and to transform India into a Knowledge e-Economy.

An MoU was signed between CII and the International Association of Outsourcing Professionals for jointly promoting India's outsourcing industry.

The '**National Forum on Electronic Waste**', organised in partnership with the Ministry of Environment and Forests in New Delhi in May, discussed the draft National Policy on e-Waste, and helped develop an implementable policy.

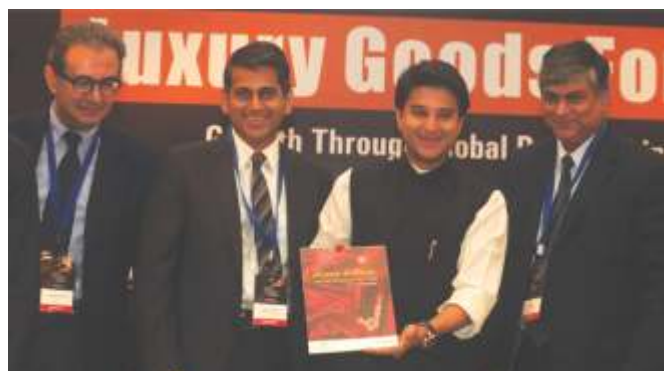
A two-day '**Conclave on Multidimensional Telecom Growth: Building & Enabling Information Infrastructure**' in November in New Delhi explored the emerging technology trends, applications, products and services, which can impact the telecom business.

A session with a visiting telecom business delegation from Japan, led by Mr Kazuhiro Haraguchi, Minister for Internal Affairs and Communications, and Minister of State for Promotion of Local Sovereignty, facilitated discussions between top Japanese and Indian telecom companies.

Luxury & Lifestyle Goods

The CII Committee on Luxury & Lifestyle organized a 'Forum on Luxury Goods,' and released a report on Luxury in India, this year.

As part of the Commonwealth Games Business Forums, the **Luxury Goods Forum** was held to foster cross-country collaborations to make the luxury retailing sector grow further and faster in India. The Forum, inaugurated by Mr Jyotiraditya Scindia, Union Minister of State, Commerce and Industry, in October in New Delhi, was attended by some of the biggest names in international luxury: Giorgio Armani, Bottega Veneta, Canali, and Kenzo, among others, as well as stalwarts from the field of Indian luxury. The evolution of India, not just as a market of luxury goods,



▲ **Armando Branchini**, Executive Director, Altagamma; **Sanjay Kapoor**, Chairman, CII Luxury Goods Forum, and MD, Genesis Luxury Fashion Pvt. Ltd.; **Jyotiraditya Scindia**, Union Minister of State, Commerce & Industry; and **Thomas Varghese**, Chairman, CII National Committee on Retail, and CEO, Aditya Birla Retail Ltd.; at the Luxury Goods Forum in New Delhi



▲ **Anil Arjun**, CEO, Reliance MediaWorks; **Mahesh Bhatt**, Film Maker; and **Timmy Kandhari**, Head – Entertainment & Media, PricewaterhouseCoopers, at the Conference on Digital Media in Mumbai

but also as a sourcing destination for fine products, came out clearly during the deliberations.

A CII – AT Kearney Report on Luxury in India which was released on the occasion estimates the Indian luxury market at USD 4.76 billion.

Media & Entertainment

Rapid innovations in the Media and Entertainment industry have created newer platforms and business metrics, resulting in enormous entrepreneurship opportunities to make India a pre-eminent participant in the global media space.

The CII Media and Entertainment Division worked with various stakeholders around the world to promote entrepreneurship and innovation in the industry.

CII has been coordinating the India participation at the **Cannes Film Market** in France for the last seven years. This

year too, we organised the participation of several Indian entertainment companies at the Cannes Market in May, to facilitate their interactions with buyers, sellers, distributors and film makers from all over the world.

The Conference on '**Digital Media**' in Mumbai in discussed the digital revolution sweeping the country and analyzed the next-wave world of digital technologies. The announcement by Dr J S Sarma, Chairman, Telecom Regulatory Authority of India, of a complete switch over from analog to digital broadcast signals in the country in a phased manner by December 2013, was welcomed by industry.

CII organized two value based workshops: 'Experience India: Shooting locales and Service specialists' and 'Getting your Movie to Global Film Festivals & Markets' during India - 'The Big Picture' at the 41st International Film Festival of India in November in Goa. The discussions called for an independent film commission backed by the Ministry of Information and Broadcasting to attract foreign film makers to India. Also, there was general consensus on the requirement of a National Film and TV Market to create a buyer-seller platform for both foreign buyers and regional stakeholders.

Content creators, broadcasters, telecom players, application providers, and advertising agencies deliberated on the evolving best practices and emerging business models in the world of new media in the digital era, at the '**Content Summit**' in New Delhi in February 2011. Ms Ambika Soni, Union Minister of Information & Broadcasting, who was the Chief Guest, committed to put in place a self regulation mechanism based on a public private partnership model. The Minister also assured industry that new sunset dates for digitalization of Cable TV will be announced shortly.



▲ **Chandrajit Banerjee**, **Ronnie Screwvala**, Co-Chair, CII National Committee on Media & Entertainment, and Chairman & CEO, UTV Software Communications; **Ambika Soni**, Union Minister of Information & Broadcasting; and **Amit Khanna**, Chairman, CII National Committee on Media & Entertainment, and Chairman, Reliance BIG Entertainment, at the Content Summit in New Delhi



▲ **Thomas Varghese**, **Kishore Biyani**, CEO, Future Group; and **Chitranjan Dar**, Chairman, CII Working Group on FMCG & CEO, ITC Foods, at the National Retail Summit in Mumbai

Retail

The CII National Committee on Retail worked to create a common agenda for the growth of the sector in India, facilitate an enabling environment, and build a



◀ **Ramesh Sippy**, President, The Film & Television Producers Guild of India Ltd.; **Sameer Manchanda**, CMD, DEN Networks Ltd; **Dr J S Sarma**, Chairman, TRAI; **Amit Khanna**, **Raghu Menon**, Secretary, Information & Broadcasting; and **Neeraj Roy**, CEO & MD, Hungama, at the Content Summit in New Delhi

collaborative platform with all stakeholders in the consumption and retail ecosystem, including retail real estate and infrastructure development, supply partners, technology partners, logistics and supply chain partners and consumer groups, towards promoting Inclusive Growth for all.

The annual CII **National Retail Summit** on 'Modern Retail: Driving Inclusive and Profitable Growth' in February 2011 in Mumbai, focussed on role of the retail sector in the national agenda for Inclusive Growth, as a provider of employment, buyer of agricultural and manufacturing output and seller of products to marginalized sections of the society. A White Paper on 'The Role of Organized Retail in Driving Inclusive Growth' was released at the Summit.

Tourism

The CII National Committee on Tourism works to promote Tourism as a 'Mainstream Industry' and a major driver for economic growth. Four core groups facilitate and promote niche areas within the aegis of the Committee:

- Heritage Tourism
- Responsible & Eco Tourism
- Skills for Tourism
- Infrastructure

CII joined SATTE to organize the **India Business Travel Conference** as a companion event of SATTE 2010 in January in New Delhi. A CII – KPMG report brought out on the occasion highlighted that Business Travel spending in India is much lower than the global average, and accounts for only 0.96 % of the global MICE market. The conference suggested that PPPs could help India get a share of this lucrative segment.



▲ **Arjun Sharma**, Co-Chairman, CII National Committee on Tourism, **Nakul Anand**, Chairman, CII National Committee on Tourism, **Sudha Pillai**, Member Secretary, Planning Commission, **Dr Naresh Trehan**, Chairman, CII National Committee on Healthcare, and **Sanjay Kothari**, Additional Secretary, Tourism, at the Tourism Conclave in New Delhi

CII conducted the **Commonwealth Games Training Programme** in March 2010 to train Protocol Officers/Event Hosts under the Capacity Building for Service Providers Scheme of Ministry of Tourism for the Commonwealth Games 2010.

The annual **Tourism Conclave**, held in New Delhi in October, focused on 'Integrating Tourism into Mainstream Development and Medical Value Travel'. The Conclave also emphasized on Rural Tourism, and promoting niche products of the states.

▶ **Viney Singh**, MD Max Hypermarkets India P Ltd; **Anand Kripalu**, MD, Cadbury India; **B S Nagesh**, Vice Chairman, Shoppers Stop Ltd; **Thomas Varghese**, **Patrick Ducasse**, Global Consumer and Retail Leader, The Boston Consulting Group; **Chitranjan Dar**, **T Krishna Kumar**, CEO, Hindustan Coca-Cola Beverages Pvt Ltd; and **Saugata Gupta**, CEO (Consumer Products) Marico Ltd at the CEOs Power Session on FMCG Retail in Mumbai

