



Confederation of Indian Industry

Business for  
**Livelihood**



Employability



Education



Entrepreneurship



Innovation

ANNUAL REVIEW 2010-11

# Business for Livelihood

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Through its theme of 'Business for Livelihood' this year, CII initiated and implemented a diverse portfolio of activities across multiple dimensions, to facilitate India's rapid growth and development in an inclusive manner, to share the fruits of progress and prosperity with all sections of our society.

The theme identified four key enablers for sustainable development - Education, Employability, Innovation and Entrepreneurship: Education and Employability to create a qualified and skilled workforce, and Innovation and Entrepreneurship to drive growth and employment generation.

Over the year, our agenda, spanning across the pillars of economic endeavour, was powered by the catalysts of competitiveness, innovation and globalisation, and textured with people-planet imperatives, as we partnered industry, government, and civil society to help create a developed, inclusive India. This Annual Review brings you a flavour of how Business extended a helping hand to generate and sustain Livelihoods.





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Business for  
**Li**velihood



# the agenda



## Looking Back...

India is poised to be the world's engine of economic growth. During the year, the Indian economy was one of the bright spots in an otherwise fragile global environment vitiated by natural disasters, sovereign debt crises, and uneven recovery. GDP growth at 8.6% was broad based across agriculture, industry, services, and exports. I expect the high Indian growth trajectory to continue in the medium term, propelled by robust domestic demand and strong corporate performance.

Despite India's impressive economic performance and its immense potential, valid concerns are being expressed that the growth process has to be more inclusive

CII activities surged under the overall theme of '**Business for Livelihood**' which focused on the four pillars of Education and Skill Development, Employability, Entrepreneurship and Innovation for inclusive growth. We interacted on this theme with the Prime Minister and senior ministers. I must say that our theme was very well received and CII came out with a ten-point agenda for achieving 10% GDP growth, laying stress on education, agriculture, labour reforms, urbanization and other areas. Governance was a key plank of our activities through the year.

CII worked closely with the Government on major issues of the economy including GST, Direct Tax Code, Companies Bill, Agriculture, Manufacturing, Infrastructure, Energy & Climate Change, Insurance, Capital Markets, Mining, Land Acquisition and a host of other issues. Over the year, CII had 31 Councils, 50 Committees, 5 Task Forces and 5 special initiatives that articulated

industry's views effectively. Regional offices too took up a range of policy issues with respective state governments. Such partnerships between the government and industry enlarge the space for business to be an effective player in inclusive development and nation building.

I firmly believe that India can leverage its large workforce in the global arena only if the private sector engages in the interlinked issues of **Education and Skills Development**. One percent expansion in GDP leads to an additional 0.8-1 million new jobs. Further, livelihood opportunities can be fostered by nurturing entrepreneurship and innovation.

With skill gaps estimated at 240 million, the government has set a target of skilling 500 million persons by 2022. I am proud that CII has taken a lead role in this endeavour with eleven CII Skill Development Centers in the pipeline and a range of multi-pronged activities.

In Education, the Right to Education Act has fundamentally altered the scenario. Public private partnership is essential to revitalize school and higher education. CII submitted recommendations on possible models, key suggestions on critical Bills on higher education and create unique platforms for eliciting views and action agendas.

To foster a new culture of **Innovation**, CII would be setting up a number of Industry Academia Innovation Centres across the country. The first such centre is being set up in the State of Gujarat for which we have recently signed an MoU with the State

Government. We have also established a '**Global Innovation and Technology Alliance (GITA)**' in partnership with the Ministry of Science & Technology to enable Industry partnerships for both Innovation and Technology.

Three **new Centres of Excellence** were initiated during the year. The CII Jubilant Bhartia Food and Agriculture Centre of Excellence (FACE) is coming up in Noida. It was a special honor that President Obama stopped to enquire about the model of FACE during his visit to India in November. The new Visionary Leaders for Manufacturing (VLFM) Institute also furthers the efforts in entrepreneurship and innovation under the guidance of Professor Shoji Shiba. The CII Water Institute is expected to come up shortly.

I must say that India's resilience and rapid pace of growth are attracting **global attention** for the opportunities they present to overseas businesses. This was reiterated by the visit to India of leaders of all five P-5 countries, China, France, Russia, UK and USA as well as many other heads of state and government. The economic partnership agreements with key trading entities such as Korea, Japan, and ASEAN among others further indicated their desire to engage with India.

CII spearheaded the unique campaign of '**India Inclusive at Davos 2011**' as part of its international agenda. Facilitating a large delegation of key policymakers and top industry leaders, India's blitz included advertising, media, and cultural interaction. The India Adda, an informal meeting place complete with street food and masala chai, was much appreciated, as were the foot-tapping India Soiree and strong Indian presence at sessions during the WEF Annual Meeting. Apart from the regular International Engineering and Technology Fair (IETF), the CII brand has attained high visibility in India and overseas through its wide range of events and trade fairs.

CII participated actively in global engagements, highlighting the new opportunities in a growing India and to emphasise the need for undertaking co-ordinated actions. I was privileged to represent Indian industry in the G 20 Business Leaders' Forum in Toronto. President Obama attended the US-India Business and Entrepreneurship Summit co-hosted by CII. A special distinction came when Premier Wen Jiabao of China conferred the China-India Friendship Award to Chandrajit Banerjee. CII Missions – CEO's, sectoral and MSMEs, traversed the world throughout the year.

**Governance and Integrity** are today seen as central to the task of inclusive growth and CII remained steadfast on advocacy and awareness efforts. Corporate Governance received high attention in the proposed Companies Bill and CII worked actively to propagate industry perspectives. Heavy-handed regulation may jeopardize normal business activity, and corporates are strongly engaging in voluntary efforts. CII's Governance Series further consolidated awareness on the subject.

I am particularly pleased with CII's initiatives in **Corporate Social Responsibility**. The CSR-CSO Bridge is emerging as a vital forum

for interaction of industry and civil society to boost common initiatives that provide direct succor to our fellow citizens. Following the Leh flash floods, a Task Force was set up for relief and rehabilitation. Relief material of Rs 1.2 crores was procured and 50 houses are to be built to help rebuild damaged lives. Disaster management is proving to be more crucial as the world increasingly witnesses nature's power.

CII's **Affirmative Action** Agenda is now recognized as impacting thousands of lives under the 4 Es of Education, Employability, Employment and Entrepreneurship. I am happy to note that considerable progress has been made in companies adopting the Affirmative Action Code. Let me reiterate that industry's role in integrating the traditionally deprived sections of society into the mainstream must be stepped up for inclusive growth.


I am pleased to state that during the year, CII successfully rolled out its **Membership** engagement platform, mycii, which connects members directly with each other and with CII. This not only facilitates communication but also improves access to CII's large range of publications on key topics. I urge members to leverage this special space as a social network.

It was a special privilege to lead CII during these exciting times. I am deeply grateful to the Past Presidents for their advice and guidance. I would also like to thank Vice President, Mr B Muthuraman, for stepping in whenever needed, and for his strong support. The Regional Chairmen and Deputy Chairmen, Chairmen of National Councils and Committees and the CII Secretariat rendered invaluable assistance, for which I warmly thank them.

I personally enjoyed this responsibility and gained enormously by way of the rich experience this assignment gave me. The spread of CII's work, its depth and its engagement at different levels, both in India and globally, has always amazed me but to experience it first hand was indeed very satisfying and challenging at times.

CII is a great institution and its strength lies in the unstinted support it gets from its membership.

I do sincerely hope we will all continue to be engaged with this great institution.



**Hari S. Bhartia**  
President CII





## Moving Forward ...

This was a year when the Indian economy consolidated after the global recession of the previous two years. Exhibiting extraordinary buoyancy, the GDP grew at 8.9% in the first half of the year and is expected to end with 8.6% for the full year. At this rate, India's GDP will almost double to \$2.4 trillion in current terms and per capita income will cross \$1800 in the next five years, an encouraging prospect.

While all the three sectors displayed resilience, industry has exhibited decelerating growth over the year. Inflation too remained beyond comfort levels during the year, eliciting strong action from the central bank which raised interest rates eight times after exiting from recession-induced stimulus. Liquidity continued to be tight due to rise in credit-deposit ratio. Within this scenario, CII's sectoral activities remained intense in all areas, including making policy recommendations to the Central and State governments, industrial competitiveness, and external engagement.

On the **Policy** front, the two key tax reforms in Goods and Services Tax and Direct Tax Code remained on the table as implementation was pushed back. CII has made constructive suggestions on both reforms, and has deliberated extensively throughout the country on the proposed measures to raise awareness and build consensus. On GST, CII has recommended retaining current rates

of central VAT and excise, correction of inverted duty structures and simplification of tax administration.

The National Manufacturing Policy was a major area of discussion and CII submitted holistic views on the DIPP discussion paper and the issues related to Press Notes 2, 3 and 4. The Land Acquisition Bill is pending as well and CII has raised the issue of creating land banks to facilitate availability of land for industrial purposes. CII also made major recommendations on financial sector reforms and development of the corporate bond market for long-term financing needs as well as promoting financial inclusion so that the fruits of growth are spread more equitably. Inputs for the various trade agreements under negotiation as well as WTO Doha Development Round discussions were also presented.

The **Agriculture** sector rebounded strongly from the drought of the previous year, posting growth of 5.4%. However, to ensure food security, it is essential to revitalize farming and build linkages with industry for greater productivity. The CII National Council on Agriculture set up several expert groups and submitted a range of recommendations to the government.

**Industrial growth** fluctuated over the year, displaying variability month to month and across sub-sectors. Slow growth in the consumer non-durables sector was a concern as inflation eroded the purchasing power of consumers. The government has

announced its intention of raising the share of manufacturing in GDP to 25% by 2022 from the current 15% and this will require sustained policy intervention. National Manufacturing Investment Zones have been suggested and CII has given the industry perspective on the issue.

CII's ASCON keeps tabs on industrial performance and confidence through its regular survey series which can prompt early action. Recent surveys have highlighted the challenges to manufacturing growth, including rising input prices, infrastructure deficits, competition from imports and inadequate credit supply. The new National Manufacturing Policy would need to draft measures to further boost India's competitiveness in the global economy. A special meeting of ASCON was convened to discuss the 12th Five-Year Plan.

I would like to especially mention CII's efforts in the defence and aviation manufacturing sectors, both emerging growth hotspots. CII National Defence Council's interventions on Defence Procurement Procedures found mention in the policy of 2011. CII has taken a lead in co-organising the high-profile Bengaluru Space Expo and Aero India 2011 in partnership with designated ministries.

On the **Infrastructure** front, the CII Infrastructure Council has actively given inputs on facilitating public private partnerships, finance, and procedural issues. Road-shows were conducted in key countries to attract FDI.

**Urbanisation** too was a major concern. With an expected 140 million people moving to cities by 2020, intelligent urbanisation is the need of the hour. About \$1 trillion will be required to make Indian cities habitable for new migrants, according to the CII report on 'Intelligent Urbanisation' prepared in partnership with Booz & Co.

With the enactment of the Bill for the development of micro, small and medium industries, the **MSME** sector has been rejuvenated. However, the global recession caused several challenges for the sector. Since MSMEs are a significant employment generator, special attention needs to be accorded to their competitiveness. The CII MSME Council has been engaging with policymakers for requisite infrastructure, credit, and simplified procedures including the launch of the Indo-US SME Forum during the CII SME mission to USA.

I am delighted to note that the **CII Centres of Excellence** have carved out a critical role for themselves in the overall competitiveness quest through their strong advisory, consultancy and training services. I am proud of the launch of the Visionary

Leaders for Manufacturing (VLFM) Institute in partnership with the Government of Japan and the guidance of Professor Shoji Shiba. This imparts impetus to our efforts to create the next generation of manufacturing leaders to make Indian companies world-class.

Sectorally, many new and unique initiatives have been taken by the various national and sub-committees with a special thrust on creating new models of cooperated work programmes with the Government. The first CII National HR Excellence awards were presented after stringent assessment. Industrial Relations were furthered through a stakeholders' dialogue with trade unions to forge better understanding partners in industrial development.

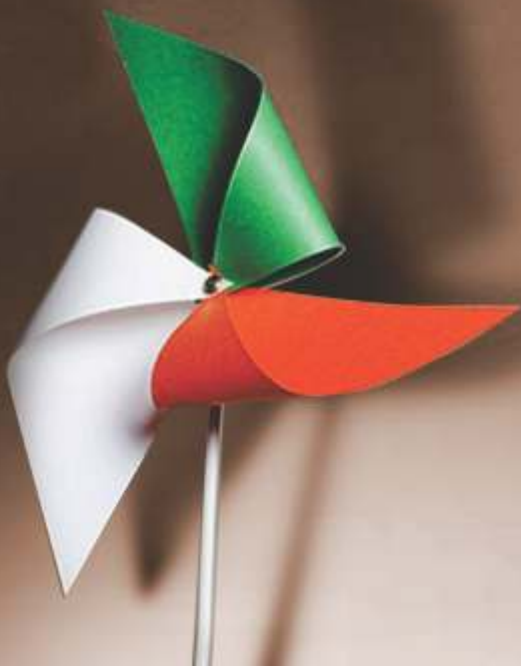
It was immensely rewarding to attend to CII's multidimensional sectoral interventions. It is such facilitation that enables Indian industry to power ahead even during challenging circumstances. I deeply appreciate the guidance and support of Mr Hari S Bhartia, CII President, as well as the hard work of all council and committee chairpersons.

As India moves forward in its growth path, there are many challenges to overcome. Of the many challenges, three, viz. social unrest, matching skills to manage the growth potential, and improved transparency in governance, I believe, are fundamental. In line with this, CII will focus even more strongly on Affirmative



**B. Muthuraman**  
President - Designate, CII





# The Vision



## India@75

In an attempt to develop an aligned vision for India for the year 2022, CII adopted a grassroots initiative in 2008, undertaking a nation-wide visioning exercise, engaging various stakeholders: government, industry, NGOs, consumers, students, professionals, farmers, et al, in public dialogue. This resulted in **India@75 – The People's Agenda** and revolved around 10 themes, including Skill Development, Urbanisation and Sustainability.

The Year 2010 – 2011 started out on an emotionally trying note, with the passing away of Prof C K Prahalad, the driving force behind India@75, in April 2010. CII paid tribute to Prof C K Prahalad through memorial services in Chennai, Delhi and Mumbai in July.

Soon after, a special session on '**India@75: Creating an Inclusive India by 2022**' was organized to rededicate our commitment to India@75, and take stock of the initiatives undertaken under the key adopted themes.

In October, CII organized a session with the University of Michigan India Alumni Association on **Co-creating India@75**, which explored the opportunities

of entrepreneurs and managers, amongst others.

While most of the year was dedicated to creating an inclusive framework to deliver on the India@75 Agenda, certain noticeable projects were initiated with various external stakeholders, including the National Skill Development Corporation (NSDC). **Skillpedia**, a pan-India, open-source free-to-use online portal, seeking to achieve the dual objectives of skills training and employability; and matching supply of skills with demand across India, is on the verge of deployment.

To promote Entrepreneurship in Vocational Skills, CII is co-organizing an **Enterprise Plan Competition** with NSDC, where the winners will be encouraged with incubation support through a reputed institution.

The People's Agenda envisages the creation of 500 new and well planned cities to cope up with the urbanization demand of developing India. CII was instrumental in piloting autonomous **City Connect projects** in Bangalore, Chennai and most recently in Pune, to work collaboratively



with various stakeholders including local authorities, institutions, NGOs, RWAs, etc to address local issues of urbanization and provide a platform to the people's voice.

Over the year, the India@75 team dialogued with various potential stakeholders (either through one-on-one or group consultations) to chalk out opportunities for engagement in the coming years.

Within CII, India@75 was extensively discussed/ portrayed at internal meetings, get-togethers and induction programmes for the new joinees.

If 2010-2011 was about laying the framework, the coming years are about delivering the commitment. Though indeed a Herculean task, it promises to be an exciting journey for India!



▲ **Dr. Manmohan Singh**, Prime Minister of India, addressing the Memorial Service for late **Prof. C K Prahalad** in New Delhi



▲ **Chandrajit Banerjee**, Director General, CII; **Nandan Nilekani**, Chairman, UIDAI; and **Tarun Das**, former Chief Mentor, CII; at an India@75 Session in New Delhi



▲ Plan of Bangalore City Connect Project



# Corporate Governance



## Corporate Governance

The Corporate Governance Council focused on the challenges of the regulatory regime proposed under the new Companies Bill, 2009. The Council undertook extensive advocacy on the subject and represented industry's concerns vis-à-vis some of the provisions of the proposed Company Law and explained why such provisions were undesirable.

### Events

- The 6th edition of CII's flagship **Corporate Governance Summit**, debated the theme 'Can Legislation Facilitate Better Governance?' in December in Mumbai. The Summit, set against the backdrop of the recommendations of the Parliamentary Standing Committee on the Companies Bill, focused on the challenges of the regulatory regime proposed under the new Company Law. The Summit was inaugurated by Mr Salman Khurshid, then Union Minister of State (IC), Corporate Affairs and Minority Affairs, (currently Union Minister of Water Resources with additional charge of



At the CII Governance Series Sessions in Mumbai :

▲ **Rahul Bajaj**, Past President, CII, Chairman, CII National Council on Corporate Governance, and Chairman, Bajaj Auto Ltd; **Zia Mody**, Chairperson, CII M & A Forum, & Managing Partner AZB & Partners; and **Neville M. Dumasia**, Executive Director & Head, Governance, Risk & Compliance Services, KPMG in India

▼ **B Muthuraman**, President Designate, CII, & Vice Chairman, Tata Steel Ltd

▼ **Deepak Parekh**, Chairman, HDFC Ltd





▲ **Chandrajit Banerjee**, Director General, CII; **R Bandyopadhyay**, then Secretary, Corporate Affairs; **Salman Khurshid**, then Union Minister of State (IC), Corporate Affairs and Minority Affairs, (currently Union Minister of Water Resources with additional charge of Minority Affairs); and **Rahul Bajaj**, at the Corporate Governance Summit in Mumbai

Secretary, Corporate Affairs, was the Guest of Honour.

Mr. Rahul Bajaj, Past President, CII, Chairman, CII National Council on Corporate Governance, and Chairman, Bajaj Auto Ltd, in his theme address, emphasized that a large part of India Inc. has voluntarily adopted good governance practices, and there is no need for more regulation focused on governance issues. Corporate leaders addressed the issue of achieving an equitable balance between regulations and voluntary practices beyond the rubric of law.

- A conference on '**The Challenges of the Dynamic Business Environment**' in New Delhi in September focused on emerging challenges in the accounting domain, such as IFRS and XBRL, the new tool for financial reporting, and deliberated on the proposed regulatory changes to SEBI's Takeover Code.
- The **CII Governance Series** is organised annually with visionaries of corporate governance to disseminate changing trends in corporate governance. This year, the tri-part series, held between December 2010 to February 2011 in Mumbai, featured interactions with Mr Deepak Parekh, Chairman, HDFC Ltd, Mr Rahul Bajaj, and Mr B Muthuraman, President Designate, CII, and Vice Chairman, Tata Steel Ltd.
- Mr Salman Khurshid released literature published by CII on Investor Education and Protection titled 'A Beginner's Guide to the Capital Market' at the conference on '**Governance: The Essence of Investor Protection**' in Mumbai in July, during India Investor Week 2010.



▲ **T N Manoharan**, Chairman, CII National Committee on Accounting Standards, and Managing Partner, Manohar Chowdhry & Associates, addressing a conference on 'Corporate Governance and Credible Disclosures' in New Delhi. Also seen: **Suresh Senapaty**, Executive Director & CFO, Wipro Ltd; **Sunil Verma**, Deputy Comptroller and Auditor General, and Chairman, Audit Board; and **R Bandyopadhyay**

## Policy Advocacy

- CII's views and suggestions on the Report of the Parliamentary Standing Committee on Companies Bill, 2009 were submitted to the Ministry of Corporate Affairs and other stakeholders.
- A memorandum was also submitted to the Department of Industrial Policy and Promotion, suggesting that the growth of Indian multinationals is severely restricted by the regulatory framework for cross border transactions. CII highlighted regulatory overlaps and conflicting provisions which impose substantial restrictions on the quantum and size of overseas deals, and offered suggestions towards the creation a more facilitative environment for



# Policy Advocacy

- Economic Policy
- Economic Research
- Public Policy

## Economic Policy

With India having weathered the global financial crisis reasonably well, this year CII took a leadership role in representing views and suggestions that ensured focus on India's domestic issues. This involved comprehensive and sustained policy advocacy to the government on fiscal and monetary policies, amongst others.

A large number of suggestions aimed at ensuring inclusive domestic growth found resonance in policies on major domestic issues. Towards a sustained growth momentum, CII ensured a close monitoring of industry and the economy in order to identify major concerns.

CII submitted its Pre-budget Memorandum for Budget 2011-12 to the Revenue Secretary and his team in December. This was followed by a submission to the Finance Minister, suggesting a set of policy measures for the Budget to sustain the current growth momentum of the economy. Our Pre-budget Memorandum continued to urge the reduction of fiscal deficit by augmenting revenues and rationalizing expenditure.

As part of the suggestions on **Indirect Taxes**, CII stressed the need to converge to a simplified and rational taxation



▲ Pranab Mukherjee, Finance Minister of India, with B Muthuraman, President-Designate, CII, and Hari S Bhartia, President, CII, at a meeting in New Delhi

system along with regulations to ensure a smooth transition towards the Goods and Service Tax regime. A balanced approach was advocated to ensure revenue raising coupled with incentives to industry.

CII continued to actively pursue its policy work on the Goods and Services Tax and the Direct Tax Code Bill. Following the submission of a comprehensive memorandum covering broad recommendations of industry on the DTC last year, CII provided inputs on a regular basis.

With regard to GST, CII aimed to address the issue of state acceptance. To this end, consensus building exercises on

of different industry groups belonging to states with varying tax rates. More importantly, CII is constantly talking to state governments who are opposing GST as well as to the opposition parties in Parliament to push for early implementation of GST.

Joint Secretaries from the Ministry of Finance had an informal meeting with CII members to understand the impact of proposed GST in various sectors.

## Economic Research

The CII Economic Research Group keeps members updated on the economic, political and business conditions across the country and abroad. This is made possible by:

- Commenting on the domestic and international economic scenario to throw light on emerging trends that are relevant to India's corporate sector.
- Closely tracking policy developments to analyse the immediate as well as long-term impact of policy changes and make broad policy recommendations.
- Comprehensive industry analysis to understand the industry dynamics and assess the growth potential and profitability in the broad regulatory and policy environment.
- Conducting surveys to understand business conditions and sentiment.

To enhance value to our membership, and industry, we bring out various publications including a monthly report, Economy Watch, as well as a weekly Update.

In addition, our Industry Reports provide a detailed analysis of major sectors. Each report includes strategic considerations of the sector, such as competitiveness, risks and other issues. The report also includes the industry



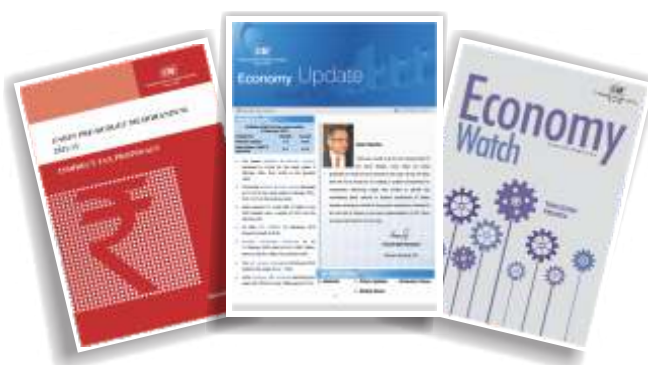
▲ ASCON Meeting in Mumbai

structure, demand supply scenario, global developments, duty structure, industry financials and regulatory and competitiveness, in order to assess the attractiveness of the sector.

## Surveys

CII's Industrial Economic Survey and Research Department carried out a variety of surveys in the year. As part of a regular series, we estimated the growth rates of sectors for April – June 2010 over April – June 2009, and April-December 2010 over April-December 2009. This was shared with members of the Association of Councils, (ASCON). The ASCON Meetings were a platform to communicate the priority policy issues of the CII National Council. CII continues to make concerted efforts to expand the membership of the Council to make it more broad based.

We also released detailed surveys on the Services Sector



**Ashutosh Dikshit**, Jt Secretary, Finance;  
**V.K. Garg**, Jt Secretary, Finance;  
**Sunil Kant Munjal**, Past President, CII, & Chairman, CII Economic Policy Council, & Chairman, Hero Corporate Service;  
**Dr. Kaushik Basu**, Chief Economic Advisor, Ministry of Finance; **S.D. Majumder**, Chairman, Central Board of Excise and Customs; and **Chandrajit Banerjee**, Director General, CII, at the Post Budget Interaction in New Delhi





# Public Policy

CII's Public Policy initiatives create an interface with Members of Parliament, Legislators in the states, and other political leaders about the state of the Economy and Industry, while building broad consensus on social, national and international issues.

## Discussions with Parliamentary Standing Committees

Various Parliamentary Standing Committees invited CII to discuss the status of Defence R&D in India; to review the New Exploration Licensing Policy; and to discuss the Bills on Direct Tax Code, Insurance, Companies Act, The Protection and Utilization of Public Funded IP, the Academy of Scientific and Innovative Research, and Civil Liability for Nuclear Damage.

## Interactive Sessions with MPs

A series of interactive sessions with Members of Parliament from nine different states was organized between 10-26 August in New Delhi, during the Monsoon Session of Parliament. The meetings were attended by MPs from different parties, from Andhra Pradesh, Chhattisgarh, Himachal Pradesh, Kerala, Madhya Pradesh, Maharashtra, Orissa, Tamil Nadu, and Uttarakhand.

## Members of Parliament in Japan

CII and the Sasakawa Peace Foundation organised the visit of a multi-party delegation of four Indian Members of Parliament to Japan in February 2011.



▲ Session with MPs from Madhya Pradesh in New Delhi



▲ Interaction with MPs from Chhattisgarh in New Delhi



▲ Indian MPs with Yoshiro Mori, former Prime Minister of Japan, in Tokyo

The delegates, Mr. Ranjitsinh Vijaysinh Mohite-Patil, Ms. Shruti Choudhry, Mr. Takam Sanjoy and Mr. Tarun Vijay, met four former Prime Ministers of Japan, Mr. Yukio Hatoyama, Mr. Mori, Mr. Fukuda, and Mr. Abe, and later, the Vice Minister for Foreign Affairs, Ms. Makiko Kikuta, in Tokyo. The delegation also visited the Suzuki Motors headquarters at Hamamatsu, and then went on to Hiroshima.



◀ At the session with MPs from Andhra Pradesh in New Delhi



# 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.

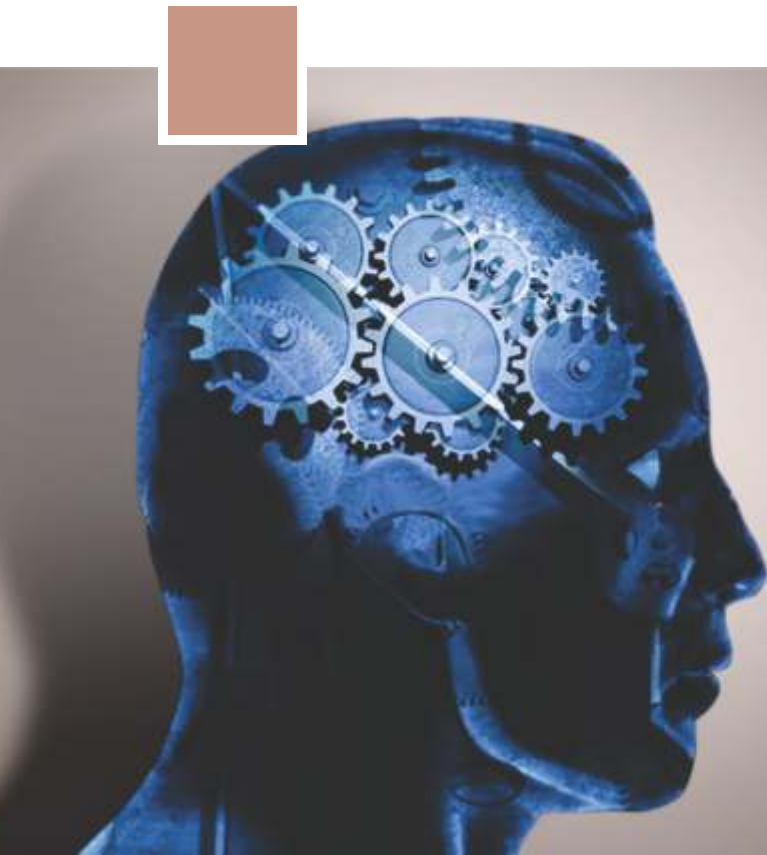
## Global Footprint

- 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 DIPP Secretary, 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 Tectex 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,



▲ **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

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

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

## 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 through 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.

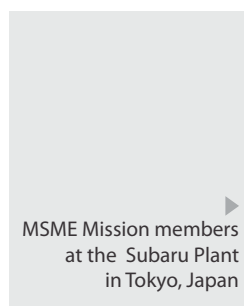
A 17-member SME delegation visited Japan in May, coinciding with the SME Expo Sougouten 2010 in Kansai to explore competitive suppliers as well as learn best practices.

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, Altgamma; **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





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# Competitiveness

- Human Resource Development
- Industrial Relations
- Leadership
- Logistics & Supply Chain Management
- Quality Management
- Training & Development
- VLFM Institute



## Human Resource Development

CII recognizes the importance of the Human Resource (HR) role in the growth of an organization in particular, and Indian Industry in general. Our Industrial HR work is done under the aegis of the CII National Committee on Human Resources. The Committee makes concerted and conscious efforts to sensitise HR professionals to the value of making the HR processes measurable, and take them on the path to quality standards in Human Resource Development.

The **CII HR Conclave: 'Towards Excellence in HR,'** held in New Delhi in July, was well aligned to CII's theme of 'Business for Livelihood' as it emphasized the importance of building India's 'people pipeline.'

The HR Excellence Award process is part of CII's commitment to provide real value-added service to members.

The first CII National **HR Excellence Award** commended deserving organizations that had undergone a rigorous assessment process, including a 3-day site visit by a team of three independent assessors trained in the CII Business Excellence Assessment model.



▲ **Hari S Bhartia**, President, CII, presenting the Leadership in HR Excellence Award to **Sameer Nagarajan**, General Manager-HR, Hindustan Unilever Ltd, in New Delhi, as **Sunil Kant Munjal**, Past President, CII, and Chairman, Hero Corporate Service Ltd., and **Chandrajit Banerjee**, Director General, CII, look on



# Industrial Relations

The CII Industrial Relations Council works to foster healthy Industrial Relations in the country, to create a win-win situation for both employees and companies. The Council is working towards bringing in reforms based on employment generation, and helping companies to increase their competitiveness.

- The **Stakeholders' Dialogue** session held in February 2011 in New Delhi brought together representatives of Trade Unions and Industry, under the leadership of Mr Arun Maira, Member, Planning Commission, to discuss the issue of Employee Relations, and also to understand each other better.
- **Regular interactions** among all the stakeholders go a long way in maintaining healthy Industrial Relations. In a partnership approach, CII teams were in regular touch with the Trade Unions, both at the formal and the informal level. Interactions with Trade Unions also regularly took place at the regional level over the year.
- CII had **representation** at the highest tripartite body in India on Industrial Relations, the Indian Labour Conference. CII presented its views on key issues of Industrial Relations, including Contract Labour, etc. CII is also represented on various other tripartite bodies constituted by the Labour Ministry to present Indian Industry's position on various issues. These include the Central Apprenticeship Council, the Central Board of Trustees (Provident Fund), the Central Worker Education Board, the National Safety Council,



▲ **Jagdish Khattar**, Chairman, CII IR Council and CMD, Carnation Auto India Pvt Ltd., **K. Varadan**, Head, Business Development, Aparajitha Corporate Services, **P C Chaturvedi**, Secretary, Labour & Employment, and **S Y Siddiqui**, Managing Executive Officer, Maruti Suzuki India Ltd releasing the report on 'Business Labour Partnership in New Delhi'

the Advisory Committee on Equal Remuneration, and others.

- The CII **Seminar on Contract Labour** lived up to its theme of 'Engaging Partners' and emphasized the need for multi-stakeholder engagement and collective action from all key stakeholders on the issue of healthy Industrial Relations. The seminar was inaugurated by Mr P C Chaturvedi, Secretary, Labour and Employment, in New Delhi in August. Mr Arun Maira participated in the session on 'Way Forward for Contract Labour.' Mr Chaturvedi released a report on 'Business Labour Partnership' on the occasion.

▶ **Jagdish Khattar**,  
**Arun Maira**, Member,  
Planning Commission;  
**D L Sharma**, Chairman, CII  
NR Sub Committee on HR-IR  
and MD, Vardhman Yarns &  
Threads Ltd.,  
and **K L Reddy**, General  
Secretary, Bharatiya  
Mazdoor Sangh at the Panel  
Discussion on Contract  
Labour in New Delhi





# Leadership



The **CII-Suresh Neotia Centre of Excellence for Leadership** in Kolkata undertook a wide range of initiatives in its first full year of operation in 2010, to develop leadership and competitiveness in industry, by helping companies develop human resources, facilitate business excellence and enhance market presence.

More than 50 training programmes, workshops, seminars and conferences were held over the year, with participation by over 1200 people, spread across 72 training days.

## Enhancing Leadership Through People

Leadership development for working professionals was related to:

- Strategies for business excellence and how to create a link between HR and business strategy
- Transformational leadership and Change Management
- Participative culture and employee commitment, including motivating contract labour, and training for multiskilling
- Team building, Motivation, Result Orientation.

## Use of Information Technology

Several workshops promoted the use of IT for SMEs to develop practical business-driven strategic plans. Additionally, workshops were held to identify ways to prevent cyber hacking, safeguard information and restrict misuse of IT in organizations.

## Financial Management

Workshops in core financial management covered:

- The impact of recent economic developments and proposed legislation for the industrial, infrastructure and financial sectors
- Raising funds from capital markets
- Taxation on domestic and international transactions as well as transfer pricing rules
- The Goods and Services Tax



## Developing Business Excellence

The Centre brought to industry international best practices to achieve Business Excellence. These initiatives involved:

- Innovations that can produce 'game-changing' advantages for companies
- Lean Management, Six Sigma, Strategic Planning, Value Analysis and Pricing, Problem Solving Tools etc.
- Statistical techniques to generate profits, without the addition of new machinery and human resource
- Strategic marketing and generic competitive strategies
- Skill-sets and CRM for the Services Sector
- Inventory and Supply Chain optimization

## Entrepreneurship Development

The Centre worked with SME entrepreneurs on:

- Strategy formulation and sources of funding
- Identifying new products/services
- Developing individual competencies
- Production, operations, supply chain management and vendor development



▲ **K.C. Chakrabarty**, Deputy Governor, RBI; and **H.V. Neotia**, Chairman, CII-Suresh Neotia Centre of Excellence for Leadership





# Logistics and Supply Chain Management

The **CII Institute of Logistics** in Chennai works to facilitate best practices in Logistics and SCM in Indian Industry. It creates and shares intellectual capital for reducing transaction costs and improving competitiveness, nurtures the skills of logisticians and ensures adoption of best practices in Logistics and SCM through online and offline activities.

## Education

- Distance Education Council approval obtained for all our educational programmes
- Elective subjects introduced in Green Logistics, Agri Logistics, Ocean Shipping Logistics, Intermodal Logistics
- 1250 + cumulative admissions till year ending 2010
- Dropout rate reduced significantly, increasing the on-roll strength to around 900
- Course content upgraded, with conversion to Self Learning Format

## Training Programmes

- Strategic Supply Chain Management and Metrics
- Warehouse, Transport, Inventory Management
- Demand Forecasting, Network Distribution
- EXIM Procedures and International Logistics
- IT, Risk Management and Lean SCM

## Advisory Services

- Launched WAREX- Warehouse Excellence certification
- Focus on Green Logistics and SCM skill centres



▲ **Dr. Rakesh Mohan**, Chairman, National Transport Development Policy Committee and **R Dinesh**, JMD, TVS Sons Ltd, at Auto SCM in Chennai

## Key Events

- Auto SCM
- Logistics Summit
- The Smarter Supply Chain Series
- Logistics Park
- Retail Powered by Supply Chain

## Research & Publications

- Coastal Shipping in India
- Industrial Markets - Outsourcing Logistics in India
- Consulting - Logistics Infrastructure
- Global Competitiveness of Retail Supply Chain
- Building India - Transforming the Nation's Logistics Infrastructure
- Adding Wheels - Investing in the Indian Transportation and Logistics Industry

▶  
**Capt Samuel Salloum**, Co Chairman, Global Coalition for Efficient Logistics,  
**Cyrus Guzder**, Chairman, CII National Logistics Council, and CMD, AFL Private Ltd.; **G K Vasan**, Union Minister of Shipping; and **B Sridhar**, Chairman, Logistics Summit 2010, & Vice Chairman, CII Institute of Logistics, and Director, Bengal Tiger Lines, at the Logistics Summit in New Delhi



# Quality Management

It was an interesting year for Indian Industry. With the Manufacturing sector, in particular, showing recovery from the effects of global downturn and recession, the **CII Institute of Quality** (CII-IQ) in Bangalore enhanced its services to the membership with a wider and deeper range of offerings.

CII-IQ continued to work towards its mission of providing training, counseling and handholding services to industry and other segments of the economy, focusing on the areas of Excellence, Quality and Competitiveness to help transform India into a better place for all its citizens. These services were provided, pan-India, in diverse domains such as Total Quality Management (TQM), Total Productive Maintenance (TPM), Quality Management Services (QMS), Manufacturing Excellence, Business Excellence, Education Excellence, Food Safety and Quality, and more.

## Entrepreneurship

Our flagship event, **The National Quality Summit**, with its theme of 'Business for Livelihood: Different Industries, Similar Challenges' held in November in Bangalore, echoed the CII national theme of 'Business for Livelihood.' Over three days, close to 650 delegates from more than 200 organisations, deliberated over various challenges in the pursuit of excellence. The Summit presented the views, experiences and insights of 55 national and international speakers, on various aspects of Quality, Inclusiveness and Sustainability.

## Recognising Excellence

The **CII-EXIM Bank Award for Business Excellence** recognizes sustainable excellence in businesses. This year, 50 organisations, including SMEs, participated in the



▲ **Hari S Bhartia**, President, CII, presenting the CII-EXIM Bank Award for Business Excellence to **Sudhir Trehan**, MD, and **Wilton Henriques**, Company Secretary & Legal Counsel, Global Head – HR, Crompton Greaves Ltd. in Bangalore

Award programme. Crompton Greaves Ltd and The Tinplate Co. of India Ltd received the Award, while several companies were awarded commendation certificates.

The EFQM (European Foundation for Quality Management) Excellence Model, which is the basis for the Award programme, was revised this year. Through more than a dozen web-based seminars, CII-IQ updated the 600+ Assessors and Senior Assessors on the revisions. A publication titled 'Upgrade Programme on Excellence Model 2010' was also released this year.

### 2010 at a Glance

Training programmes	230
Training-days	600
Executives impacted	7500
Organisations involved	1750



◀ **Chandrajit Banerjee**, Director General, CII; **Hari S Bhartia**; **Murugesh Nirani**, Minister of Large & Medium Industries, Karnataka; **Narendra Modi**, Chief Minister of Gujarat, **T C A Ranganathan**, CMD, EXIM Bank of India, and **Aroon Raman**, MD, Raman Fibre Science, at the National Quality Summit in Bangalore

During the year, 500 managers from corporates and other institutions were trained as Business Excellence Assessors. These assessors will be deployed as ambassadors to promote and deploy sustainable and excellent practices in their organisations.

## Education

With the aim of creating the next generation of Quality-imbibed workforce, CII-IQ continued to offer training programmes and counselling services on TQM principles and practices to schools and colleges across the country.

Based on the success of the Cluster programme for School Excellence in Chennai the previous year, a new cluster of private schools was launched at Erode, in Tamil Nadu. A 5-member core team from the Sultanate of Oman visited CII-IQ to study various education excellence models being implemented in various government and private schools across India. The Ministry of Education in Oman plans to adopt our School Excellence Model and apply TQM concepts to improve the quality of education in their schools.

The National Summit on Quality in Education, held in Mumbai in partnership with Department of School and Higher Education, Maharashtra, brought together over 200 teachers, principals, administrators and students.

## Employability

Mr Arun Maira, Member, Planning Commission, delivered the 9th Anniversary Day lecture on **India@75: Growth through Quality and Governance**.

Continuing the tradition of honoring distinguished personalities, this year too, three eminent achievers were felicitated for their significant contribution to Excellence



▲ **S R Rao**, former ED, EXIM Bank, **T C Venkat Subramanian**, former CMD, EXIM Bank, and **KN Shenoy**, Past President, CII, and Chairman, CII Institute of Quality; with **Arun Maira**, Member, Planning Commission, at the CII-IQ Anniversary Day function in Bangalore

and Quality: Mr. Arun Maira, Mr. T.C. Venkat Subramanian, former CMD, EXIM Bank of India, and Mr. S. R. Rao, former Executive Director, EXIM Bank of India.

## Innovation

To promote Quality at the grass root level, CII-IQ held training programmes on Six Sigma, Organizational Maturity Assessment based on ISO 9004, and Accreditation Criteria for Product Certification Bodies based on ISO Guide 65, to name a few.

## Accessing Global Best Practices

CII-IQ continued to access global best practices through international partnerships and missions.

- Three Study Missions to Japan – two on TQM (JUSE) and one on Lean Manufacturing (JMAC)
- TPM Consultancy and Training (JIPM)
- B E Assessor Training (EFQM)
- International speakers from UK and Japan addressed the National Quality Summit and TPM National Conference

► **Shivinder Mohan Singh**, MD Fortis Healthcare Ltd; **Suneeta Reddy**, Executive Director-Finance, Apollo Hospitals Enterprise Ltd, **Gulam Nabi Azad**, Union Minister of Health & Family Welfare, **Dr Naresh Trehan**, Chairman, CII National Committee on Healthcare, & CMD, Medanta-The Medicity, and **Analjit Singh**, Chairman, Max India Ltd, at the launch of the CII Healthcare Excellence Award in New Delhi



## Sectoral Initiatives

### Food Safety & Quality

Continuing its efforts towards achieving the country's mission on **Food Safety & Quality**, CII-IQ worked for the implementation of food safety systems and practices through capacity building workshops, best practices sharing events in industry, as also through awareness campaigns. Some of the highlights were:

- Launch of the CII Model and Award for Food Safety. Perfetti VanMalle Ltd, (Manesar unit) won the Award for 2010.
- World Food Month celebrations in October 2010 across the country, resulting in nationwide sensitization on the importance of safety and nutrition levels. The celebrations were held in partnership with the Ministry of Food Processing Industries, the Quality Council of India, the Indian Railways Catering & Tourism Corporation Ltd, and select state governments.
- 5th Food Safety & Quality Summit, in New Delhi.

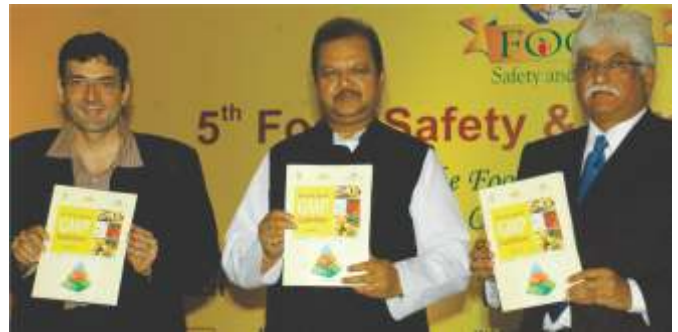
### Healthcare

- Several programmes on Healthcare Accreditation and Healthcare Excellence were conducted for training professionals from the Healthcare sector.
- The highlight of the year was the launch of a comprehensive CII Healthcare Excellence Award programme, by Mr Ghulam Nabi Azad, Union Minister of Health and Family Welfare, during the CII Health Summit in New Delhi.
- A National Conference on Quality in Healthcare was organised in Chennai.

### The Way Forward

CII-IQ constantly works to expand the frontiers of Quality beyond products and processes. In 2010, our new areas of activity were

- Promoting a Voluntary Standard for Road Safety for corporates, through a pilot project in Bangalore. The Department of Transport, Karnataka, Bangalore International Airport Ltd., and Thomson Reuters, are some of the organisations we are working with.
- Constituting a Task Force on Standards and Conformity Assessment for Trade (SCAT).
- Addressing Skill Assessment and Accreditation through a formal Quality Management System.



▲ **Piruz Khambatta**, Chairman, CII National Task Force on Food Safety & Quality; **Subodh Kant Sahai**, then Union Minister of Food Processing Industries (currently Union Minister of Tourism) and **Rakesh Bharti Mittal**, Chairman, CII Agriculture Council, and Vice Chairman & MD, Bharti Enterprises Ltd. at the 5th Food Safety and Quality Summit, in New Delhi



▲ **Balwant Seth**, Vice - President & Trustee, SVKM, **K N Shenoy**, students from Jamnabai Narsee School Mumbai and **Dr Anil Kakodkar**, Former Chairman, Atomic Energy Commission of India at the 13th National Summit on Quality in Education, in Mumbai

### Total Productive Maintenance

This year, 20 manufacturing units in India received the TPM Excellence Awards from JIPM, the Japanese nodal body managing TPM across the world. The TPM (Total Productive Maintenance) Club India held numerous training programmes, both open and in-house, conferences and seminars, competitions and very importantly, hand-holding consulting services, for industry.

## Total Cost Management

The CII-TCM Division, through a panel of internal and external experts, presents an integrated approach to improve the cost competitiveness of industry. It offers a gamut of cost management services and facilitates their implementation.

The Division has developed and launched the **CII-TCM Maturity Model**, the first of its kind in the world, to provide strategic and operational benefits to companies who adopt it. This model has been designed to evaluate the cost management systems and initiatives of any organizational unit. The model has five designated levels. So far, 18 companies have been rated by the CII-TCM Division.

TCM Maturity Model Plaques were presented to five companies, appreciating their cost management initiatives at various levels:

- Amara Raja Batteries Ltd, Tirupati
- CavinKare Pvt Ltd, Chennai
- Hyderabad Industries Ltd, Hyderabad
- Kirloskar Brothers Ltd, Kirloskarvadi
- Menon & Menon Ltd, Kolhapur



▲ S Mahalingam, Chairman, CII-TCM Working Group & CFO, TCS Ltd; and Prof N Ravichandran, Director, IIM-Indore; releasing the TCM Manual in Mumbai

The ITC Ltd Agri Business Divisions, at Anaparti and Chirala were also presented with the TCM Maturity Model Award.

The 9th edition of the **Cost Congress** was held in November in Mumbai, with the theme 'Aligning TCM with Strategic and Operational Cost Management.' The TCM Manual, a review of the evolution and progress of TCM Movement in India, was released by Prof N Ravichandran, Director, IIM-Indore, at the event.



## Training and Development

The **CII Naoroji Godrej Centre of Excellence** in Mumbai serves as an international centre of excellence for training and development. Over the year, we continued our programmes for management development and manufacturing excellence, as well as the MSc in Engineering Business Management Programme, offered in collaboration with the Warwick Manufacturing Group, University of Warwick, UK, with new features.

Our Management Development Programmes covered several new topics this year:

- Competency-based Interviewing Skills
- Industrial Marketing - Strategies for Superior Performance in B2B Markets
- Mentoring & Coaching
- Improving Value Stream by Mapping
- Data Security, Corporate Liability & Cyber Law
- Optimisation of Automotive Materials



▲ Programme with the Institute of Welding, Kolkata

- Enhancing HRD through a Business Excellence Approach
  - Warehouse and Inventory Management
  - Organizational Risk Assessment and Mitigation in line with ISO 31000
  - Modeling and Simulations in Business Applications
- International Joint Ventures was a new module, introduced for the first time, by the Warwick Manufacturing Group, in India. Many companies are participating in this programme.



# VLFM Institute

This year, CII took the first steps in making its **Visionary Leaders for Manufacturing (VLFM)** initiative a long term, sustainable commitment to strengthen India's manufacturing industry. The Programme has evolved into the VLFM Institute, enabling it to grow and expand into a movement for manufacturing excellence in India. The VLFM Institute board comprises of industry leaders and representatives from IIT Mumbai, IIT Kanpur and IIM Kolkata, the National Manufacturing Competitiveness Council (NMCC) and the Japanese International Cooperation Agency (JICA). The VLFM Institute works on three basic principles :

- Build a manufacturing community based on the Give – Give Principle
- Do and Demonstrate
- Industry – Academia – Government collaboration

In a year of important milestones, the most significant was that the Government of Japan has agreed to extend support to the initiative till August 2013.

## Launch of New Products

The VLFM programme trains senior management from the manufacturing sector in the process of co-creation. **Chotukool** is a prime output of such training. This small cooler, developed by Godrej by implementing learnings from the VLFM Programme, has already become a hit with small businesses such as paan shop owners, tea kiosk owners and street food vendors.

Another product of the co-creation process is Kirloskar's **Submersible Pump**, which is easier to install, consumes less energy, and is low on maintenance.

NMCC and JICA have recognised these success stories and presentations have been made in Japan and India.



▲ **Jamshyd N Godrej**, Past President, CII, and Chairman, VLFM Institute, exchanging the MoU for collaboration with **Prof M S Ananth**, Director, IIT Madras, in Pune



▲ **Gaurav Dave**, Chief, NMCC; Prof Shoji Shiba, Chief Advisor, VLFM Institute; T Furuhashi, JICA Expert, VLFM Project ; **Prof Sanjay Dhande**, Director, IIT Kanpur; and **Dr. Surinder Kapur**, Member, Governing Board, VLFM Institute; at the 3rd Learning Convention in New Delhi

## VSME Programme

The VSME ( Visionary SMEs) Programme aims to develop a win-win relationship between Tier 1 companies and their suppliers, or OEMs and their suppliers. This programme was piloted with five tier one companies, who led the transformation in their own shop floors, before asking 23 of their SME suppliers to make a transformation. The result has been an increased productivity of 90~110% in the SMEs.

## Strong Stakeholder Collaboration

Industry – Academia – Government are the three most critical stakeholders in India's manufacturing sector. This year, the VLFM Institute signed an MoU with IIT Madras, to work together to find solutions to real issues being faced by Industry. A sustainability sub-committee comprising members of all three stakeholders has been formed to shape this initiative.

Looking ahead, the theme for the VLFM Institute's work in the year 2011-12 would be 'The Societal Revolution.'

# Innovation & Technology

- Design
- Innovation
- IP Ecosystem
- Knowledge Management
- Life Science
- Technology

## Design

CII's National Committee on Design is the reference point in India on Design. This year, our various Design initiatives focused on :

- Promotion of Design in the country and overseas
- Design for the Common Man
- Capacity Development
- Design Education
- Recognition to Outstanding Indian Design
- The 10th **Design Summit**, with the theme 'Design for Billion Customers' explored new business opportunities through Design. Organised by CII and the National Institute of Design (NID) with support from the Directorate of industrial Policy and Promotion, the India Design Council, and others, the Summit, held in October in New Delhi, explored design solutions for public utilities, people with special needs, mobility, products for the masses, water, and education.
- The **Design Conclave**, in Mumbai, in July, promoted the role of Industrial Design in production.



▲ **William N Bissel, MD,**  
Fabindia Ltd, at the Design  
Summit in New Delhi



▲ **Prof. Pradyumna Vyas,**  
Director, NID at the session on  
Industrial Design in Mumbai

- The second editions of the **India Design Book** and the **India Design Resource Book 2011** would be released at the World Industrial Design Day celebrations in June 2011.
- The **Design Clinic Scheme for MSMEs** is a Ministry of MSME scheme to increase awareness of the value of design and establishing design learning amongst MSMEs. Under an agreement with NID, the nodal implementation agency of the scheme, CII conducted Design Clinic seminars in MSME clusters to benefit over 400 MSMEs in different parts of the country. More seminars are planned in 2011.



# Innovation

Every nation today aspires to be an 'Innovation-Driven Economy' for inclusive and sustainable growth, and to stay globally competitive. India, despite having all the ingredients in place, is way behind other nations in leveraging its innovation prowess. During the Decade of Innovation (2011-2020), CII is taking concrete steps to transform India into a truly innovation-driven economy. This year, responding to the growing importance of Innovation for industry, we constituted the first-ever CII Innovation Council.

CII works closely with the National Innovation Council set up by the Prime Minister of India, and chaired by Mr Sam Pitroda, Advisor to the Prime Minister on Public Information, Infrastructure & Innovations, on various endeavors, a notable one being the transformation of 20 existing clusters into Innovation-driven clusters.

- The **US-India Innovation Forum** creates private sector collaborations on technology and innovation in both countries, with Government playing a supportive role. A high level US Innovation delegation, led by Mr. Aneesh Chopra, CTO, White House, visited India in September to identify concrete projects. At an **Innovation Roundtable** organized by DST, CII and the US Embassy in India, the delegation discussed possible outcomes relating to clean affordable energy and waste management.

- The **India Innovation Initiative i3** is a joint initiative of CII-DST-Agilent, to recognize innovators above the age of 18 years, including students, innovators from R&D institutes and labs, industry professionals, individuals and entrepreneurs. In 2010, i3 received around 900 projects from across the country, broadly in the areas of lifesciences and agriculture; energy; telecom and IT; electronics; and engineering and technology. Of these, around 250 were shortlisted for the regional fairs held in Durgapur, Mumbai and Chennai.



The National Fair in November in New Delhi saw 50 best-in-class innovation entries battling for top honours. The top three winners were an intelligent power conditioner with a hybrid system integrator, an automated machine to manufacture 3D fibres for medical applications, and a pulse wave velocity measurement system.

- The **Initiative for Research & Innovation in Science (IRIS)** a joint initiative of CII-DST-Intel, promotes innovations among Indian students and youth, below 18 years of age. IRIS winners represent India at the Intel Science and Engineering Fair in USA. The IRIS National Fair was held in November in Mumbai.



◀ **Ajai Chowdhry**, Chairman, HCL Infosystems Ltd; **Keith MacGregor**, Executive VP, Scientific & Scholarly Research-Healthcare & Science, Thomson Reuters; **Sam Pitroda**, Advisor to the Prime Minister on Public Information, Infrastructure & Innovations; **Bob Stembridge**, Manager, Customer Relations, Thomson Reuters and **Woei Fuh Wong**, MD, ROAP, Thomson Reuters, at the Innovation Awards in New Delhi

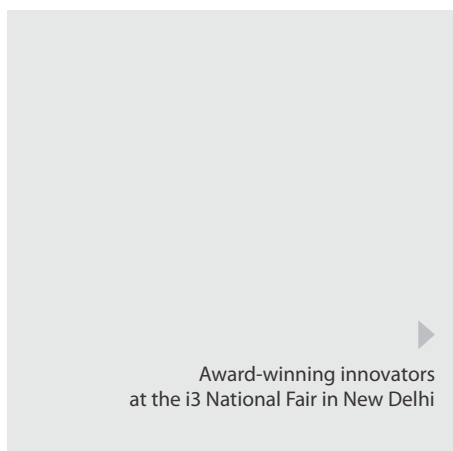
- CII and Thomson Reuters hosted the **India Innovation Awards 2010** in November to recognize industrial and institutional innovation in India. Four awards were presented across four different sectors. The winners were Ranbaxy Laboratories Ltd (corporate), National Institute of Immunology (pharma academic), Bharat Heavy Electricals Ltd (hi-tech corporate) and Council of Scientific and Industrial Research (hi-tech academic).
- CII, jointly with INSEAD, prepares the **Global Innovation Index** that ranks 132 countries with respect to innovation on various parameters. The GII 2009-10 was released by Mr Pitroda in March 2010.
- The **EU-India Dialogue** on 'Global Outreach of European and Indian Innovation Clusters' was held in December in Gurgaon, to develop a collaborative framework for facilitating Innovation clusters from both India and the EU.
- To catalyse an 'Industrial Innovation Movement' in the country, CII will bring out the **Industrial Innovation Index** this year. The innovation benchmark will enable industry understand where they stand and what they need to do. CII will also bring out a 'Toolkit' to benchmark firms across sectors by identifying their potential innovation gaps. One of the future goals of the Index will be to certify innovative firms - an ISO or CMMI equivalent for innovation. A yearly Report on Industrial Innovation Index will be published in end



▲ **Dr. Naushad Forbes**, Chairman, CII Innovation Council, with an innovator, at the i3 National Fair in New Delhi

2011. An Industrial Innovation Award will be presented to the top innovative company in each sector.

- The **CII-Raunaq Singh Innovation Grid** is a web-portal that brings stakeholders in the innovation eco-system together for a quicker and more effective innovation-to-commercialization process. It provides information about experts, mentors, investors, VCs, innovation requirements from industry, innovation-to-market service providers, etc. The grid can be accessed at [www.innovationgrid.org](http://www.innovationgrid.org).



▶ Award-winning innovators at the i3 National Fair in New Delhi





# IP Ecosystem

CII works to promote Intellectual Property Rights through creating a conducive policy environment (Enactment, Enforcement & Implementation), awareness and capacity development, IP advisory and protection services and state level IP facilitation cells. Our national initiatives in IPR aim to

- Provide industry's position, papers and recommendations on national and international IP policy issues to the government and other regulatory bodies
- Facilitate creation of a conducive IP ecosystem
- Represent industry's views in international forums
- Provide learning platforms; disseminate information related to IPR and train the stakeholders by organizing seminars, training programmes, roundtables, missions
- Support various network organizations
- Facilitate protection and enforcement of IPR

These initiatives are driven by the CII National Committee of Intellectual Property Owners, with representation from different industries, law firms, venture capital firms, enforcement agencies, international organisations, academic institutes, the Indian government, and policy making bodies and the CII-Andhra Pradesh Technology Development and Promotion Centre, jointly promoted by CII, TIFAC and the Government of Andhra Pradesh.



▲ **P H Kurian**, Controller General of Patents, Designs and Trademarks, Indian Patent Office; **Prof Samir K Brahmachari**, Director General, CSIR & Secretary, DSIR, and **Usha Amonkar**, Vice President-Legal, Mahindra and Mahindra at the IP Owners Convention in New Delhi

## Policy Advocacy

- National Innovation Policy
- Copyright Amendment Bill 2010
- The Protection, Conservation and Effective Management of Traditional Knowledge relating to Biological Diversity Rules, 2009
- Protection and Utilization of Public-funded Intellectual Property Bill 2008
- Compulsory Licensing

## Capacity Development and Awareness

- MSME sensitization workshops on IPR in Dehradun, Ahmedabad, and Goa
- CII-USPTO training programme for enforcement agencies in 4 cities: Hyderabad, New Delhi, Bhopal and Vishakapatnam.
- CII-GIST online IP Course



◀ **P H Kurian**, **Prof. (Dr.) Ranbir Singh**, Vice-Chancellor, National Law University; **Dr. Guriqbal Singh Jaiya**, Director, SME Division, WIPO; **Randall R. Rader**, US Court of Appeals for the Federal Circuit; and **Prof Anand Chakrabarty**, University of Illinois, USA; at the IP Summit in New Delhi



▲ **Anand Sharma**; Union Minister of Commerce & Industry, (6th from left) with the awardees at the Annual IP Awards 2010

## Forum for Indian Community of IP Owners

The Indian Intellectual Property Owners' Forum, a first for the nation, was launched at the IP Owners Convention in New Delhi in December. The forum will identify the issues faced by IP owners in India, and prepare action plans and delivery mechanisms.

## IP Facilitation Cells

CII, with the support of the Union Ministry of Micro, Small & Medium Enterprises (MSMEs) established Intellectual Property Facilitation Cells in Indore and Mysore to service MSMEs in Madhya Pradesh and Karnataka.

## Key Events

- **7th IP Summit:** The week-long event in February 2010 comprised of a Judiciary Roundtable, a Moot Court, sessions in Mumbai and New Delhi, and an interactive session between Indian and US law firms.
- **IP Awards:** Recognizing and rewarding contributors to the country's intellectual capital, and creating an eco-system that encourages creativity and innovation, CII and Intellectual Property India presented the 2nd Annual Intellectual Property Awards on World IP Day. Mr Anand Sharma, Union Minister of Commerce and Industry, felicitated companies and individuals for securing the highest number of patents, registered designs and registered trademarks.



▲ IPR Outreach Initiative for Senior Police Officers in Hyderabad

- **4th International Conference on Counterfeiting & Piracy:** Mr P H Kurian, Controller General of Patents, Designs & Trademarks, was the chief guest at the conference, in Mumbai, in August, which discussed sector specific issues and shared case studies to strengthen anti-counterfeiting strategies.
- **National Conference/Workshop on IP for Policy Makers:** Held in New Delhi in October, the event drew brought together policy-makers from all the states to highlight the need for MSMEs to integrate IP into their strategic business planning.



# Knowledge Management



Knowledge Management India 2010 is an endeavour under the aegis of the CII Mission on Knowledge to create a more robust Indian ecosystem that generates economic value through the effective harnessing of knowledge and intellectual capital, within knowledge-based organisations and industries. As better knowledge management practices get instituted within India, the quality and quantity of knowledge being generated and consumed will be enhanced, thereby allowing the accelerated production of economic value. The intent is to create a better understanding of knowledge management practices, research and practical applications.

The CII KM India Summit 2010 in December in Bangalore focused on Knowledge as a Competitive Differentiator. The Summit was inaugurated by Mr Ravi Uppal, CEO & MD, L & T Power Ltd. The keynote address was delivered by Mr Sanjay Nayar, CEO and Country Head, Kohlberg Kravis & Roberts.



▲ **Dr Trivedi Prajapati**, Secretary, Performance Management; Cabinet Secretariat, and **Raj Datta**, former VP and Chief Knowledge Officer, MindTree, at the KM India Summit in Bangalore



▲ **Pradeep Kar**, CMD, Microland; **Dr Anil Menon**, President, Globalization & Smart Connected Communities, Cisco Systems India Pvt Ltd and **Prof. S. Sadagopan**, Director, IIIT-B, at the KM India Summit in Bangalore



# Life Science

Biotechnology is the emerging industrial sector in the life science industry, with a focus on Bioinformatics, Industrial Biotechnology and Agri-biotechnology, Bioservices and Biopharma. Keeping in view the potential of this sector, the CII National Committee on Biotechnology identified skill building, infrastructure and quality compliance, venture funding, regulatory and IPR issues as the key drivers for the growth of the sector.

- The **Workshop on Biometrics**, organized in association with the American National Standards Institute, and the Bureau of Indian Standards, in New Delhi in July, shared best practices for developing standards in biometric technology between US and India technical experts.
- CII partnered the 8th edition of the **Canada-India B2B**

**Partnership Summit on Life Sciences**, in British Columbia, Canada, hosted by the Government of British Columbia and International Science and Technology partnership Canada, in association with the Department of Biotechnology. The round table discussed how to motivate SMEs in life science to develop bilateral R&D or business partnerships. The event enabled a large number of B2B partnerships between the Indian, US and Canadian companies.

- The annual flagship **Life Science Conclave** in New Delhi in August, discussed how to realize India's potential in R&D, and create a hub for pharma and biotech innovation. The CII-Yes Bank report on Pharma 2015 was released at the Conclave, which was

organized in association with the Indian Council of Medical Research, the Quality Council of India and the Department of Pharmaceuticals, Department of Science and Technology.

- The international conference on **Clinical Trials**, held in Mumbai in November, discussed the current status of this industry vis-à-vis the global market. Another result of this conference, organized by CII in association with the Government of India, the Quality Council of India and the Association of Contract Research Organizations (ACRO), was the prospective association between CII and ACRO to conduct seminars across the country to spread awareness of the benefits of doing clinical research in an ethical manner. CII will soon submit a White Paper to the Government of India, on guidelines for regulatory clearances.
- A series of **Capability Development Programmes** (both training and refresher) on Good Laboratory Practices (GLP) a joint initiative of CII and the National GLP Compliance Authority has been initiated.
- A CII Mission visited the **Bio International Convention 2010**, the world's premier event for Life Sciences and Biotechnology, in Chicago, USA, in May. The mission participated in a seminar, trade show and an India networking reception. The India Pavilion at Bio, jointly organized by CII and the Association of Biotechnology Led Enterprises (ABLE) with strong support from the Department of Biotechnology, had 25 exhibitors from various verticals of the biotech industry. The US Department of Commerce organized a breakfast meeting for the Indian delegation with Government and industry leaders, to promote partnerships and co-operation in Biotechnology and Life Science between both countries.



▲ **Ashok Kumar Attri**, Counsel General, Consulate General of India, Chicago, USA, inaugurating India Pavilion at Bio 2010, Chicago, USA



▲ **James Herman**, Minister Counselor for Consular Affairs (Consul General), US Embassy, in New Delhi; and **D K Nayyar**, Scientist - G, Lab, Bureau of Indian Standards, at the Workshop on Biometrics in New Delhi

▶ **Dr. V. M. Katoch**, Director General, ICMR and Secretary, Health Services, addressing. Also seen: **Anjan Das**, Sr Director, CII; **Dr Anand C Burman**, Chairman, CII National Committee on Biotechnology and Chairman, Dabur India Ltd; **Satish Reddy**, Chairman, CII National Committee on Drugs and Pharmaceuticals, and MD & COO, Dr Reddy's Labs Ltd; **Dr Ananda Chakrabarty**, and **Dr. Girdhar Gyani**, Secretary General, Quality Council of India, at the Life Science Conclave in New Delhi





# Technology

CII's initiatives in the Technology space are driven by the CII National Committee on Technology (Industrial R&D and Technology Transfer). The primary focus is to bring Technology centrestage in Indian Industry, and also facilitate increasing industry investment in R & D, to match global standards.

CII Initiatives in Technology centre around

- The promotion and commercialisation of technology
- Facilitating industrial R&D and industry investment in R & D
- Facilitating partnership developments, and R&D collaborations
- Capacity building and facilitating technology exports
- Providing advisory and technical services for implementing technology projects.

## Events

- The annual flagship **Technology Summit and Technology Platform** held in December in New Delhi, had Germany as the partner country in its 16th edition this year. Mr. Thomas Rachel, Parliament State Secretary, Federal Ministry of Education and Research, Germany, led a large official and business delegation to the Summit.
- Prof. (Dr.) Hans-Jörg Bullinger, President, Fraunhofer-Gesellschaft, shared the Innovation and Technology scenario in Germany, and their ecosystem

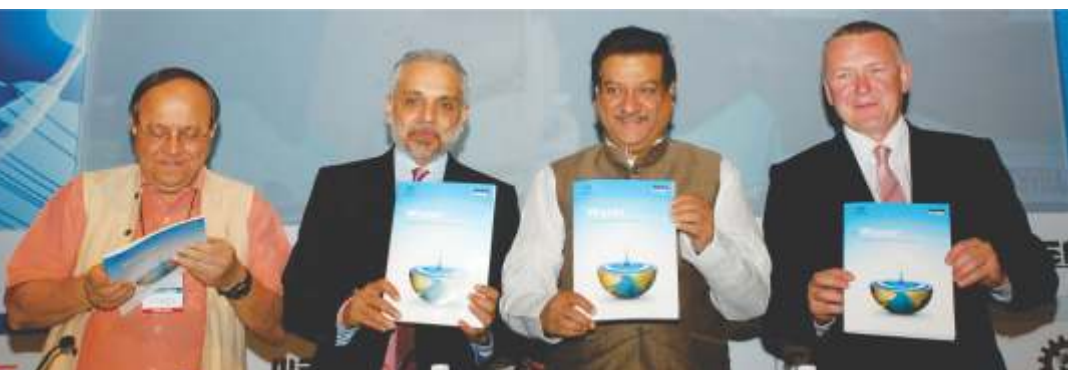
of industry-institute cooperation in innovation, during an interaction on **Technology Transfer from Germany** in March 2010 in New Delhi. The session included a dialogue on Innovation in India.

- CII and the Global Innovation and Technology Alliance, in partnership with the Council of Scientific & Industrial Research, and the Ministry of MSMEs, organised the **2nd Global Industrial R&D Conclave** on National Technology Day in May, in New Delhi. With the Czech Republic as the Partner Country, a high powered delegation led by Mr. Lubos Vanek, Czech Deputy Minister of Trade & Industry, participated in the conclave, which had special focus on the India-Czech Technology Partnership for MSMEs. Mr Prithviraj Chavan, then Union Minister of Science & Technology, (currently Chief Minister of Maharashtra) released two CII – KPMG reports, on Water, and Renewable Energy. A special exhibition on 'CSIR IP Licensing Opportunities Forum' was also inaugurated by Mr Chavan and Mr. Vanek, on the sidelines of the Conclave.

## Projects

### Global Innovation and Technology Alliance

The Global Innovation and Technology Alliance (GITA) is promoted jointly by the Department of Science & Technology, Government of India, and CII, to promote international technology and innovation partnerships. It is an effective Joint Venture institutional mechanism for providing end-to-end enabling services and support for



Prof. S K Brahmachari, Hari S Bhartia, President, CII, Dr. Prithviraj Chavan, then Union Minister of Science & Technology (currently Chief Minister of Maharashtra), and Lubos Vanek, Deputy Minister of Trade and Industry, the Czech Republic, at the Technology Summit in New Delhi

industrial innovation and technology-startups.

### **Indo-Israel Initiative for Industrial R&D (i4RD)**

**Programme:** GITA is supporting projects of Indian companies with collaboration with Israel companies, relating to Homeland Security, and growing more rice with less water using drip irrigation. Projects relating to the development of low cost residential solar chargers, satellite communication, and IQ protection have received recommendation. The evaluation of several projects in the ICT domain is underway.

**Indo-Canada Industrial R&D (ICRD) Programme:** Under the ICRD first Call for Proposals, a project on the 'Use of bio fuels in aircraft gas turbine engines made from Canadian and Indian feedstock', was supported in March 2010.

The Indo-Canada Partnership Development Activities, announced in June, have recommended six proposals for joint support. These relate to clean and efficient technologies, nuclear materials and science, research and innovation in aerospace, sensors for environmental monitoring and homeland security, urban electric system integration, and sustainable agro-industrial biomass for alternative energy.

The India-Ontario (Canada) Joint Call for Proposals for Collaborative R&D Projects in November received 15 Expressions of Interest.

**India's Water Challenges:** The 'India-Ontario(Canada)-Israel Trilateral Partnership Development Activity on Water Technologies' was organised in Toronto, Ontario, in February 2011. CII and GITA joined the Indian delegation at the meeting, which explored near and longer-term R&D and business collaboration in water technologies for each country.



### **Technology Exports Development Organisation**

The Technology Exports Development Organisation (TEDO) is a joint initiative of CII, and the Department of Scientific and Industrial Research, (DSIR) supported by the Union Ministry of Commerce, to enhance the export-competitiveness of Indian SMEs. It provides capability building (techno-managerial-marketing) support to select sectors of Indian SMEs, and facilitates the export of technology-intensive products, processes and services to



▲ The Indian Delegation with **Glen Murray**, Minister of Research & Innovation, Ontario, Canada, at the India-Ontario (Canada)-Israel Partnership Development Activity (PDA) on Water Technologies in Canada

European and other markets.

Since its inception in 2000, TEDO has served approximately 900 MSMEs. It has joined hands with the Centre for Promotion of Imports from Developing Countries, an Netherlands government agency. TEDO has also created a market information portal focusing on the EU market, with 20 sector specific product reports and 3 detailed sector reports.

### **Nanotechnology**

Nanotechnology has a major role to play in transforming industry in the future. CII launched its Nanotechnology Initiative to enhance the competitiveness of Indian Industry.

CII and Santech have signed a MoU to explore the possibilities of establishing a CII-Santech Centre of Excellence in Nanoelectronics. It would also provide new opportunities to position Indian companies as significant players in emerging technologies.

The 5th edition of the Nanotechnology Conclave, an annual flagship event, was held in New Delhi in April 2010.

Interactive Sessions on Nanotechnology were also held over the year.



**Dr. R. R. Sonde**, Chairman, Nanotechnology Conclave & Executive VP, Thermax Ltd; **Dr. Esko Peltonen**, Programme Director, OSKE Nanotechnology Cluster Programme; **Dr. V M Katoch**, **Terhi Hakala**, Ambassador of Finland to India; and **Dr. Rama Mukherjee**, MD, ARA Healthcare Pvt. Ltd, at the Nanotechnology Conclave in New Delhi



# Technology Development Partnerships



## Andhra Pradesh Technology Development & Promotion Centre

The Andhra Pradesh Technology Development & Promotion Centre (APTDC) is a public private partnership for technology and intellectual property services. Established by CII in 1999 with the support of the Government of Andhra Pradesh, it provides technology refinement and marketing assistance in municipal solid waste management, value added projects in bamboo, reuse of granite slurry, and Intellectual Property Rights protection. It also conducts training, awareness and outreach programmes.

### Capacity Building Initiatives

- **IP CAP:** A first of its kind course on various facets of Intellectual Property. The 5 week web-enabled course combines distance learning and web classroom interactive training.
- **GI Tool Kit:** A Ready Reckoner/ Guide for all stakeholders of GI, especially addressing the needs of hundreds of associations of weavers/ artisans/ craftsmen to protect their traditional products/ processes through Geographical Indications.
- **Solid Waste Management Award :** The CII Task Force on Municipal Solid Waste launched the JCB-CII Award for Excellence in Solid Waste Management, in Hyderabad.

### Technology Refinement & Marketing Support

CII-APTDC as an on-going initiative, is helping innovators commercialize their prototypes, and link them to the market, and is also providing IPR support.

### Value-added Products in Bamboo & Granite

- APTDC is partnering IIT Delhi, for the project 'Bamboo as a Green Engineering Material in Rural Housing and Agricultural Structures for Sustainable Economic Growth' funded by the National Agricultural Innovation Project.



▲ Shakti Sagar, Chairman CII AP; PH Kurian, Justice N Rammohana Rao, AP High Court; and J Satyanarayana, Chairman, Specified Authority, TTD; releasing the GI Tool Kit in Hyderabad

- APTDC has innovated, patented and demonstrated a solution for using granite slurry to make floor tiles / wall tiles / pavers blocks with an industry partner, benefiting industry, the environment and society.

### IP Protection and Services

APTDC facilitates IPR protection of MSMEs, traditional products and processes and individual innovators in India and abroad for patents, design, trademarks, Geographical Indications and integrated circuits.

### Municipal Solid Waste Management

- 50 tons/day Municipal Solid Waste to Compost Plant in Kalavoor, Kerala.
- Technical Advisory Services to Municipal Solid Waste to Refuse Derived Fuel and Power Plants at Timarpur and Okhla in New Delhi, and in Hyderabad.



▲ Traditional scroll paintings from Cheriyal and hand-made metal crafts from Pembarhti get GI registration



## Tamil Nadu Technology Development & Promotion Centre

The Tamil Nadu Technology Development & Promotion Centre (TNTDPC) is joint initiative of CII and the Government of Tamil Nadu for the development and promotion of technologies in the state. It assists SMEs and entrepreneurs in Intellectual Property assessment and filing of IPR (patents, trademarks and copyright). Till date, TNTDPC has completed more than 100 IPR services. It has also initiated online IPR advisory services, and initiated the registration of Geographical Indications in Tamil Nadu.

### Auto Sector

TNTDPC worked closely with the United Nations Industrial Development Organization (UNIDO) to profile about 175 companies in the auto-component sector, in Ambattur Industrial area, Chennai, supporting them towards a global platform.

### Agriculture & Food Processing

CII joined a consortium with USAID and Michigan State University in the Partnership for Innovation and Knowledge in Agriculture Project for capability building of SMEs in the Fruits and Vegetable processing sector.

The Centre organizes FoodCon each year to promote agro food processing technologies.

It is working closely with the Indian Horticulture Development Alliance to develop and build capacity in production clusters for selected commodities, and then link these clusters to value-added and processing units. Some Mango clusters in Tamil Nadu have been identified for this.

### Events / Conferences/Workshops

- Advanced Technologies in Security Systems
- New Technology Business Opportunities in Ocean-related Applications
- India Innovation Initiative
- Automotive R & D Trends 2015
- Challenges and Way Forward for Agricultural Products Exports
- IPR: Challenges for the Pharma Industry



▲ **Rajeev Ranjan**, Principal Secretary, Industries, Tamil Nadu; **K Raghavendra Rao**, CMD, Orchid Chemicals & Pharmaceuticals Ltd; **M K Azhagiri**, Union Minister of Chemicals & Fertilizers ; **TT Ashok**, Deputy Chairman, CII (SR) and MD, Taylor Rubber (P) Ltd; and **Mukul Joshi**, Secretary, Pharmaceuticals, at the session on IPR for the Pharma Industry in Chennai



▲ **Prof. KV Thomas**, Union Minister of State, Consumer Affairs, Food & Public Distribution, **Dr. Saikat Datta Mazumdar**, Technical Director, Nutri-Plus Knowledge Centre, ICRISAT; and **A Padmasingh Isaac**, Chairman, Aachi Group of Companies, at FoodCon in Chennai



▲ **Dr. G Sundararajan**, Director, International Advance Research Centre for Power Metallurgy & New Materials ; **Carsten Spichalsky**, Head - Technical Development, Volkswagen India Pvt. Ltd.; and **Dr. R K Malhotra**, Board Member & Director - R&D, Indian Oil Corporation Ltd; at the Conference on Automotive R&D in Chennai

# Trade and Globalisation

- India & the World
- International Trade
- Promoting Brand India
- Trade Fairs



## India and the World

The **CII International Division** undertakes activities to connect Indian business with global business, policy makers and stakeholders across the globe. We also work towards developing market access for Indian exporters; addressing the needs of the small sector to make them more competitive; promoting cooperation with counterpart organizations, and adopting a proactive and partnership approach with foreign governments on various international issues concerning the Indian economy.

One key initiative of the CII International Council in 2010 was a report on **Engaging with China**, highlighting the imperatives, challenges and opportunities in doing business with China, which was well acclaimed by both government and industry.

## India Business Forums

The **CII India Business Forums (IBF)** in each country are a group of leading Indian companies with operations in that country.

In 2010, the CII IBF China, commemorating 60 years of India-China diplomatic relations, jointly organized a number of events with the Embassy of India and the Consulate General of India in different cities in China.

The CII IBF Singapore organized interactions relating to water, shipping and ports, financial markets, arbitration etc.; investment road shows by Karnataka and Gujarat, and interacted with Mr Anand Sharma, Minister of Commerce and Industry, India, and Mr Tharman Shanmugaratnam, Finance Minister of Singapore, as well as Mr Rahul Khullar, Commerce Secretary, India.

The IBF South Africa too interacted with Mr Sharma, during 'The India Show' in Johannesburg in August.



◀ **Riva Ganguly Das**, Consul General of India in Shanghai; **B Muthuraman**, President- Designate, CII; **Dr Sha Hailin**, Chairman, SMCC; **Dr S Jaishankar**, Ambassador of India to China and **Yao Wenping**, Vice President, CCCME, at the India Business Forum in Shanghai

**IBF-USA** members shared new initiatives launched by their companies with Amb. Meera Shankar in Washington DC. They also interacted with Mr Sachin Pilot, Union Minister of State, Communications & IT, India, in Washington DC. A meeting with Ms Holly Vineyard, Deputy Assistant Secretary for International Trade, US Dept of Commerce identified top priorities for the forum. IBF USA members met with US trade representatives to highlight the contribution of Indian companies to the US economy, as well as discuss specific policy issues.

The **CII IBF UK** actively networked with the UK Government and industry, visiting Indian government representatives and ministers, and organised seminars and networking evenings to build 'Brand India.'

## Africa

In a year of heightened business and political engagement between India and Africa, CII organised business meetings with Mr James Alix Michel, President of **Seychelles** and Mr. Jacob Gedleyihlekisa Zuma, President of **South Africa** in June, Mr. Armando Emilio Guebuza, President of **Mozambique** in September, and with Prof. Bingu wa Mutharika, President of **Malawi** in November. CII also hosted Mr. Mompoti Merafhe, Vice President of **Botswana** in June.

The 6th CII-EXIM Bank Conclave on **India-African Project Partnership**, with **Ghana** as the Partner Country hosted 28 Ministers from different African countries.

Mr John Dramani Mahama, Vice President of Ghana, addressed the Conclave, with Mr S M Krishna, Minister of External Affairs, India, and Mr Anand Sharma. More than 150 projects worth over US\$ 10.5 billion indicated that business ties between India and Africa are growing stronger and deeper.

The 12th and 13th Regional CII EXIM Bank Conclaves on India – Africa Project Partnership were held in Ghana and **Namibia** respectively. CII also organised business delegations to **Burkina Faso**, Botswana and Mozambique this year. Coinciding with the visit of Mr Hamid Ansari, Vice President of India, a CII business delegation visited Botswana, **Malawi** and **Zambia**.

The highlight of the year was **The India Show in Johannesburg**, South Africa in August. With large and



▲ **Anand Sharma**, Minister of Commerce & Industry, India; **S M Krishna**, Minister of External Affairs, India; **Jonathan Wutawunashe**, Ambassador of Zimbabwe to India; **Chandrajit Banerjee**, Director General, CII and **John Dramani Mahama**, Vice President of Ghana, at the India-Africa Project Partnership Conclave in New Delhi



▲ **Dr Rob Davies**, Minister for Trade & Industry, South Africa; **Jacob Zuma**, President of South Africa; and **Anand Sharma**, inaugurating the India Show in Johannesburg



▲ **R.K. Nagpal**, Head of Chancery, High Commission of India, Namibia; **Arun Prabhat Mull**, Director, Tata Consulting Engineers Ltd; **Hemant Kotalwal**, PS to the Minister of State, External Affairs; India; **Preneet Kaur**, Minister of State, External Affairs, India; and **Hifikepunye Pohamba**, President of Namibia, at the Regional Conclave in Namibia

active participation from both countries, the show was inaugurated by Mr Jacob Zuma and Mr Anand Sharma.

The **India-South Africa CEO's Forum** was formed under the chairmanship of Mr Ratan N Tata, Chairman, Tata Group, from the Indian side and Mr Patrice Motsepe, Chairman, ARM Ltd from South Africa. The first meeting of the Forum was held in August in Johannesburg.

CII also renewed its commitment to expanding business ties between India and Africa, and South Africa in particular, by opening a **representative office in Johannesburg** in August.

## The Americas

### United States of America

US President Barack Obama's historic visit to India in November marked a new chapter in India-US relations. CII hosted President Barack Obama and over 200 US business delegates at the **US-India Business and Entrepreneurship Summit** in Mumbai, in collaboration with the US India Business Council and others.

CII also organized an **Agriculture Roundtable** and Expo in partnership with the US Agency for International Development and the US Department of Agriculture, simultaneously launching the **Indo-US Food and Agriculture Centre of Excellence (FACE)**.

**India-US: An Agenda for Co-Creation** was a momentous bilateral business conference in New Delhi with a powerful line up of government and industry leaders. As a partner in the bilateral economic relationship and the largest industry association in India, CII is proud to have played an instrumental role in boosting trade and investment cooperation with the US, in particular during the Obama visit.

A CEOs delegation led by Mr Hari S Bhartia, President, CII, accompanied Mr Anand Sharma to USA in September. The CEOs met US government and industry leaders to enhance bilateral economic and trade relations.

A business and trade delegation of 30 SMEs explored commercial opportunities in Illinois, Washington DC, Indiana and Ohio. The delegation met with US government officials including Sen. Richard Lugar, Senate Foreign Relations Committee; Under Secretary Francisco Sanchez, US Dept of Commerce; Mayor Greg Ballard of Indianapolis; and Mr Todd Rokita, Indiana Secretary of State, among others.



▲ **Barack Obama**, President of USA, addressing the US-India Business and Entrepreneurship Summit in Mumbai



▲ **Thomas Donohue**, President and CEO, US Chamber of Commerce; with **Praful Patel**, Union Minister of Heavy Industries & Public Enterprises, at an Indo-US interaction in New Delhi



▲ **Gary Locke**, Secretary, US Dept of Commerce; and **Anand Sharma**, at a session on US-India Trade in New Delhi



▲ **Dr Montek Singh Ahluwalia**, Deputy Chairman, Planning Commission of India; **Timothy F. Geithner**, Secretary, US Dept of Treasury; and **Tarun Das**, Former Chief Mentor, CII, at a session in New Delhi



◀ **Pranab Mukherjee**, Finance Minister of India; (5th from left) with business leaders of USA and India, at an Interactive Session in Washington DC

CII USA hosted a session with Mr Pranab Mukherjee, Finance Minister of India, in Washington DC in June, where the Minister highlighted India's economic challenges and future growth.

CII organized public sessions with Mr Timothy Geithner, US Secretary of Treasury; Mr Gary Locke, US Secretary of Commerce; Mr Tom J Donohue, President & CEO, US Chamber of Commerce; Ms Sheila Blair, Chairman, US Federal Deposit Insurance Corporation; Mr Francisco Sanchez, Under Secretary for International Trade, US Dept of Commerce; Amb. Michel Punke, US Ambassador to the WTO; and Mr Robert Hormats, Under Secretary of State for Economic, Energy and Agricultural Affairs. In addition, interactive sessions were organized with Mr James Steinberg, US Deputy Secretary of State; and Admiral Mike Mullen, Chairman of the Joint Chiefs of Staff, during their visit to India.

## Canada

Mr Hari S Bhartia represented India at the G-8/G-20 Business Summit in Ottawa in April, which was attended by CEOs and leaders of industry bodies from 15 countries. The highlight of the Summit was the address by the Canadian Prime Minister, Mr Stephen Harper.

A CII CEOs delegation accompanying Mr Anand Sharma to Canada in September met with Ms Preeti Saran, the Indian Consul General, and also held discussions with the Canada-India Business Council. In Ottawa, the delegation participated in the 3rd India-Canada CEOs Roundtable, jointly organized by CII and the Canadian Council of Chief Executives. The Roundtable, addressed by Minister Sharma and Mr Peter Van Loan, Minister for International Trade, Canada, and suggested the setting up of an institutionalized India-Canada CEOs Forum. The two Ministers released the Canada-India Joint Study Group Report that strongly recommended a Comprehensive Economic Partnership Agreement between India and Canada.

CII hosted Mr James M Flaherty, P C, Minister of Finance, Canada, in Mumbai. Interactive sessions were held with Mr John Manley, Chairman, Canadian Council of Chief Executives and Mr Roy MacLaren, Chairman, Canada India



▲ **Ron Somers**, President, US India Business Council; **Kiran Pasricha**, Deputy Director General, CII, and **Francisco Sanchez**, Under Secretary for International Trade, US Dept. of Commerce, at a meeting on the Indo-US SME Initiative in Washington DC



▲ **Joseph Caron**, Canadian High Commissioner to India; **John Manley**, President & CEO, Canadian Council of Chief Executives; **Hari S Bhartia**; **Roy MacLaren**, Chairman, Canada India Business Council; and **Chandrajit Banerjee**, at the release of the CII report on 'India and Canada: Building a Broad Collaborative Framework' in New Delhi



▲ **Kamal Nath**, Minister of Urban Development, India, (2nd row, 4th from left) with the Indian delegation in Canada

Business Council in April. A CII report, 'India and Canada: Building a Broad Collaborative Framework', highlighting bilateral trade, investment scenario and the possibilities of collaboration between the two nations, was presented to Mr Joseph Caron, Canadian High Commissioner to India.

CII also jointly organized the Canada-India Conclave on Corporate Social Responsibility with the Canadian High Commission in April.

## Latin America and the Caribbean (LAC)

CII worked in the LAC region to promote Indian enterprise and set the agenda conforming to our strategic interests. A key initiative was the **4th India-LAC Conclave**, organized in partnership with the Ministries of Commerce and Industry, and External Affairs, and Exim Bank of India, in April in New Delhi.

A business delegation, headed by Mr Jyotiraditya Scindia, Union Minister of State, Commerce and Industry, visited **Brazil, Peru and Chile** in September.

CII also organized India Shows in **Argentina and Brazil** to promote Brand India and facilitate Indian companies to showcase their strengths and capabilities in these markets.

## Asia

CII has been focusing on creating direct links between India and the East Asian and Southeast Asian businesses as well as governments, institutional partners, think tanks, thought leaders, media and academics.

## ASEAN

With the growing bilateral economic relationship between India and the ASEAN countries, CII reaffirmed the Government of India's 'Look East' policy, by connecting India with the region.



▲ **Shubhendu Amitabh**, Co-Chairman, CII LAC Committee and Sr President, The Aditya Birla Group; **Jyotiraditya Scindia**, Minister of State, Commerce & Industry, India; and **Liliana Perez Uribe**, Secretary General, Ministry of Foreign Affairs, Colombia, at the CII India-Latin America and Caribbean Conclave in New Delhi



▲ **Hans Dannenberg Castellanos**, Ambassador of the Dominican Republic; **Dr. Margarita Cedeño de Fernández**, First Lady of the Dominican Republic; **Leonel Fernández**, President, Dominican Republic; and **Sunil Bhandare**, Adviser (Economic & Govt Policy), Tata Strategic Management Group, at an interactive session in Mumbai

The year saw many high level visits from **Singapore, Malaysia, Indonesia and Vietnam**, as well as visits of Indian business delegations to various ASEAN countries, accompanying Mrs Pratibha Patil, President of India, Dr Manmohan Singh, Prime Minister of India, and Mr Anand Sharma.

An **India-Malaysia CEOs Forum** was established in October with a Joint Statement signed by the Prime Ministers of India and Malaysia to further India-Malaysia



◀ **Dr. Manmohan Singh**, Prime Minister of India; and **Dato' Sri Mohd Najib Tun Abdul Razak**, Prime Minister of Malaysia; with **Anand Sharma**, and **Datuk Mustapa Bin Mohamed**, Minister of International Trade and Industry, Malaysia; and members of the India-Malaysia CEOs Forum in Kuala Lumpur

bilateral ties. CII also organized the India Symposium as part of the India Show in Singapore with the Trade Ministers of both countries addressing the audience.

## East Asia

CII, in 2010 undertook several initiatives focused on **China, Japan and Korea.**

CII led several business delegations to China and organized various conferences in China and India. Foremost amongst these was the CII delegation that accompanied Mrs Pratibha Patil, President of India, on her visit to China in May. A high level CII business delegation also accompanied Mr Jyotiraditya Scindia to China, coinciding with our participation in the Shanghai Expo and the CII- IBF meeting there.

Our intense engagement with Japan continued through the year with the India – Japan Business Leaders' Forum during our Prime Minister's visit to Japan in October, and participation in the Asian Business Summit in Tokyo in May. A seminar on 'India-Japan Business Potential: Exploring New Opportunities' was organized during the India visit of Mr Masayuki Naoshima, Japanese METI Minister, in April.

Marking the completion of one year of the implementation of CEPA between India and South Korea, CII organized a



▲ **Anand Sharma, Hari S Bhartia, Wen Jiabao**, Premier of China; and **Gao Hucheng**, China International Trade Representative, & Vice Minister of Commerce, at the India-China Business Cooperation Summit in New Delhi



▲ **Masayuki Naoshima**, Minister of Economy, Trade and Industry, Japan, with **Anand Sharma**, at an India-Japan Seminar in New Delhi



▲ **Kim Jong-Hoon**, Minister for Trade, Republic of Korea, and **Anand Sharma**, at the India - South Korea Conference in New Delhi



▲ **Donald Tsang**, Chief Executive, Hong Kong Special Administrative Region, **B Muthuraman**, and **Huang Huahua**, Governor, Guangdong Province, at a Business Conference in New Delhi

▶ Business Leaders of India and Japan at the third meeting of the India – Japan Business Leaders Forum in Tokyo



business session addressed by the Korean Trade Minister, Mr Kim Jong-Hoon, during his visit to New Delhi in January 2011.

## South Asia

Building further relations with the South Asian countries, CII undertook various initiatives like establishing of more one-to-one contacts, encouraging business relations, close linkages, and understanding the trade and economic policies of the South Asian countries.

During with the official visit of Begum Sheikh Hasina, Prime Minister of **Bangladesh**, to India, CII organised a meeting of Indian business leaders with her and the accompanying business delegation. As a follow up to her visit, CII led a 30-member Business Mission to Bangladesh in April.

Towards establishing more business to business contacts with **Pakistan**, CII, in cooperation with the Times of India Group, the Jang Group of Pakistan and Pakistan-India CEOs Business Forum organised the 'Indo-Pak Business Meet' in May in New Delhi. Mr Pranab Mukherjee was the Chief Guest at the Inaugural Session. The Meet identified IT, Textiles, Healthcare, Agriculture, Energy and Education as the fast track areas of economic relations between the two countries.

CII took an IT CEOs Mission to Pakistan in December while a 5-member textile delegation from Pakistan interacted with Indian textile industry CEOs in February 2011 in New Delhi.

A16-member CII Business Leaders delegation to



▲ **Pranab Mukherjee** addressing the Aman ki Asha Indo-Pak Business Meet in New Delhi. Also seen (L-R) **Chandrajit Banerjee**, **Shahid Malik**, High Commissioner of Pakistan to India; and **Hari S Bhartia**



▲ **Anand Sharma**, and **Shekhar Datta**, Past President, CII, greeting **Sheikh Hasina**, Prime Minister of Bangladesh, in New Delhi

**Sri Lanka** in September met senior government officials and the Ceylon Chamber of Commerce during their visit.

CII also took a business delegation to **Nepal** in November.

## Australia and New Zealand

CII received Mr. Simon Crean, Minister of Trade from Australia. We also received sectoral delegations from New Zealand.



◀ CII delegation to China with **Pratibha Patil**, President of India, (centre), in Shanghai

## Europe

CII works very closely with all the 27 member states of the European Union (EU). In 2010, we completed 30 years of presence in the United Kingdom, reflecting our strong bonding with the region as a whole.

CII led high level business delegations to **Germany, France, Belgium** and the **United Kingdom**, to meet Ministers, senior government officials and industry leaders.

After Mr David Cameron's government took over in the UK, a CII CEOs delegation to the United Kingdom met with Rt Hon. Dr Vince Cable, Secretary of State for Business, Rt Hon. William Hague, Foreign Secretary, Mr Gregory Barker, Minister for Climate Change, and senior officials, including Sir Andrew Cahn CEO, UKTI.

The CII CEOs delegation to Germany in September participated in the Annual Summit of the Federation of German Industries (BDI). The Summit was attended by over 2000 businessmen from Germany and other European countries and addressed by Dr Angela Merkel, Federal Chancellor of Germany, and Mr Rainer Brudlerle, Federal Minister of Economics and Technology, Germany.

A joint CEOs business delegation to Brussels, Belgium, participated in the 11th EU-India Business Summit in December and discussed cooperation between India and the EU in Renewable Energy and Infrastructure.

Several leaders from Europe visited India this year, including Prof Dr Horst Kohler, President of the Federal Republic of Germany, Mr Nicolas Sarkozy, President of the Republic of France, Mr Olafur Ragnar Grimsson, President of the Republic of Iceland, Mr David Cameron, Prime Minister, of the United Kingdom, Mr Donald Tusk, Prime Minister of **Poland**, Prince Philippe of Belgium, and Hereditary Prince Alois of the Principality of **Liechtenstein**.

## Middle East and North Africa

CII in 2010 led business delegations to **Yemen, UAE, Syria, Saudi Arabia** and **Iran**.

We organised a business event in Dubai in cooperation with the Indian Business and Professional Council, and with the Embassy of India in Tehran. CII also participated in the



▲ **Dr. Ing. Hans-Peter Keitel**, President, Federation of German Industries (BDI); **Dr. Angela Merkel**, Federal Chancellor of Germany; **Hari Bhartia**, President, CII, and **Arndt G Kirchhoff**, Chairman, BDI-BDA SME Committee, at the Annual Day of the Confederation of German Industry, in Berlin



▲ **Hari S Bhartia** with **Nicolas Sarkozy**, President of France, at a session in Mumbai



▲ **Rt Hon. William Hague**, Foreign Secretary, UK with Hari S Bhartia, in London, during the CII CEOs Annual Delegation to UK



▲ **Rudi Thomaes**, Chief Executive, Federation of Belgian Enterprises; **Chadrajit Banerjee**; **Hari S Bhartia**, and **Philippe de Buck**, Director General, Business Europe, at the EU-India Business Summit in Brussels



▲ **Hari S Bhartia**, with **Christine Lagarde**, Minister for Economic, Finance & Industry, France, at a Conference in Mumbai



▲ **Rt Hon Dr Vince Cable**, Business Secretary, UK, with **B Muthuraman**, in London

Tehran International Fair for the first time this year.

A CII CEOs delegation accompanied the Prime Minister of India to **Saudi Arabia**, and **UAE**, and the President of India to Syria. CII brought out a publication on 'India and League of Arab States – Exploring New Horizons' highlighting business opportunities for India and 22 Arab States.

## Russia and CIS

CII explored business opportunities for Indian businesses in the growing economies of the Russia and CIS Region.

In partnership with the Ministry of Commerce and Industry and the Ministry of Economic Development of Russia, we organised the India-Russia Forum on Trade and Investment, with Mr Sergei Ivanov, Deputy Prime Minister of Russia, and co-chair of the India-Russia inter-governmental commission, and Mr Anand Sharma.

CII led a CEOs delegation to the St Petersburg International Economic Forum. A business delegation accompanied Mr S M Krishna to Kazakhstan. Another delegation travelled to Turkmenistan with Ms Preeti Kaur, Union Minister of State, External Affairs.

CII also hosted many delegations from the region, including Kyrgyzstan, Uzbekistan, and Russia.

## Know India Programmes

Know India Programmes (KIP) are organized by India's Ministry of Overseas Indian Affairs, to familiarize Indian Diaspora youth with developments and achievements in the land of their ancestors. The programme is a unique forum for young people of Indian origin to visit India, share their views, expectations and experiences and to bond closely with contemporary India.

CII is the institutional partner for KIP. In 2010, three Know India Programmes were organised for 102 students from over 15 countries, including Argentina, Australia, Canada, Chile, Fiji, Israel, Malaysia, New Zealand, Peru, Russia, Suriname, South Africa, Trinidad and Tobago, UK and Zimbabwe.



▲ **Dr Subakanth Behera**, Jt Secretary (PP&R), Ministry of External Affairs; **Dr Ahmed Salem Al-Wahishi**, Chief Representative, League of Arab States Mission in India; **Youssouf Omar Doualeh**, Dean, Arab Diplomatic Corps & Ambassador of Djibouti to India; **Atul Punj**, Chairman, CII Gulf/MENA Committee & Chairman, Punj Lloyd Ltd; and **Sami Mohammad Al-Sulaiman**, Ambassador of Kuwait to India & Chair – GCC Countries, releasing the report on 'India & League of Arab States- Exploring New Horizons' in New Delhi



▲ **Syamal Gupta**, Sr Advisor, Tata International; **S M Krishna**, and **Ashok Sajjanhar**, Ambassador of India to Kazakhstan, in Kazakhstan



▲ **Sergei Ivanov**, Deputy Prime Minister of Russia, **Anand Sharma**, and **Hari S Bhartia** at the India Russia Forum in New Delhi



▲ **Pratibha Patil**, President of India, with participants of the Know India Programme, in New Delhi

# International Trade

In an eventful year for India's external sector, the unprecedented fall in demand for our exports in 2009-10 was followed by an equally sharp rise during 2010-11. As per estimates, India's exports are on track to hit US\$ 235 billion in the year ending March 2011.

The **Annual Supplement to the Foreign Trade Policy** (2009-14), announced in August, provided continuity to government policy, by continuing with various export promotion schemes such as DEPB, and zero duty EPCG.

A day after the announcement of the Foreign Trade Policy, Mr. Anand Sharma, Union Minister of Commerce and Industry, assured India's exporters at the CII **Export Summit** of the government's continuous support. He also described the government's serious efforts to reduce transaction costs for exporters.

Also addressing the Summit, Mr. Jyotiraditya Scindia, Union Minister of State, Commerce and Industry, spoke about the work that has been done by the Task Force on Transaction Costs to address exporter concerns.

CII has always been a strong supporter of the Doha Development Agenda (DDA) of the **World Trade Organisation** (WTO). This year too, we interacted with various stakeholders of DDA.

In August, CII members shared the concerns of Indian industry with Mr. Michael Punke, US Ambassador to the WTO. Mr. Punke subscribed to the fears of Indian industry on issues related to trade in re-manufactured goods, and admitted the need for more clarity on this. He, however, was keen to see more movement from India on sectoral tariff elimination in industrial goods.

Mr. Harsha V. Singh, Deputy Director General, WTO, in an interaction with CII members in August, shared that negotiators in Geneva have been able to arrive at a consensus in almost 80 percent of the issues.

Over the past few years, India has been aggressively negotiating bilateral and regional Free Trade Agreements (FTA). Besides the FTA with the ten-member ASEAN bloc, covering goods, and a comprehensive FTA with South Korea, comprehensive agreements with Japan and Malaysia were also ratified this year. CII organised workshops across India to



▲ **Anand Sharma**, Union Minister of Commerce and Industry, **Hari S Bhartia**, President, CII, and **Chandrajit Banerjee**, Director General, CII, at the Export Summit in New Delhi



▲ **Sanjay Budhia**, Chairman, CII National Committee on Exports, and MD, Patton International Ltd, **Jyotiraditya Scindia**, Union Minister of State, Commerce and Industry; and **Sunil Mitra**, Revenue Secretary, Ministry of Finance at the Export Summit in New Delhi



▲ **Dr. Rahul Khullar**, Secretary, Commerce, at a session on WTO & Bilateral Agreements in New Delhi



▲ **Harsha V. Singh**, Dy Director General, WTO, at an interactive session in New Delhi



▲ **Naveen Munjal**, Chief Executive, Hero Exports, **Amb. ISI A. Siddiqui**, Chief Agricultural Negotiator, Office of the US Trade Representative, **Amb. Michael Punke**, Deputy US Trade Representative, and **Jayant Dasgupta**, Indian Ambassador to the WTO, at an interaction in New Delhi

generate greater awareness among Indian industry about the benefits of the various agreements.

Addressing a CII conference on 'WTO and Bilateral Agreements' in September, Dr. Rahul Khullar, Secretary, Commerce, said the next decade would see trade emerge as the major engine of India's economic growth. He also predicted India's participation in several bilateral trade deals, a surge in international demand for services, including movement of skilled workers, and a successful conclusion of the WTO Talks over the next decade.

# Promoting Brand India

A number of high value sectoral and international diplomatic events were held over the year, cutting across several verticals, primarily focusing on bigger branding and revenue opportunities for CII.

The prestigious **National Conference and Annual Session** held in May in New Delhi, on **'Implementing Inclusive Growth and Development'** brought together key representatives from polity and industry to discuss ways to strengthen the nation's social infrastructure, education, healthcare and skill building initiatives.

Mr Pranab Mukherjee, Finance Minister of India, cited governance and implementation as the key determinants to ensure inclusive growth.

Mr P Chidambaram, Union Home Minister, sought industry's partnership in making growth inclusive, specifically to win back the trust of the Naxalite population.

"Inclusion is in sync with the emerging global architecture," as the economic centre of the world is shifting to newer emerging markets in Asia, Africa, and Latin America, declared Mr Anand Sharma, Union Minister of Commerce and Industry, urging industry to build economic bridges to new emerging geographies.

The National Conference commemorated CII's 115th anniversary, with the release of a film chronicling the growth and development of the organization over the years.

Mr. Hari S Bhartia, Co-Chairman and MD, Jubilant Bhartia Group, took over as President, CII, while Mr B Muthuraman, Vice Chairman, Tata Steel Ltd, was elected CII Vice President for 2010- 2011.



▲ Pranab Mukherjee, Finance Minister of India, with Hari S Bhartia President, CII; Venu Srinivasan, Past President, CII, and Chandrajit Banerjee, Director General, CII, at the National Conference and Annual Session 2010 in New Delhi

The CII Woman Exemplar Awards for 2010 were presented by Mr Mukherjee. Mr Joyotiraditya Scindia, Union Minister of State, Commerce and Industry, and Mr Arun Yadav, then Union Minister of State, Heavy Industries and Public Enterprises, (currently Union Minister of State, Agriculture and Food Processing) gave away the second edition of the CII Corporate Wellness Awards.

## India Economic Summit

CII co-organised the 26th edition of the annual **India Economic Summit** under the theme 'Implementing India' in November, with the World Economic Forum. Over 170 speakers from across the world addressed 800 business leaders from 50 countries on topics as diverse and pertinent as leadership, building critical infrastructure, expanding skills development, addressing security threats and achieving income and gender equality. Top Indian ministers and leaders, including



◀ Pratibha Patil, President of India, with the Pravasi Bharatiya Samman Awardees in New Delhi

Mr Pranab Mukherjee, Mr Anand Sharma, Mr Kamal Nath, Union Minister of Urban Development, Dr Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, Ms Agatha K Sangma, Union Minister of State, Rural Development, Mr Jyotiraditya Scindia, Mr Sachin Pilot, Union Minister of State, Communications and IT; Mr Bhupinder Singh Hooda, Chief Minister of Haryana and Mr Arun Jaitley, Leader of the Opposition, Rajya Sabha, apprised international delegates of India's priorities and the reforms process.

## Pravasi Bharatiya Divas

The 9th Pravasi Bharatiya Divas in New Delhi in January 2011 was by far the most successful PBD held so far. With the largest turnout ever of 1800+ delegates, the highly interactive event brought out new issues and useful recommendations, over three days of meetings and sessions, capped by cultural evenings. PBD 2011 was inaugurated by Dr Manmohan Singh, Prime Minister of India, and Sir Anand Satyanand, Governor General of New Zealand. Mrs Pratibha Devisingh Patil, President of India, gave away the Pravasi Bharatiya Samman Awards.

## Partnership Summit

CII's national flagship Partnership Summit, brought together 10 Ministers from 9 countries and overseas delegates from 12 countries to brainstorm on 'New Partnerships for Economic Resurgence: The Global Imperative,' in Mumbai in January 2011. Mr. Anand Sharma chaired the 17th edition of the Summit, which focused on seven key themes:

- Relevance of multilateralism in global trade
- Need for a robust global financial architecture



▲ **Dr Manmohan Singh**, Prime Minister of India, with **Hari S Bhartia**, **B K Handique**, Union Minister of Development of the North Eastern Region; and **Sir Anand Satyanand**, Governor General of New Zealand; at Pravasi Bharatiya Divas in New Delhi



▲ **Hari S. Bhartia**, **Pranab Mukherjee**, **Chandrajit Banerjee**, and **Prof Klaus Schwab**, Founder and Executive Chairman, World Economic Forum, at the India Economic Summit in New Delhi



▲ **Hari S Bhartia** and **Kamal Nath**, Union Minister of Urban Development, with the Co-Chairs of the India Economic Summit : **Sunil Kant Munjal**, Past President, CII, & Chairman, Hero Corporate Service Ltd, **Ajit Gulabchand**, CMD, Hindustan Construction Company, and **Rahul Bajaj**, Past President, CII, and Chairman, Bajaj Auto; at the India Economic Summit in New Delhi

**Richard Konteh**, Minister of Trade, Industry & State Enterprise, Sierra Leone; **Gorden Moyo**, Minister of State Enterprises & Parastatals, Zimbabwe; **Craig Emerson**, MP, Minister of Trade, Australia; **Maqbool Ali Sultan**, Minister of Commerce & Industry, Oman; **Hage Geingob**, Minister of Trade & Industry, Namibia; **Anand Sharma**, Minister of Commerce & Industry, India, and Chairman, The Partnership Summit 2011; **Prithviraj Chavan**; Chief Minister of Maharashtra; **Hari S Bhartia**; **A Reda Chami**, Minister of Commerce, Industry, Foreign Investment & New Technologies, Morocco; and **B Muthuraman**, President - Designate, CII, at The Partnership Summit 2011 in Mumbai



- Employability and Skills Development
- Partnerships in innovation for human development
- The imperatives and challenges of urbanization
- Partnerships for global security
- Sustainable environmental development

The Summit showcased Maharashtra as an attractive business destination. The focus country this year was Oman. A total of 132 international business delegates participated in the Partnership Summit, apart from nearly 800 delegates from India.

## India Inclusive @ Davos 2011

A unique campaign co-ordinated by CII showcased opportunities in India's successes and challenges at the World Economic Forum's Annual Meeting in Davos in January 2011.

India's largest-ever 130 member delegation to the Meeting engaged with the world on multiple issues to raise India's profile as a vibrant democracy, a fast growing stable economic power, and a hub of culture and art. Thirty nine members of the Indian delegation joined the discussions in around 40 sessions to deliver an important Indian perspective to global issues. There were also two plenary sessions on India. CII and Indian companies organized several events, sessions and gala evenings on the sidelines of the Annual Meeting.

A novel concept initiated this year was the **India Adda**. Conceived as a quintessential Indian hangout point for people to connect with each other over spicy Indian street food and masala chai, it was hugely successful in spreading the warmth of Inclusive India in the sub-zero climes of Switzerland.



▲ **Prof. Isabelle Milbert**, The Graduate Institute of Development Studies, Geneva; **Talleen Kumar**, Jt Secretary, DIPP; **M C Singhi**, Sr Economic Advisor, DIPP; and **Arun Maira**, Member, Planning Commission of India, at The Partnership Summit 2011 in Mumbai



▲ At the WEF Annual Meeting in Davos : **Chanda Kochhar**, Chairperson, CII National Committee on Banking, and MD & CEO, ICICI Bank, India; **Hari S. Bhartia**, and **Dr. Montek Singh Ahluwalia**, Deputy Chairman, Planning Commission of India



▲ **Mukesh Ambani**, CMD, Reliance Industries; and **Anshu Jain**, Head of the Corporate & Investment Bank, Deutsche Bank, at the WEF Annual Meeting in Davos



▲ **Azim Premji**, Chairman, Wipro Ltd; and **S. Ramadorai**, CEO & MD, Tata Consultancy Services, at the WEF Annual Meeting in Davos



◀ **Dr. Montek Singh Ahluwalia**; **P Chidambaram**, Home Minister, India; **Prof Klaus Schwab**; **Hari S. Bhartia**; **Anand Sharma**, and **Chandrajit Banerjee**, at the WEF Annual Meeting in Davos



# Trade Fairs

The **CII Trade Fairs Department** aligned to all the four key enablers of CII's theme of 'Business for Livelihood:' Education, Employability, Innovation and Entrepreneurship, through events organized under various segments and categories. Our fairs were a rich learning experience, offering exposure to best in class products and practices, exploring novel mediums and avenues for knowledge sharing, product development and newer markets, while creating value –addition to enhance employability. Major events showcased innovations to reduce down time and enhance productivity, while providing a platform for entrepreneurship to access market forces that drive demand.

**International Engineering Trade Fair:** The flagship event of CII since 1975, IETF 2011, held in February in New Delhi, hosted around 250 exhibitors from 11 countries, with Japan as the Partner Country and UAE as the Focus Country. It had participation from China, France, Germany, Italy, Malaysia, Thailand, Singapore, Slovak Republic and South Africa and featured several concurrent shows:

- Global
- Manufacturing
- Stainless Steel Pavilion
- Eco-Products International Fair
- Inclusive, Integrated Solid Waste Management
- Water India 2011
- Partmart and Autocare

IETF 2011 was inaugurated by Mr Anand Sharma, Union Minister of Commerce & Industry, with Ms Sheikha Lubna Bin Al Qasimi, Minister of Foreign Trade, UAE, and Mr Hideaki Domichi, Ambassador of Japan to India.

**SAFE 2010:** The 4th edition of the International Exhibition and Conference on Internal and Homeland Security in July in New Delhi evinced keen participation from over 64 exhibitors.



▲ **Anand Sharma**, Union Minister of Commerce & Industry, India, inaugurating IETF 2011, as **Hari S Bhartia**, President CII; and **Sheikha Lubna Al Qasimi**, Minister of Foreign Trade, UAE, look on



▲ **Vincent H Pala**, Union Minister of State, Water Resources & Minority Affairs, inaugurating Water India 2011, a concurrent show at IETF in New Delhi



▲ **A. Sai Prathap**, Union Minister of State, Heavy Industries & Public Enterprises; **Hari S Bhartia**; **Agatha Sangma**, Union Minister of State, Rural Development; and **Chandrajit Banerjee**, Director General, CII, at IETF in New Delhi



▲ **Gurpal Singh**, Deputy Directory General, CII; **Ashok Lavasa**, Jt Secretary (Police II), Ministry of Home Affairs; and **Prasun Mukherjee**, Director General, Bureau of Police Research & Development, Ministry of Home Affairs, at SAFE 2010 in New Delhi

**Healthex:** CII, jointly with Bangalore International Exhibition Services, organised Healthex, an international exhibition focusing on hospitals, medical and surgical equipment, materials, supplies and allied services, in Bangalore in July. The exhibition was inaugurated by Mr Ramachandra Gowda, Minister for Medical Education, Karnataka.

**IMX:** The Industrial Maintenance Expo was the first B2B forum focusing on maintenance, service and care for Indian industry to enhance productivity and reduce downtime for better growth. The fair highlighted the need for better maintenance by adoption of TPM practices and corrosion management. IMX was inaugurated by Mr Vilas Rao Deshmukh, then Union Minister of Heavy Industries and Public Enterprises, (currently Union Minister of Rural Development, with additional charge of Panchayati Raj) in August in New Delhi.

Mr Arun Yadav, then Union Minister of State, Heavy Industries and Public Enterprises, (currently Union Minister of State, Agriculture and Food Processing) addressed the concurrent Corrosion Summit. Mr B S Meena, Secretary, Heavy Industries and Public Enterprises, was also present. A conference on Best Maintenance Practices was organized during the Fair.

**BSX 2010:** The 2nd edition of the Bengaluru Space Expo was organized in association with Antrix Corporation and the Indian Space Research Organisation in Bangalore in August. BSX 2010, inaugurated by Mr K Radhakrishnan, Chairman, ISRO, had overseas participation from 22 countries. A conference on World Space Biz was held concurrently.

**IHF 2010:** The 3rd edition of the International Hospitality Fair in October in New Delhi showcased the best products,



▲ **Rajive Kaul**, Past President, CII, and Chairman, CII Trade Fairs Council; **Vilasrao Deshmukh**, then Union Minister of Heavy Industries & Public Enterprises (Currently Union Minister of Rural Development & Panchayati Raj); and **BS Meena**, Secretary, Heavy Industries, at the Industrial Maintenance Expo in New Delhi



▲ **Mohammed Abubakar**, Minister for Science & Technology, Nigeria; and **Dr K Radhakrishnan**, Chairman, ISRO; inaugurating the Bengaluru Space Expo with **Rajive Kaul**, and **Vikram Kirloskar**, Chairman, CII National Committee on Technology, in Bengaluru



▲ **Kumari Selja**, then Union Minister of Tourism, Housing & Urban Poverty Alleviation, (currently Union Minister of Tourism, Housing & Urban Poverty Alleviation); **Vikram Bakshi**, Chairman, Steering Committee IHF 2010; and **Rajive Kaul**, at the International Hospitality Fair in New Delhi



◀ **Chandrajit Banerjee**; **Dr. Naresh Trehan**, Chairman, CII National Healthcare Committee; **Hari S Bhartia**, **Ramachandra Gowda**, Minister for Medical Education, Karnataka; **Dr. Prathap C. Reddy**, Chairman, Healthex 2010 and Chairman, CII National Council on Health; and **Jamshyd N. Godrej**, Past President, CII, and CMD, Godrej & Boyce Manufacturing Co Ltd, at Healthex in Bangalore

technology and services and new innovations in the Hospitality industry to the Indian market, which is now seen as an important investment destination by hotel and resort chains the world over. Concurrent activities at IHF included a conference on Revenue Management, a session on Procurement, a Pastry and Culinary Session, and a programme on Food Safety.

**IMME 2010:** The 10th edition of the flagship International Mining & Machinery Exhibition was inaugurated by Mr Wahidullah Shahrani, Minister of Mines, Afghanistan, Ms Justine Elliot, Parliament Secretary of Trade, Australia, and Mr Partha Bhattacharya, then Chairman of Coal India Ltd, in Kolkata in November. The Global Mining Summit was held concurrently.

**Made in India Argentina:** The Made in India show is an initiative to promote Brand India and Indian industry overseas. CII has been successfully organizing MII shows since 1995 in various countries. MII Argentina in November focused on automotive components and accessories, IT, and management.

**Auto Show East:** Held in Kolkata in November, Auto Show East was the second in the series of Regional Auto Shows and the first in East India. Jointly organized by CII and the Society of Indian Automobile Manufacturers (SIAM), the show was inaugurated by Mr Ranjit Kundu, Transport Minister, West Bengal.

**India Show, Singapore:** An initiative of the Ministry of Commerce and Industry and CII to promote 'Brand India,' the India Show in Singapore showcased the latest in automotive, engineering, science and technology, services, agribusinesses, pharmaceuticals and food processing. The show was inaugurated by Mr Anand Sharma and Mr Lim Hng Kiang, Minister Trade and Industry, Singapore.

**India Show, Brazil:** Held in March 2011 with the participation of 70 Indian companies, the India Show Brazil was inaugurated by Mr Alessandro Teixeira, Deputy Minister of Development, Industry and Foreign Trade, Brazil. A CII CEO delegation visited Brazil as part of the India Show.



▲ **Anand Sharma and Lim Hng Kiang**, Minister of Trade and Industry, Singapore, inaugurating the India Show in Singapore as **B Muthuraman**, President - Designate, CII; and **Chandrajit Banerjee** look on



▲ **Wahidullah Shahrani**, Minister of Mines, Afghanistan; **Justine Elliot**, Parliamentary Secretary for Trade, Australia; **Rajive Kaul**; **Partha Bhattacharya**, then Chairman of Coal India Ltd, and **Chandrajit Banerjee** at IMME in Kolkata



▲ **S.B. Ganguly**, Past Chairman, CII Eastern Region; **Ranjit Kundu**, Transport Minister, West Bengal; and **P. Balendran**, Member, Executive Council, SIAM and Vice President (Corporate Affairs), General Motors, at Auto Show East 2010 in Kolkata



▲ **Roberto Paranhos**, President, Brazil India Chamber of Commerce; **Shubhendu Amitabh**, Chairman, CII LAC Committee, & Sr President, The Aditya Birla Group; **Alessandro Teixeira**, Deputy Minister for Development, Industry & Foreign Trade, Brazil; and **Vinod Sachdeva**, Charge De Affairs, Embassy of India in Brazil, at the India Show Brazil



Business for  
**Livelihood**



# the imperatives



# Enablement

- Affirmative Action
- Corporate Responsibility
- Education
- Financial Inclusion
- Rural Development
- Skill Development



## Affirmative Action

Our work in Affirmative Action, through the 'Concrete Steps' formulated for Industry to work towards more inclusive growth, focused on four areas of intervention by Indian Industry. These were centered around the 4 Es :

- **Employability Creation**
- **Education Support**
- **Entrepreneurship Development**
- **Employment (work force intervention)**

The CII Code of Conduct, for voluntary adoption by its members, states that industry would discourage conscious discrimination in any form, give preference in selection of business partners to socially disadvantaged sections, and upgrade skills and provide continuous training to employees belonging to the socially disadvantaged sections of society. The companies will also partner with educational institutions to support and aid students from the Scheduled Castes and Scheduled Tribes. Till now, 729 member companies have adopted the Code of Conduct.

This year, CII conducted a survey amongst its 8200 strong membership on the manpower mix within organizations

across all the regions. The key findings of the study are:

Region	Estimated No. of People Employed by Member Companies	Per cent from SC/ST
Northern	4.4 lakh	22
Southern	5.8 lakh	16.2%
Western	23 lakh	16 %
Eastern	1.6 lakh	24%

### Progress on Concrete Steps on AA

- 38,665 candidates from the SC & ST community have received training to enhance their employability. The programmes included Finishing Schools, STP, Soft Skills Training, Vocational Training, Skill Development, coaching for entrance exams, etc.
- 2,899 candidates have been successfully placed in the process of becoming entrepreneurs
- 729 member companies have adopted the Code of Conduct on Affirmative Action

- 1,872 scholarships have been provided by CII and its member companies.
- 209 member companies have provided employee data and 55 member companies have agreed to disclose progress in their annual report, so far.

In addition, CII is

- Assisting member companies to reflect greater representation of SC/ ST in new recruitment at all levels.
- Strengthening member companies' HR systems for enhancing access and opportunity to SC/ST applicants with equal qualification and competence.
- Working with member companies to set up mechanisms to track composition of workforce
- Organizing awareness programmes throughout the country for greater inclusiveness in the private sector.

CII, as requested at the PMO's Committee Meeting on Affirmative Action, has adopted the districts of Cooch Behar and Nawanshahr. A baseline study on these districts is underway, based on which the 4Es will be implemented there as a pilot initiative.

CII will also work closely with NACDOR to develop strategies to reach out to a larger SC/ST audience.

In January 2011, CII initiated a dialogue with the Dalit Indian Chamber of Commerce & Industry to explore ways to work together.



▲ **PK Mohapatra**, Chairman, CII SR Subcommittee on Inclusiveness and Affirmative Action, with young SC/ST entrepreneurs in Chennai



▲ Students at the iLead programme in Madhya Pradesh



## Corporate Responsibility

CII believes that inclusive growth is necessary for sustainable development and equitable distribution of wealth and prosperity. Convinced that the corporate sector can play a role in broadening and deepening the spectrum of growth in this country, CII, through its Corporate Social Responsibility (CSR) and Community Development Initiatives, aims for participation of business for holistic development by making CSR an actionable business agenda.

CII organizes the **CSR Summit** every year, which is a structured moment for reflection, to deliberate on what it will take to create a strong, sustainable CSR movement.

This year, the **National CR Summit** on 'Corporate Responsibility: Redefining Partnerships' in August in New Delhi, deliberated upon how a resurgent India can quickly

propel social and infrastructural parameters to keep pace with its economic prowess. The Summit explored sustainable models for CSR. Various market based solutions were discussed and success stories based on the micro finance model were shared.



▲ **Nasser Munjee**, Summit Chairman, and Chairman, Development Credit Bank Ltd., **Salman Khurshid**, then Union Minister of State, Corporate Affairs (currently Union Minister of Water Resources and Minority Affairs) and **Subodh Bhargava**, Past President, CII, and Chairman, Tata Communications Ltd. & Wartsila Ltd at the National Corporate Responsibility Summit in New Delhi

## Industry – NGO Partnership

The **CSR – CSO Bridge** is a unique platform developed by CII to connect the Private Sector with Civil Society organizations to benefit both entities, and also to address some core issues facing the country. The Bridge aims to ensure strong and lasting links between Industry and Voluntary Organizations by bringing together thought leaders from the government, industry and voluntary sectors to identify strategies, policy interventions and other mechanisms for creating and strengthening such partnerships. To make the CSR-CSO Bridge more effective, an exhibition of development projects has been developed, for NGOs to display a shelf of projects for corporate participation and support as per their CSR strategies.

This year, to extend the reach and effectiveness of the initiative, four CSR-CSO Bridges were held across India, in Chandigarh, Hyderabad, Indore and Kolkata, between October 2010 and February 2011.

Successful models and best practices in project implementation and partnerships linking Industry and the Voluntary Sector were showcased. All the platforms were well supported with interactive sessions and panel discussions.

## Women's Empowerment

CII has institutionalized an annual Woman Exemplar Award for grassroots (economically challenged) community women, who have excelled in different fields of work, thereby making a significant contribution to the development process. The award was institutionalized in 2005 and is presented to three women each year, for their exemplary contribution to

- Education and Literacy
- Health
- Micro-Finance

The award promotes women empowerment at the community level by recognizing those who have, against all odds, excelled and contributed significantly to the development process in India. The award is called EXEMPLAR because the talented awardees set an example to others.



▲ **Dr Nandita Chatterjee**, Dy Director General, CAPART; **Rekha Goswami**, Minister of SHG & Self Employment, West Bengal; and **Mukul Somany**, Vice Chairman & MD, Hindustan National Glass & Industries Ltd, at the CSR CSO Bridge in Kolkata



▲ **D K Jain**, Chairman, CII NR Sub-Committee on CSR, and CMD, Lumax Industries Ltd; **Mohammed Haleem Khan**, Director General, CAPART; and **R M Khanna**, Chairman, CII (NR) & MD, Stanley Engineering Pvt Ltd at the CSR CSO Bridge in Chandigarh



▲ **Pranab Mukherjee**, Finance Minister of India, presenting the CII Woman Exemplar Award to **Kamlesh Sherawat**, as **Hari S Bhartia**, President, CII, looks on, at the CII National Conference in New Delhi

The 2010 Woman Exemplar Awards, sponsored by ArcelorMittal, were presented during the CII National Conference in May by Mr Pranab Mukherjee, Finance Minister of India. The awardees were Ms Kamlesh Sherawat of Haryana, for Education, Ms Pano Hembram of Jharkhand for Health, and Ms Dipali Pramanik of West Bengal, for Micro Finance.



# Education

CII sees Education as a key enabler for its theme of 'Business for Livelihood.' India, with a population of 120 crores, with 54 crores below 25 years, can contribute powerfully to the economic and social development and progress of the entire world, if this huge human resource is harnessed carefully.

## Elementary Education

It is school education that paves the way for vocational education and skill training to make people employable, and thereby, productive. CII's initiatives in elementary education aim to facilitate Public Private Participation in School Education, spread awareness and understanding of the RTE Act, and initiate collaboration models for vocational education at the school level. In sync with these objectives, the following initiatives were undertaken over the year:

- **Public Private Participation:** The Ministry of Human Resource Development sought CII's comments/opinions on one possible option of the PPP mode – Chanellinging CSR in School Education. A set of recommendations, in consultation with members of CII's School Education Committee, were shared with the Ministry, emphasizing the need for PPP in the 'real sense' of the term.
- **The RTE Act:** The Right of Children to Free and Compulsory Education Act, 2009, since being made public, has been under the scanner. CII initiated discussions and deliberations on the process, function and implementation of the Act. A core group of education experts, CSR experts, school principals, civil society members, and corporates active in education was constituted. A series of discussions on RTE were held across the country.
- **Vocational Education:** CII initiated a partnership with the National Institute of Open Schooling to explore the role Corporate India can play in the effective implementation of vocational education.



▲ **Kapil Sibal**, Union Minister of HRD, and Communications and IT, addressing an Education Seminar during Pravasi Bharatiya Divas in New Delhi



▲ **Dr. Sudhir Kapur**, Chairman, Skills & Education Sub-committee, CII (NR), and MD & CEO, Country Strategy Business Consultants Pvt Ltd; **Karin Hulshof**, Country Representative, UNICEF; and **Raman Kalyanakrishnan**, Practice Head, Infocom, Media & Education, Tata Strategic Management Group, at the conference on the 'Role of Corporates in Education' in New Delhi

A series of one day conferences with emphasis on specific sectors will be held in 2011-2012, to highlight the diverse challenges in, and practical solutions for, the vocational sector.

- **Universalisation of Education:** A National Conference on Universalisation of Education - Role of Corporate India in December in New Delhi, in partnership with UNICEF and the Tata Strategic Management Group, discussed the role of corporates in making education truly universal, and explored viable models of corporate engagement in education. A tool book - 'Business as a Partner in India's Right to Education' and a Compendium of existing models of corporate engagement in education, were launched at the event.

## Higher Education

The CII vertical on Higher Education had a power-packed agenda through the year. A key outcome was the preparation of a White Paper on 'Models of Increasing Private Participation in Higher Education', in partnership with KPMG. The paper was presented to the government in February 2011.

The year kicked off with the hugely successful **Global Higher Education Summit** in February 2010 in New Delhi, with Australia as the partner country.

In December, Ms Vibha Puri Das, Secretary, Higher Education, inaugurated the **National Summit on Higher Education** in New Delhi, which discussed proposed models of increasing private participation in Higher Education.

During Pravasi Bharatiya Divas, in January 2011, CII co-organised an **Education Seminar**, which was addressed by Mr Kapil Sibal, Union Minister of HRD, Communications and IT, and Mr Sam Pitroda, Advisor to the Prime Minister of India, on Public Information, Infrastructure and Innovations.

- **Industry - Academia Synergy:** A CII-IIT Council meeting in March 2010 brought the heads of all the top IITs in the country together to forge better linkages between industry and academia. Continuing this agenda, we met a visiting delegation of 15 Vice-Chancellors of British universities, to discuss how to obtain greater synergy between academia and industry.

University-Industry Council meetings were held in Dimapur, (Nagaland), Bangalore, and Kolhapur. The 8th meeting, held in Jammu in November, was attended, among others, by Mr Omar Abdullah, Chief Minister of Jammu & Kashmir, and Dr Farooq Abdullah, Union Minister of New and Renewable Energy.

- **International Learnings:** A CII delegation accompanied Mr Kapil Sibal to Australia. Led by Mr Rajendra Pawar, Chairman, NIIT, the delegation met representatives of Australian universities and education providers, government representatives, members of the Indian community and business leaders in Melbourne, Sydney, Auckland and Wellington.



▲ Arun Bharat Ram, Chairman, CII Education Council, Vibha Puri Das, Secretary, Higher Education, and Anand Sudarshan, CEO, Manipal Education, at the National Higher Education Summit in New Delhi



▲ Dr Vidya Yeravdekar, Principal Director, Symbiosis, Pune, Vijay Thadani, CEO, NIIT Ltd, and Sam Pitroda, Advisor to the Prime Minister of India on Public Information Infrastructure & Innovations, at the Education Seminar during Pravasi Bharatiya Divas in New Delhi.

A CXOs' Round-Table was organized with the visiting Dean of the Richard Ivey School of Business, Ontario, Canada, in May. Subsequently, Mr Arif Kachra, Professor of Strategy at the School, met CII members in November, to discuss the School's India plans. A delegation of visiting 15 Canadian Vice-Chancellors met CII Higher Education Committee members in November, to share top-of-the-mind issues in higher education in India.

- **Policy:** CII submitted its recommendations on two important Bills on Higher Education to the Ministry of HRD, and attended an interactive session on the draft legislation.

CII also responded to the government on the Universities for Innovation Bill, and attended a stakeholders' meet on the subject.

CII actively participated and offered inputs on:

- World Bank-sponsored programme of the government, on the Technical Education Quality Improvement Programme
- Preparation of a National Vocational Education Qualification Framework
- Revision of curriculum in polytechnics through the All-India Board of Technical Education.



▲ **B Muthuraman**, President-Designate, CII; **Pranab Mukherjee**, Finance Minister of India; **Hari S Bhartia**, President, CII, **Dr Janmejaya Sinha**, Chairman, CII National Task Force on Financial Inclusion, & Chairman, Asia Pacific, The Boston Consulting Group; and **Chandrajit Banerjee**, Director General, CII, releasing the CII- BCG Report on Financial Inclusion, in New Delhi



# Financial Inclusion

CII and the Boston Consulting Group (BCG) prepared a Report on **'Financial Inclusion – From Obligation to Opportunity'** in a major effort towards defining an action agenda for stakeholders to achieve financial inclusion in India. The Report was released by Mr. Pranab Mukherjee, Finance Minister of India, in March 2011 in New Delhi.

The report is based on a nation-wide survey covering more than 12,000 respondents to understand the needs of the customers in terms of credit and financial products. The survey reveals that the extent of financial inclusion in India is 47% of Indian households, the criteria being the household owning a bank account. The situation is grimmer in rural India because, though India has 80,500 bank branches spread across the length and breadth of the country, only 5% of our over 600,000 villages have a bank branch.

According to the report, the journey from social obligation to business opportunity in the financial inclusion exercise

runs through two routes – the 'Opportunity' paradigm and the 'Enabling' paradigm. The Opportunity paradigm implies that financial service providers need to adopt certain cost reduction initiatives like technology, efficient distribution and minimum manpower employment coupled with revenue enhancement initiatives in terms of product targeting and new business models. The Enabling paradigm entails ushering in a conducive and enabling environment through adequate regulatory and policy initiatives, which would improve the opportunity paradigm. In this regard, policy makers could support further reduction in interest rates and remittance costs. This could further augment the extent of financial inclusion to 80%.

The Report believes that financial inclusion could be a reality given the support of policy makers and a pro-active role by financial service providers. It also outlines a 15 point agenda for service providers, the government and the regulator.



# Rural Development

The CII National Committee on Rural Development works to catalyze development and growth in rural areas by synergizing the efforts of industry and government. The vision is to unlock the growth potential of rural India through corporate sector participation.

**National Rural Development Summit:** 'Forging Partnerships & Converging Strengths' was the central theme for the third National Rural Development Summit in April 2010. The Summit underscored that bridging the rural-urban divide needs the active participation of the Private Sector and Civil Society Organisations in partnership with each other.

**Provision of Urban Amenities in Rural Areas:** The Provision of Urban Amenities in Rural Areas (PURA) scheme is designed for holistic development of villages, providing physical connectivity, knowledge connectivity, and health and economic connectivity, through Public Private Partnership. The scheme has two components: creating and maintaining infrastructure, and promoting livelihoods.

To promote this unique scheme, CII, in partnership with the Union Ministry of Rural Development, and the Asian Development Bank, held four road shows in Hyderabad, New Delhi, Kolkata, and Mumbai.

**Rural Business Hubs:** CII is the official partner to the Ministry of Panchayati Raj in deploying its Rural Business Hubs (RBH). The RBH Public Private Panchayat Partnership model aims to link rural products, skills and produce with the marketing and professional skills of industry, thereby fostering growth for rural areas.



▲ **B K Sinha**, Secretary, Rural Development, inaugurating the Rural Development Summit. Also seen: **Arun Maira**, Member, Planning Commission; **Mohd Haleem Khan**, Director General, CAPART; **Atul Singh**, Summit Chairman, and President, Coca-Cola India & South West Asia Business Unit; and **Chandrajit Banerjee**, Director General, CII



▲ Interaction with Farmer Groups in Pali village, near Ranchi

**Experiencing Rural India:** CII organized a three day Mission in November to a cluster of villages around Ranchi, supported by the Krishi Gram Vikas Kendra (KGVK), a not for profit arm of Usha Martin Ltd. The objective was to view on ground the dynamics of 'Total Village Management' adopted by KGVK to bring about inclusion through community participation and ownership.



◀ Interactive Session on the PURA Scheme in New Delhi



# Skill Development

Successful Skill Development is critical for India to harness its vast demographic potential. CII Skill Development Initiatives have been designed to:

- Enhance employability
- Address the needs of school drop-outs, semi-skilled and unskilled workers
- Capacitate the beneficiaries for decent work opportunity, appropriate wages and entrepreneurship
- Create a pool of skilled labour power for Industry
- Build international cooperation

To meet the challenges posed by a young population, high rates of schools drop-outs, lack of social appreciation of vocational skills, a very large unorganized sector and regional disparities within the country, CII adopted a set of guiding principles for its Skill Initiative:

- Capacity building while ensuring quality
- Independent assessment and evaluation
- Employment-orientation
- Global benchmarking
- Levels and progression routes

Over the year, we engaged in skill development activities in a number of ways including active participation in government schemes, both at the Centre and in the States.

## Public Private Partnership

**ITI Upgradation:** With CII members as active participants, ITIs across the country are being upgraded to bring employable talent to industry. Industry partners have initiated innovative ways to ensure successful upgradation. Large corporates are setting up training centres in far flung ITIs in remote areas.

**Modular Employable Skills (MES) Scheme:** As the National Assessing Body for the (MES) scheme, CII has assessed over **96,700** trainees in various vocational training centres across the country.



▲ **Kamal Nath**, Union Minister of Urban Development, **Hari S Bhartia**, President CII, and **Chandrajit Banerjee**, Director General, CII, viewing a model of the upcoming CII Skill Training Park, in Chhindwara

## CII Skill Training Park in Chhindwara

CII took a major step forward in its mission to 'Make India the Skill Capital of the World', with the initiation of a Skill Training Park in Imlikheda village in Chhindwara, a remote and backward district of Madhya Pradesh. Mr. Kamal Nath, Union Minister of Urban Development, laid the foundation stone for the Park in March 2011.

Mr. Hari S Bhartia, President, CII, and Mr. Chandrajit Banerjee, Director General, CII, along with industry leaders whose companies are supporting the project, were present on the occasion.

The ambitious initiative, which took root as an pilot project in September 2008 to impart training to rural youth, with three industry partners, has already equipped more than 700 youth with employable skills. Today, 10 corporate partners are on board. The new Centre is proposed to be a Skill Training Park with the capacity to train more than 1600 youth from across India each year, with state-of-the-art equipment, workshops, and a hostel for both girls and boys.

## Projects

**CII – HPCL Project Swavlamban:** Skill training was extended to another 1100 school drop-outs from Andhra Pradesh, Chandigarh, Punjab, Maharashtra and Tamil Nadu in various trades. Almost all the successful candidates have been placed with local industries. The MoU has been extended to train 1800 more candidates by March 2011. A total of 5550 candidates have been trained since the inception of the project.

**Vocational Education:** CII is the lead partner in a European Union-funded project to provide vocational education and training for vulnerable and marginalised groups, with British Council, India, and City & Guilds, UK, as the knowledge and technical support partners. The programme, which was launched in Sirsa and Sitapur, Haryana, has three key elements:

- Creation of a sector skills council with institutional capacity building at both the national and local level
- Delivery of skill training across the manufacturing, agro-processing and tourism sectors, and providing linkages to employment
- Development of a delivery mechanism for soft skills including English for employability, awareness towards environment, safety and health, dignity of labour, etc.

**The Afghanistan India Vocational Training Centre:** The Centre has successfully trained over 1100 Afghan men and women in 5 trades: carpentry, welding, plumbing, masonry and tailoring, over a period of one year. All the successful trainees have been well placed. The success of the Centre has had a positive impact, generating goodwill for India and CII.

**CII – IGNOU University – Industry Synergy Project:** The project, to develop and offer job – oriented programmes / courses in Security & Fire Safety, Travel & Tourism and Spoken English to enhance the employability of IGNOU students, is running across the country with Industry partners. A CII member, Premiershield, delivered the correspondence cum contact programme.



▲ **B Santhanam**, Chairman, CII National Committee on HR, & President Flat Glass, South Asia, Egypt, & MD, Saint Gobain Glass India; **Dr. Bhalchandra Mugekar**, MP; **Rajesh Tope**, Minister of Higher and Technical Education, Maharashtra; and **Arun Nanda**, Chairman, CII (WR) & Director, Mahindra & Mahindra Ltd, at the Global Summit on Skill Development in Mumbai



▲ **Dr Y S Khyalia**, Deputy Commissioner, Sirsa, **Shanti Pahadia** and **Jagannath Pahadia**, Governor of Haryana, at the launch of the Vocational Education and Training programme in Sirsa & Sitapur, Haryana

## Competitions

CII has been conducting Regional and National Workskills Competitions for the last 22 years, to build a skilled and competitive workforce. The competitions were initiated to recognize skills and give them relevance in society.

CII successfully participated in the biennial World Skills Competitions in 2007 and 2009.

## Event

Aligned to the CII theme of 'Business for Livelihood,' the Global Summit on Skill Development in November in Mumbai, explored innovative models of partnerships to achieve the goal of creating a 500 million employable workforce by 2022.



# Enrichment

- Art
- Crafts
- Museums
- Sports

## Art, Crafts & Museums

### Art

CII constituted a Task Force on Art in 2010 for the very first time. The Creative Industries are amongst the fastest growing sectors worldwide, and art can well become a significant source of livelihood creation. Therefore, CII's focus on art aligned well to our theme of 'Business for Livelihood.'

The Task Force seeks to create a platform for all stakeholders in contemporary Indian art to catalyze the development of this sector. It also seeks to develop strategies for making art more accessible to ordinary people, and for encouraging young and upcoming artists.

The Task Force held an **Exhibition of Affordable Art** at the International Engineering and Technology Fair in February 2011 in New Delhi, to create greater visibility for contemporary Indian visual art, help visitors (both national and international) better understand the contemporary Indian art scene, and encourage upcoming artists.

Five major Delhi-based art galleries displayed works done by about 40 artists. In addition to oil canvases, there were



▲ **Sudha Pillai**, Member Secretary, Planning Commission, with **Chandrajit Banerjee**, Director General, CII, at the Exhibition on Contemporary Indian Art in New Delhi



▲ At the Exhibition on Contemporary Indian Art in New Delhi

water colours, paper collages, digital prints, photographs, art installations, and sculptures, as well as funky art-related objects and books on Indian art and culture. The Exhibition drew a steady stream of visitors, including Ms Kiran Choudhry, Minister of Excise, Taxation and Public Health, Haryana, Ms Sudha Pillai, Member Secretary, Planning Commission, Mr GK Pillai, Home Secretary, and Mr MH Khan, Director General, CAPART. Several groups of schoolchildren visiting IETF also displayed great interest in the Art Exhibition.

## Crafts

CII partnered with the World Crafts Council to organize an International Jewellery Summit, 'Abhushan - Design Dialogue in Jewellery' in association with the Development Commissioner-Handicrafts, Union Ministry of Textiles. The event brought craftspeople from all parts of India and the world on a common platform to expand the market for handicrafts using traditional skills, towards ensuring sustainable livelihoods for India's craftspeople, and to preserve the cultural heritage of handicrafts.

Abhushan featured a seminar, a craft bazaar and a craft exchange programme workshop. A special session was conducted for craftspersons from North East India.

The high profile event drew senior people from Government including Ms Sheila Dikshit, Chief Minister of Delhi; Thiru Dayanidhi Maran, Union Minister for Textiles; and Ms Jayati Chandra, Secretary, Development of the North-Eastern Region.

## Museums

Museums offer a unique encounter with objects and ideas for people of different ages, interests, capabilities and



▲ **Jayati Chandra**, Secretary, Ministry of DONER (3rd from left) at the Craft Exchange Programme Workshop during the Abhushan event in New Delhi



▲ CII members at the Dr Bhaui Daji Lad Museum, (formerly the Victoria and Albert Museum) in Mumbai

backgrounds. As the world finds new methods of collaboration and communication, museums, that have traditionally been collection-oriented, are now becoming more people-driven.

The CII Task Force on Museums was constituted this year, to help museums use artefacts relating to human experience and relevancy for the creation and dissemination of new knowledge through research, educational work,



▲ **Subodh Bhargava**, Past President, CII, and Chairman, Tata Communications Ltd & Wartsila India Ltd; **Panabaaka Lakshmi**, Union Minister of State, Textiles; **Nina Kothari**, Chairperson, Abhushan; **Thiru Dayanidhi Maran**, Union Minister of Textiles; **Sheila Dikshit**, Chief Minister of Delhi; **Usha Krishna**, Chairperson, World Crafts Council; and **S.S.Gupta**, Development Commissioner, Handicrafts, Union Ministry of Textiles, at the International Jewellery Summit 'Abhushan-Design Dialogue in Jewellery' in New Delhi

permanent displays, temporary exhibitions and other activities of infotainment and edutainment.

The key activities of the CII Task Force on Museums this year were

- **India Inclusive:** A stunning collection of Contemporary Art from India was displayed at the Annual Meeting of the World Economic Forum, in Davos, in January 2011. The thoughtfully curated artworks collectively exuded a sense of internationalism and



confidence, demonstrating the spirit of the new India.

- Creation of an **Art Management Course** with funding from the Government of India
- **Adopt a Heritage Site:** The first session of this initiative took CII National Council Members to the Dr Bhau Daji Lad Museum, (formerly the Victoria and Albert Museum) in Mumbai, in December. The next session is scheduled for Coimbatore in May 2011.
- Report: '**Road Map of Making Indian Museums a Tourist Attraction**'.



## Sports

CII worked closely with the Organising Committee of the Delhi Commonwealth Games 2010 to create a platform for Indian Business to leverage the Games to further our economic interest.

**The Commonwealth Games Business Forum** with the theme 'Growth through Global Partnerships' was held in New Delhi in October, coinciding with the Commonwealth Games. It facilitated productive interaction between the governments and the private sector of India and the Commonwealth Countries to identify new opportunities for partnerships, and enhance trade and investment.

This CII initiative saw participation from 23 Commonwealth countries in the inaugural plenary session. CII also signed two MoUs, with the Scottish Chambers of Commerce, and with the Scottish Council for Development and Industry, respectively. Scotland is the next destination for the 20th Commonwealth Games at Glasgow in 2014.

The interactions highlighted the broad opportunities in sectors like healthcare, pharmaceuticals, education, skill development, etc. The discussions pointed to infrastructure, manufacturing, logistics and industries with low carbon emission as key areas which are likely to see the forging of business ties.

The Forum featured sessions on Luxury, Medical Tourism, the Delhi Mumbai Industrial Corridor, and IT, as well as Medical Value Travel.



▲ **Cliff Fuller**, Trade Commissioner, New Zealand High Commission; **Michael Carter**, Trade Commissioner & Counsellor Commercial, Australian High Commission; **Charles Bakkabulindi**, Minister of States for Sports, Uganda; **Ajay S Shriram**, Chairman CII Business Club India; **Mike Salter**, Chairman, Scottish Chambers of Commerce; and **Allan D Kalebuka**, Acting High Commissioner, Zambia, at the Commonwealth Games Business Forum in New Delhi

### Cricket Clinic with Brian Lara



CII-Yi, in partnership with the Trinidad and Tobago High Commission and the Delhi and District Cricket Association, organized Cricket Clinics with Brian Lara in January 2011 in New Delhi and in Bangalore.

The well-known cricketer, who is the Ambassador for Sport, Republic of Trinidad and Tobago, interacted with young entrepreneurs and professionals, members of local cricket associations and budding cricketers, sharing his experiences and giving them invaluable tips.



# Sustainability

- Energy Management
- Green Business
- Sustainable Development
- Water Management

## Energy Management

Meeting India's Energy needs in a sustainable and environment friendly manner, is crucial towards achieving a GDP growth rate of 9% . CII works across the spectrum of Energy sectors to address the country's requirements in this critical resource, spanning areas such as Hydrocarbons, Renewable Energy and Power and Energy Efficiency. CII also works in Biofuels, Nuclear Power, Clean Technologies, Energy Security, etc.

### Hydrocarbons

The CII National Committee on Hydrocarbons works in the area of Upstream Oil and Gas Exploration, Downstream Refining and Marketing, the Oil and Gas Services sector, and Natural Gas. Our key initiatives were:

- Interactive Session with Mr S Sundareshan, Secretary, Ministry of Petroleum & Natural Gas, on issues related to the Hydrocarbon Industry
- Interaction with Mr B K Chaturvedi, Member (Energy), Planning Commission, on a Natural Gas roadmap
- CII-PNGRB Round Table on Access Code Issues related to the SME sector
- Meeting with Parliamentary Standing Committee on



▲ **Deepak Gupta**, Secretary, New & Renewable Energy; **Dr Farooq Abdullah**, Union Minister of New & Renewable Energy; **O P Bhatt**, Chairman, SBI; and **S Sridhar**, CMD, Central Bank; at the Session on Enabling Financing for Solar Projects in India in Mumbai

Petroleum & Natural Gas on the Examination of the 'New Exploration & Licensing Policy'

- Interactive Session on US India Cooperation in Standards in LNG, CNG and LPG Equipments
- Round Table Session on Overseas Energy Acquisition

### Renewable Energy

The CII National Committee on Renewable Energy works in sectors such as Solar, Wind, Biomass, Small Hydro, etc. This year, we had conferences, interactions, round tables and workshops on topics such as

- Building a Sustainable Energy Future for India

- 'The Road from Copenhagen: Energy Technology, Policy & Innovation-A Focus on India'
- Sustainable Energy Security
- Implementing Jawaharlal Nehru National Solar Mission
- Setting up a Solar PV Power Plant
- Enabling Financing of Solar Projects in India
- Remote Village Electrification
- India – EU Collaboration in Renewable Energy
- Financing of Solar Projects in India
- CSR through Village Electrification

A CII Delegation accompanied Dr Farooq Abdullah, Union Minister of New & Renewable Energy, to Egypt. We also had an interactive session with a Business Delegation from Belgium on Renewable Energy and Clean Technologies.

## Power and Energy Efficiency

The CII National Committee on Power has six Core Groups working on areas such as Fuel Linkages and Infrastructure Development, Distribution Reforms & Smart Grids, Hydropower, Tariffs, and Transmission and Financing for the Power sector.

CII also works closely with the Ministry of Power, the Bureau of Energy Efficiency (BEE) and others on the National Mission on Enhanced Energy Efficiency (NMEEE) which is one of the eight missions under the Prime Minister's National Action Plan on Climate Change.

Besides the **Clean Coal India Summit**, and workshops with BEE, key topics discussed this year included

- Indian Power Markets
- National Mission on Enhanced Energy Efficiency

## Bio-fuels

The **Bio-fuels Summit 2010** shared global perspectives on technology and investment in advanced first and second generation bio-fuel technologies.



▲ **B K Chaturvedi**, Member (Energy), Planning Commission with **Vikram S Mehta**, Chairman, CII National Committee on Hydrocarbons & Chairman, Shell Group of Companies in India, at an interaction in New Delhi



▲ **Suresh P Prabhu**, Chairman, CEEW; **Andrew Steer**, Director General, DFID; and **Dr Kirit Parikh**, Chairman, IRADe, at the Conference on Sustainable Energy in New Delhi

## Projects and Reports

- Advanced Bio-fuel Technologies
- Fuel Cell Development in India-A Way forward
- Estimation of Energy & Carbon Balance of Bio fuels in India
- Realistic Cost of Biodiesel in India
- Energy Efficiency Guidelines & Best Practices in Indian Datacentres
- Potential of Mandatory Energy Efficiency & Trading
- Potential of Voluntary Energy Efficiency & Trading
- Energy Assets Acquisition-A Comparative Analysis of India and China Policy
- Stakeholder Analysis Report on 'Perform, Achieve and Trade (PAT)' Scheme of Government of India

▶ **Ravi Uppal**, CEO & MD, L&T Power Ltd.;  
**Dr. R Chidambaram**, Principal Scientific Advisor to the Prime Minister of India;  
**Shyam Saran**, Former Special Envoy on Climate Change to Prime Minister of India & Member of the Board, Wipro Ltd; and  
**Anil Razdan**, Former Secretary, Power, & Special Advisor on Power Technologies, at Clean Coal India in New Delhi



# Green Business

The **CII-Sohrabji Godrej Green Business Centre** in Hyderabad offers advisory services to industry in the areas of green buildings, energy efficiency, water management, environmental management, renewable energy, green business incubation and climate change activities.

The Centre sensitises key stakeholders to embrace green practices and facilitates market transformation, paving the way for India to become a global leader in green businesses by 2015.

The Centre received the India Power Award 2010 in the 'Innovative Financing' category from the Council of Power Utilities for 'aiming to mobilize equity and debt investment to finance Green products, technology and services'.

Uptil January 2011, 449 companies had expressed their commitment to the **CII-Code for Ecologically Sustainable Business Growth** (Mission on Sustainable Growth), which seeks corporate commitment towards reducing the consumption of energy, water and other natural resources in their respective units.

## Green Buildings

From 20,000 sq.ft of green building footprint in 2003, India today has over 890 green building projects amounting to over 580 million sq.ft registered, of which 127 are certified and fully functional.

- The CII - IGBC (Indian Green Building Council) designed a **Green Townships (Pilot) Rating System** for large developments, such as integrated townships, satellite cities, gated communities, campuses with multiple buildings etc. The Rating System has been designed to address issues such as urban sprawl, automobile dependency, social and environmental disconnect.



▲ **Jayadev Galla**, Vice Chairman, CII Andhra Pradesh & MD, Amararaja Group, **Jairam Ramesh**, Union Minister of State (Independent Charge) Environment and Forests, and **Y Harish Chandra Prasad**, Immediate Past Chairman, CII Andhra Pradesh, at the Green Business Centre in Hyderabad



▲ **Dr V Krishnamurthy**, Chairman, National Manufacturing Competitiveness Council, presenting the India Power Award 2010 for Innovative Financing to CII in New Delhi

- At the **Green Building Congress** in October, the CII - IGBC inked two MoUs: with the Green Building Council of Australia for research collaboration for carbon offset in the building sector, and with the US Green Building Council for the LEED Agreement.
- To meet the increasing demand for qualified green professionals who can facilitate construction of green buildings in India, the online CII-IGBC Accredited Professional Exam was launched this year. So far, around 370 professionals have cleared the exam.



◀ **Dr B S Yeddyurappa**, Chief Minister of Karnataka (centre), launching the CII-IGBC - Green Township (Pilot) Rating System in Bengaluru

- The Centre has developed a Pilot version of **GreenCo Rating**, to rate companies on the environmental friendliness of their activities and products.

### Events

- Green Building Congress
- Green Business Summit
- Green Power
- Investor Forum
- Waste Management Summit
- PaperTech
- Green Cementech
- Green Datacenters
- National Award for Excellence in Energy Management

### Audits

The Centre has conducted 1200 **energy audits** facilitating an annual recurring savings of Rs 2100 million till date. So far, 45 **water audits** have been conducted, facilitating water saving of 4 million m<sup>3</sup>/ year with an equivalent annual cost savings of Rs 150 lakhs/year.

### New Ventures India (NVI)

Designed to meet the needs of Indian entrepreneurs in the domain of sustainability, NVI, till date has facilitated investments to the tune of Rs 122 crores in 15 green SMEs.

### SPEED

The Centre has implemented a project titled Smart Power for Environmentally-Sound Economic Development (**SPEED**), supported by the Rockefeller Foundation, USA. The project aims to deliver clean fuels and electricity to telecom towers which act as anchor loads. The Green



▲ **Dr Prem C Jain**, Chairman, IGBC and **Tony Arnel**, Chair, World GBC, exchanging the MoU on collaboration at the Green Building Congress in Chennai

Business Centre partnered with Desi Power, Bangalore and Clean Star, New Delhi for implementing this project.

### HR Strategies

Supported by the Ministry of New and Renewable Energy, the Centre conducted a study on Human Resource Development Strategies for the Indian Renewable Energy Sector, and evolved HRD strategies and partnership models for addressing the skill gaps.

### Reports & Publications

- Directory on Water Management
- Low Carbon Roadmap for Indian Cement Industry
- Best Practices Manual- Pulp & Paper- Vol-3
- Water Quality Standards - Essentials
- Cement Formulae Handbook 2.0
- Best Practices Manual in Indian Datacenters

Activity	Reduction in CO2 achieved (tons / annum)
Energy Audits and Energy Efficiency Improvement Studies (1200 Audits)	46,00,000
Implementation of CII Code by MSG Signatories (Since 2008 -09)	3,42,000
Green Buildings (125 green buildings completed)	5,40,000
<b>Total</b>	<b>5.48 Million</b>





# Sustainable Development



CII-ITC Centre of Excellence  
for Sustainable Development

The **CII-ITC Centre of Excellence for Sustainable Development** in New Delhi creates awareness, promotes thought leadership, and builds capacity to power India's agenda for inclusive growth and sustainable development. It enables businesses to transform themselves by embedding sustainable development into their own strategies and processes.

Aligning with CII's theme of 'Business for Livelihood', the Centre constituted a Sustainable Livelihoods Working Group this year. The Group is a small multi-stakeholder constituency that works to generate sustainable livelihoods for the poor, small producers and informal sector workers. It explores synergies between industries and NGOs/MBOs/social enterprises; and encourages companies to strengthen the marketing and business capabilities of the latter.

The Centre is pioneering Corporate Sustainability Management for Indian industry to enable business competitiveness by internalization of sustainability management. It assists companies to initiate and/or improve the process of sustainability reporting for greater transparency in business performance and stakeholder engagement. It also conducts training, technical assistance on sustainability leadership and strategy development to enhance business competitiveness.

The Centre organised its annual **Business Leaders Programme** to emphasize the alignment of sustainable business with business strategy and help the participants build both sustainability and business value. The participating group was challenged to look beyond low-hanging fruits - environment-friendly processes,



▲ **Ratan N Tata**, Chairman, Tata Sons Ltd and **Prof. Stuart L Hart**, Cornell University, USA, at the Business Leaders Programme in New Delhi

community relations, and supply chain management –to identify markets in clean technology and at the bottom-of-the pyramid.

The Centre engages with industry and governments both at the centre and in the states, and undertakes policy advocacy to create an enabling environment for sustainable business practices. It chairs a Core Group to develop 'Guidelines on Sustainable Development for Central Public Sector Enterprises (CPSEs).'

The Centre's thought leadership work this year resulted in the launch of a new framework for innovation strategy, described in its cutting edge report '**Sustainable & Inclusive Innovation - Strategies for Tomorrow's World**'. The framework is based on new age enterprises that have demonstrated success through



◀ **T N Ninan**, Chairman & Editorial Director, Business Standard; **Y C Deveshwar**, Past President, CII, Chairman, CII-ITC Centre of Excellence for Sustainable Development Advisory Council, and Chairman, ITC Ltd; **Jairam Ramesh**, Union Minister of State, Environment & Forests, **Agatha Sangma**, Union Minister of State, Rural Development, and **Tarun Das**, Former Chief Mentor, CII, at the release of the 'Sustainable and Inclusive Innovation – Strategies for Tomorrow's World' Report in New Delhi

innovation in process, products and finance and distribution.

The Centre brings out papers and publications to serve the larger objectives of sustainability as an ongoing endeavour. Its quarterly magazine, *Sustainability Tomorrow*, covered significant themes like Business for Livelihoods; Winning through Good Governance; and Innovation-led Inclusive Growth.

In order to identify and recognize the exemplary performance of Indian business in the economic, environmental and social dimensions of sustainability, the Centre annually presents the **CII-ITC Sustainability Awards**. This year, 68 organisations competed for the Awards, of which 23 qualified for on-site assessment. There were 17 winners among various levels.

The Centre also released a new knowledge resource - Excellence in Sustainable Business- Strategies and Practices for Business Growth and Competitiveness- which discusses how embedding principles of sustainability can strengthen the connection between corporate responsibility and competitiveness.

The 5th edition of the annual flagship **Asia Sustainability Summit** was held in November with the theme 'Remodelling Growth.' The theme had specific focus on innovation and inclusive growth; clean energy; corporate accountability; mining; smart cities and water.

Prior to the UN Climate Change deliberations in Cancun, the Centre released the 4th edition of the **Carbon Disclosure Project (CDP) Report 2010- India 200**, based on



▲ **Paul Simpson**, CEO, CDP; **Peter Beckingham**, Deputy British High Commissioner to India; **Suresh Shetty**, Minister of Public Health & Family Welfare, Environment, Protocol, and Additional Charge of Sports & Youth Welfare, Maharashtra; and **Jamshyd Godrej**, Past President, CII, and Chairman CII National Council on Climate Change, at the launch of the Carbon Disclosure Project in Mumbai

the responses of the top 200 companies (as per their market capitalisation) in India. It substantiates the significance of climate change to India's corporate boardrooms from a policy framework, changing climate and business opportunity perspectives.



▶ **Pawan Kumar Bansal**, then Union Minister of Water Resources & Parliamentary Affairs, (currently Union Minister of Parliamentary Affairs, Science & Technology and Earth Sciences), presenting the CII-ITC Sustainability Award to **OP Tripathi**, Vice President, Tata Chemicals, Babrala Plant in New Delhi. Also seen: **Dr. Subir V Gokarn**, Deputy Governor, RBI, **Y C Deveshwar**, and **Arun Maira**, Member, Planning Commission





# Water Resources Management

## CII National Water Committee

Water is an important resource, and its judicious management is critical to economic growth and quality of life. The CII National Water Committee undertook several initiatives this year.

- A **Water Directory**, to serve as a single point database of manufacturers and suppliers of water saving products and technologies, central and state water regulatory authorities, research and development organizations, consultants, water testing laboratories, financial institutions, NGOs, web portals, etc, was released during the Tamil Nadu Water Summit in Chennai in September.
- A case-study booklet on best practices in water management, titled '**Our Cup of Joy**', containing 51 best practices on water management, was released by Mr Buddhadeb Bhattacharjee, Chief Minister of West Bengal, in Kolkata, in October.
- The Committee has proposed a **National Water Policy** for facilitating the efficient use of water resources.
- The 7th edition of the **National Award for Excellence in Water Management** was presented in December.
- Training Programmes were conducted on Water Management in various locations.

The CII Water Institute has been initiated with the support of the Government of Rajasthan. It has been proposed as a one-stop solution provider on various aspects of water management covering the industrial, agriculture, services, domestic and municipal sectors. The Institute, with headquarters at Jaipur, and satellite offices in Delhi, Pune and Bangalore, will be formally launched shortly.

CII and the Water Industry Alliance of South Australia inked a MoU in Chennai in September to work together in water management, recycling, transfer of technology and sharing of best practices.

## Special Developmental Projects

The CII Special Developmental Projects Department is involved in several initiatives in Water Management, in partnership with CII members, in different locations across India. These include:

- Pondhe Groundwater Management, near Pune



▲ **Buddhadeb Bhattacharjee**, Chief Minister of West Bengal, (3rd from left) releasing 'Our Cup of Joy' with (L-R) **Kurush Grant**, Chairman, CII Eastern Region; **Sanjeev Chadha**, Chairman, CII National Water Committee, & Chairman, PepsiCo Holding India (P) Ltd; and **Hari S Bhartia**, President, CII, in Kolkata



▲ Village-level farmer training programme in Dungarpur, Rajasthan

- Bhigwan Integrated Water Resources Management, near Pune
- Neemrana Groundwater Management, near Alwar
- Sonapat Ground Water Management, in Haryana
- Khavda Groundwater Management, near Bhuj
- Jeypore Integrated Water Resources Management, near Koraput in Orissa
- Chomu Drinking Water, near Jaipur

The industry partners for different initiatives include Thermax, the Avantha Group of Industries, and SKOL Breweries.

CII recently concluded the Ministry of Water Resources' Farmers Participatory Action Research Project, in Dungarpur, for enhancing water use efficiency in agriculture. Also, a new research project, in partnership with 'The Hunger Project' and SEWA Bharat, has been launched on the role of rural women in natural resources management.



# Wellness

- Healthcare
- Public Health



## Healthcare

The healthcare sector in India represents one of the most emerging healthcare products and services markets in the world. The CII Healthcare Services Department works in the areas of healthcare infrastructure, health insurance, medical value travel, public-private partnerships, quality accreditation, advanced medical technology and manpower training, to make a considerable impact in the Indian healthcare landscape. It has been pivotal in drawing the road map for the healthcare Industry.

- The conference on **Integrating AYUSH System of Medicine into Healthcare Delivery**, a rare initiative, was a dialogue on Integrated Medicine, a new paradigm in healthcare that focuses on the synergy and deployment of the best aspects of diverse systems of medicine, in the best interest of the patients and the community. The conference was inaugurated by Mr. S Gandhiselvan, Union Minister of State, Health & Family Welfare, in May in New Delhi.
- **The CII Corporate Wellness Awards**, constituted by CII and the Apollo Hospitals Group in 2009, recognize corporates that provide health and wellness



▲ **Ghulam Nabi Azad**, Union Minister of Health & Family Welfare, inaugurating the 7th India Health Summit in New Delhi with **Shivinder Mohan Singh**, MD, Fortis Healthcare Ltd and **Dr. Naresh Trehan**, Chairman, CII National Committee on Healthcare, and Chairman, Medanta – The Medicity

opportunities to their employees. The second edition of the Awards were given away by Mr. Jyotiraditya Scindia, Union Minister of State, Commerce and Industry, and Mr. Arun Yadav, then Union Minister of State, Heavy Industries & Public Enterprises, (currently Union Minister of State, Agriculture and Food Processing) during the CII National Conference in May in New Delhi.

- The 3rd **Medical Technology Conference 2010**, with the theme 'Innovations in Medical Technology-Enabling India to 'Leapfrog' to the next level Healthcare' registered a strong presence of 400+ plus professionals to discuss how India could become a manufacturing base for the Medical Technology industry.
- The 4th international **Health Insurance Summit 2010**, in September in New Delhi, focused on 'collaborating to build a foundation for growth and sustainability' for the Indian health insurance industry. The Summit presented the progress and work completed by the CII Working Groups on Health Insurance, namely, 'Policy and Standards' and 'Communication and Awareness'.
- Mr Ghulam Nabi Azad, Union Minister of Health and Family Welfare, inaugurated the 7th **India Health Summit 'Healthcare 3.0- The Next Generation of Healthcare'** in December in New Delhi. The Summit discussed the role of private sector in PPP, building low cost healthcare models, health insurance policies, and using telemedicine more actively in rural healthcare.
- CII prepared and submitted to the Planning Commission of India, a Public-Private Partnership (PPP) model of multi-specialty hospitals in Tier 2 & 3 cities. The proposed partnership will be of central and state governments with private sector organizations. The proposed hospitals would also serve as nursing colleges.



▲ **Jyotiraditya Scindia**, Union Minister of State, Commerce and Industry, and **Arun Yadav**, then Union Minister of State, Heavy Industry & Public Enterprises, (currently Union Minister of State, Agriculture & Food Processing) presenting the CII Corporate Wellness Award to Taj Fisherman Cove Hotel, at the CII National Conference in New Delhi



▲ **Dinesh Trivedi**, Union Minister of State, Health & Family Welfare; **Anjan Bose**, VP, Philips Electronics India; **Sangita Reddy**, MD, Apollo Health Street and **A Vaidheesh**, Co-Chairman, CII Medical Equipment Division, at the Medical Technology Conference, in New Delhi



▲ **Dr. Naresh Trehan**, **S Gandhiselvan**, Union Minister of State, Health & Family Welfare; and **S Jalaja**, Secretary, Dept of AYUSH; and at the Conference on AYUSH, in New Delhi



◀ **Dr. Naresh Trehan**, **J Hari Narayan**, Chairman, IRDA ; **Dr. Montek Singh Ahluwalia**, Deputy Chairman, Planning Commission; **Dr. Prathap C Reddy**, Chairman, CII, National Council on Healthcare and Chairman, Apollo Hospitals Group; **Analjit Singh**, Chairman, Max India Ltd.; and **Bhargav Dasgupta**, MD & CEO, ICICI Lombard General Insurance Co. Ltd, at the International Health Insurance Summit in New Delhi



# Public Health

Although there have been substantial improvements in the population health in India since independence, such as the doubling of life expectancy, our health outcomes remain inadequate when compared with those of many other countries. In addition, the preventable disease burden remains high; healthcare is far from equitable, accountable, or affordable; government health expenditure is very low and has risen only slightly during the past decade; and most spending on healthcare is paid by individuals, and is rising in cost.

The road to health requires governments, business, NGOs and other stakeholders in civil society to collaborate for a healthy country.

The role of the business sector is often overlooked, but is critical, perhaps even indispensable, to speed up progress. Over the years, CII has facilitated industry engagement at various levels from advocacy and awareness at the workplace and beyond, to increasing accessibility to diagnosis and treatment by harnessing the health facilities of the industry. Our efforts have helped to mainstream HIV/AIDS, TB Control and Maternal and Newborn Child Health Services into the existing Corporate Social Responsibility (CSR) programmes of industry.

## HIV/AIDS

CII organised advocacy workshops and sessions with industry on HIV/AIDS in Indore and Nashik, and helped companies in Pune develop the baseline on workplace intervention programmes.

## Tuberculosis

To stimulate greater involvement of industry in TB control, CII, in collaboration with the World Economic Forum, USAID and Elli Lilly MDR-TB Partnership, organized four regional conferences on 'TB Management at Workplace and Beyond' in Chandigarh, Ranchi, Mysore and Pune.

## Maternal and Child Health

CII facilitated a dialogue for business sector participation and engagement on maternal and child health



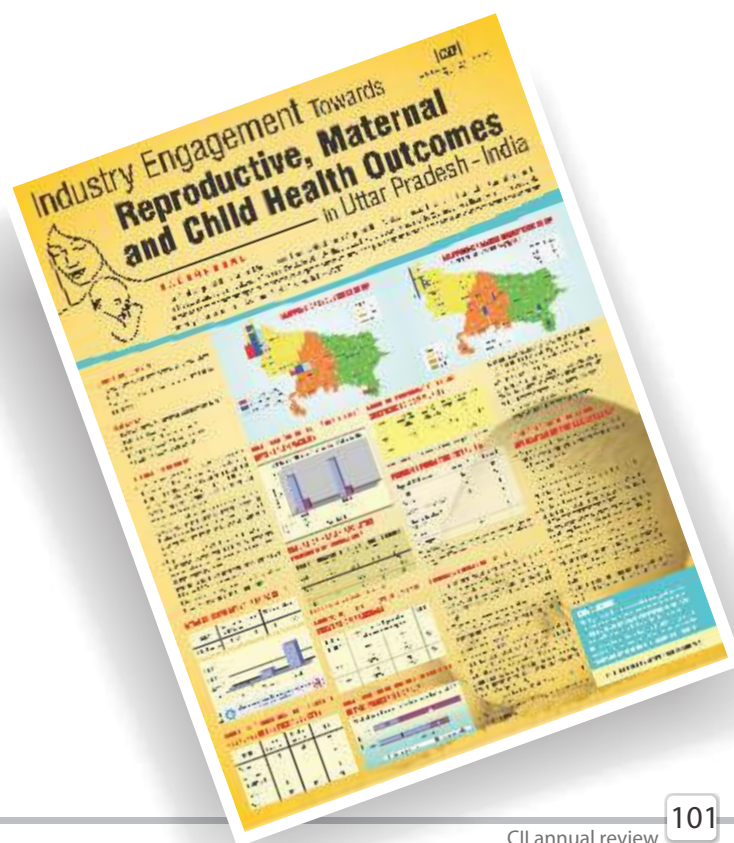
▲ Dr K Srinath Reddy, President, PHFI, and S Sen, Principal Advisor, CII, exchanging the MoU on Initiatives in Public Health in New Delhi

outcomes under the Partnership for Maternal Newborn Child Health Forum in New Delhi in November.

A CII paper on Industry Engagement towards Reproductive, Maternal, Neonatal and Child Health Nutrition outcomes in Uttar Pradesh, India, was presented at the Global Maternal Health Conference in August.

## Immunization

As part of advocacy on increased immunization coverage to stem childhood diseases, CII organised an Expert Input Forum on vaccines in India, in collaboration with Johns Hopkins University and Global Health Strategies.





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Business for  
**Livelihood**



the  
regions



# Eastern Region

Bihar, Chhattisgarh,  
Jharkhand, Odisha,  
West Bengal



## Eastern Region

In 2010-11, CII Eastern Region took up the theme of **'Building Capability, Accelerating Growth'** to not only facilitate industrial growth, but also promote social development, through initiatives in skill development, inclusive growth and Corporate Social Responsibility.

We continued with our major agenda of developing District Development Plans to provide a guideline for development. The key focus was on putting Sustainability: environmental, social and economic, into practice in various areas of our work. Besides showcasing the Eastern region's inherent strengths and advantages, special emphasis was laid on enhancing competitiveness through various training programmes, sharing of best practices, business missions and international linkages. CII Eastern Region also formed help desks on Environment, Tax Advisory, Safety and International Trade, to deliver superior value-added services to existing and potential members.

Dedicated sessions were organized with the departments of PF / ESI, Labour, Pollution Control Board, Registrar of Companies, Commercial Tax, Customs and Central Excise, Income Tax and Service Tax.



▲ **Kurush Grant**, Chairman, CII Eastern Region; **J N Gupta**, Executive Director, SEBI; and **N C Maheshwari**, Alternate President, ANMI, at the Financial Market Conclave in Kolkata



▲ **Harshvardhan Neotia**, Past Chairman, CII Eastern Region; **Dinesh Trivedi**, Union Minister of State, Health & Family Welfare, and **Rupali Basu**, Chairperson, Healthcare Sub-committee, CII Eastern Region; at an Interactive Session on Healthcare in Kolkata

## Major Events

- State-focused Enterprise Shows in Chhattisgarh and Odisha
- Nirmaan, a maiden international exhibition and conference, on architecture, building, construction and design, in Kolkata
- Industry– Defence Linkage in Kolkata
- 4th CII Logistics Colloquium in Kolkata
- Logistic Odisha
- 7 Needs! in Odisha addressed the seven basic needs for industrial development: Water, Power, Land, Infrastructure, Labour, Law and Order, and Approvals
- Mineral Junction, in Odisha
- Minerals to Metals exposition cum conference, in Kolkata
- Manufacturing Excellence 2010, in Jamshedpur
- MSME Forum in Patna
- Destination East, a tourism buyer – seller meet in Kolkata
- Celebrating Excellence in Bengali Cinema, in Kolkata
- 9th Brand Conclave, was addressed by Prof. Nicholas Ind, lecturer, writer and branding consultant , in Kolkata

## Special Initiatives

**Defence:** A Task Force on Defence was constituted, with senior officials from the Armed Forces and members from industry, to facilitate Industry-Defence linkages.

**Industrial Safety:** CII Eastern Region launched a guidebook on 'Principles of Industrial Safety' for members, and created a help desk on Industrial Safety. A series of Roundtables on 'Safety for You' were organized, which culminated in a two-day symposium and exposition in November in Kolkata.

CII Eastern Region also constituted a **Task Force on Internal Security**. Round Tables on Preparedness in Internal Security were held in all the states in the region. Securex 2011 in Kolkata examined the procedures and processes of security governance.



▲ **Naveen Patnaik**, Chief Minister of Odisha, addressing the Inaugural Session of Enterprise Odisha in Bhubaneswar



▲ **Umesh Agrawal**, Vice Chairman, CII Chhattisgarh; **Narayan Agrawal**, Chairman, CII Chhattisgarh; **Dr Raman Singh**, Chief Minister of Chhattisgarh; **S K Jain**, Past Chairman, CII Chhattisgarh; and **Ranaveer Sinha**, Deputy Chairman, CII Eastern Region, at an interaction in Raipur



▲ **Arjun Munda**, Chief Minister of Jharkhand, inaugurating the Conference on Building Roads in Ranchi



▲ **Mao Siwei**, Consul General of China in Kolkata; **Sanjay Budhia**, Chairman, CII National Committee on Exports, and MD, Patton International Ltd; and **T C A Ranganathan**, CMD, EXIM Bank at a session in Kolkata

## Government Networking

CII Eastern Region engaged the government at various levels by assimilating industry views and public opinion to help formulate and implement policies in all the five states in the Region.

Partnering with governments, CII Eastern Region worked to build Public Private Partnerships for infrastructural development, and facilitated state-level dialogue on agriculture, energy, IT, tourism, downstream opportunities in steel, and MSMEs.

Several Union Ministers including Mr Dinesh Trivedi, Mr Mukul Roy, and Mr Subodh Kant Sahay participated in CII Eastern Region programmes over the year. There were also a number of interactions with ministers and officials of the state governments.

## Making Growth Inclusive

Till date, 180 companies have signed the Affirmative Action Code of Conduct. A monthly e-newsletter 'Parivartan' is brought out to further sensitize members.

Entrepreneurship development programmes were initiated in the Saharsha, Supaul, Madhubani and Araria districts of Bihar in carpentry, cycle repairing, mobile repairing, and vermicompost training.

A study was conducted to understand the manpower mix among CII member firms across the Region.

This year, 169 candidates (115 from the SC/ST communities) were trained in soft skills in association with member companies and different universities.

Across the region, 7 ITIs were adopted by CII members this year; 4 more cases are under consideration.

Skill Gap Studies for Jharkhand, Chhattisgarh, West Bengal and Odisha were released.

Under the Modular Employable Skill Scheme, 14,440 candidates were assessed. District-level skill mapping is being done in 14 districts, spanning all the five states of the region.

The CII Balasore Skill Centre was inaugurated in Odisha.



▲ **Kurush Grant** and **Khandu Wangchuk**, Minister of Economic Development of Bhutan, at an Interactive Session in Kolkata



▲ **C K Mishra**, Principal Secretary, Health, Bihar; **Satyajit Singh**, Chairman, CII Bihar; and **Nirmallya Ghosal**, Vice Chairman, CII Bihar, at Healthcare Bihar in Patna



▲ **H M Nerurkar**, MD, Tata Steel Ltd; **G K Pillai**, Chairman, CII Jharkhand; and **S K Behera**, Chairman, CII Jamshedpur Zone, inaugurating the Manufacturing Excellence event in Jamshedpur

## Conflict Resolution

CII is actively engaged in development activities in the conflict zones of the region. We shared our plans for such initiatives with the respective governments. Based on the feedback from each state government, CII has identified key districts for employment potential assessment studies and District Development Plans.

## Corporate Responsibility

The 'CSR - CSO Bridge: Moving the Growth Story Forward through Inclusive Partnerships' was held in Kolkata to strengthen the links between industry and voluntary organizations for sustained inclusive growth.

## Anti - Human Trafficking

CII Eastern Region, in a joint initiative with Kolkata Police and the United Nations Office on Drugs and Crime, unveiled the Bengali version of an 8 minutes anti-human trafficking documentary film 'One Life No Price.' The film was screened in cinema halls, railway stations and shopping malls. Around 12,000 posters on Anti - Human Trafficking in Bengali were printed for distribution in police stations and panchayats in West Bengal.

## International Linkages

Twenty five delegations from across the globe visited the region during the year. Several B2B sessions were organized with international dignitaries, ambassadors and consul-generals.

## Membership

CII provided guidance to members on issues related to policies and procedures concerning exports, imports and customs.

Sixty golfers, including 10 ladies, from West Bengal, Jharkhand and Odisha, teed off in the CII Golf Cup in Bhubaneswar, to promote tourism and industry through sport.



▲ **M K Narayanan**, Governor of West Bengal, inaugurating the Conference on Industry - Defence Linkage in Kolkata



▲ **Sandipan Chakravorty**, Past Chairman, CII Eastern Region; **Mark Sofer**, Ambassador of Israel to India; and **Viresh Oberoi**, Chairman, International Trade Task Force, CII Eastern Region, at a Session in Kolkata



▲ **Prosenjit Chatterjee**, Actor, addressing a session to celebrate Excellence in Bengali Cinema in Kolkata



# North Eastern Region

Arunachal Pradesh,  
Assam, Meghalaya, Manipur,  
Mizoram, Nagaland, Sikkim, Tripura



## North Eastern Region

CII's theme of 'Business for Livelihood' was the agenda for the North – East this year, with special focus on initiatives in Entrepreneurship, Employability, Education and Innovation. Alongside, CII continued to actively take up policy issues with the government, and also make interventions in Corporate Social Responsibility.

### Entrepreneurship

- **Creating Market Linkages for Entrepreneurs**  
Expositions, workshops and awareness programmes in food processing, handlooms and handicrafts, and training programmes for

market applications, and establishing backward and forward market linkages were held this year.

**North East Expos** were organized in Aizawl, Mizoram; Dimapur, Nagaland; and Itanagar, Arunachal Pradesh; with support from the Ministry of Development of the North Eastern Region (DoNER) and the state governments. The Expo in Itanagar featured a conference on 'Sustainable Development of Arunachal Pradesh', while a conference and workshop on 'Entrepreneurship & Employment Creation' in Dimapur marked the 'Year of Entrepreneurs' in Nagaland.



◀ **Anand Sharma**, Union Minister of Commerce & Industry, with **Dipankar Chatterji**, Chairman, CII North East Council; **Neeru Sewa**, Minister of Industries & Commerce, Sikkim; and **Pradyut Bordoloi**, Minister of Industries & Commerce, Power & Public Enterprise, Assam, at the North East Trade & Industry Ministers' Conclave in Guwahati

- **Promoting Emerging Sectors for Entrepreneurs**

CII and the Quality Council of India, with support from the Union Ministry for Food Processing Industries, organized **Awareness Programmes on Food Safety & Quality** for MSMEs in Tripura, Meghalaya and Assam. Three seminars and workshops on **Opportunities in Food Processing** were held in Guwahati, Itanagar, and Agartala, in partnership with the National Institute of Food Technology, Entrepreneurship and Management, with modules for entrepreneurs in Process Management, Finance and Marketing.

To promote Tripura as the next investment destination for Rubber, the **CII Tripura Rubber Convention** in February 2011 in Agartala featured a major conference.

A workshop on **Export Policies, Procedures and Incentives** in Agartala, Tripura, in June, was held to increase the quantum of trade between Tripura and Bangladesh.

CII also partnered **'Opportunity North East'** during Vibrant Gujarat 2011.

- **Capacity Building for MSMEs**

For the first time, a MSME business delegation from the North East travelled overseas in June to understand best practices and explore business opportunities for Assam tea, textiles and other products in Portugal and Spain.

## Employability

For the upgradation of ITIs in the Public-Private Partnership mode, 15 ITIs have been adopted by CII members.

A Women's Industrial Training Institute in Dimapur, Nagaland, was upgraded to a Centre of Excellence for the apparel sector through industry partnership.

CII, supported by the Directorate of Labour and Employment, organized a 'Stakeholders' Roundtable on Skill Development in the Oil & Gas Sector' in September in Dibrugarh, Assam.

## Education

The **5th CII University Industry Council Symposium** in Dibrugarh, Assam, in September focussed on IT and ICT, sustainable energy, clean technologies, biotech and pharma.



▲ **Jitendra Chaudhary**, Industry Minister of Tripura, **Dr Dipu Moni**, Foreign Minister of Bangladesh; and **Manik Sarkar**, Chief Minister of Tripura, releasing the Directory of Importers and Exporters of Tripura, in Agartala



▲ **Nephi-u Rio**, Chief Minister of Nagaland (centre) inaugurating the Centre of Excellence for the Apparel Sector in Dimapur, with (L-R) **J. Alam**, Commissioner & Secretary, Labour & Employment, Law & Justice, Nagaland; **Dr. Aotoshi**, Chairman, Institute Management Committee; **Indrani Kar**, Sr Director & Head, Development Initiatives, CII, and **T. Saku Aier**, Labour & Employment & Housing, Secretary, Nagaland



▲ **H. Rohluna**, Minister of Food & Civil Supplies, Mizoram; **S Hiato**, Minister of Industry, Mizoram, and **Lal Thanhawla**, Chief Minister of Mizoram, at the North East Expo in Aizawl



▲ **Tarun Gogoi**, Chief Minister of Assam, at the session on Assam @75 in Guwahati



▲ **Setong Sena**, Minister, Finance, Trade & Commerce, Arunachal Pradesh, at the Conference on Sustainable Development in Arunachal Pradesh



▲ **Naba Kumar Das**, Chief Secretary, Assam, at the CSR Conclave in Guwahati

## Innovation

CII, through technology interventions, worked to prepare entrepreneurs and MSMEs for the wider business environment. The key focus areas were upgrading skills of artisans, design interventions for bamboo products, developing linkages with industry for buy back arrangements, and value addition for non-timber forest produce. CII is also interacting with industry members for recycling of plastic.

## Global Footprint

To mark the visit of Dr Dipu Moni, Foreign Minister of Bangladesh, to Tripura in November, CII organized a conference '**North East India & Bangladesh: Strengthening Ties**' in partnership with the Government of Tripura and the India-Bangladesh Chamber of Commerce & Industry. Dr Moni and Mr Manik Sarkar, Chief Minister of Tripura, released a Directory of 'Importers and Exporters of Tripura.'

**From Land-locked to Land-linked: North East India in BIMSTEC**, was an international seminar organized by CII, the Ministry of External Affairs, and the Jadavpur Association of International Relations, in Shillong, Meghalaya in April 2010, to leverage opportunities in the BIMSTEC (Bay of Bengal Initiative for Multi-sectoral Technical and Economic Cooperation) countries.

## Policy Advocacy

CII worked closely with Central and State Governments to catalyse a conducive policy environment for promoting investments and increasing industry presence in the Region. The **North East Trade and Industry Ministers' Conclave** with Mr Anand Sharma, Union Minister of Commerce & Industry, in Guwahati, Assam, in May,



▲ **Sujata Mehta**, Indian Ambassador to Spain, with the North East Business Delegation to Spain and Portugal

## WOMEN INDUSTRIAL TRAINING INSTITUTE, DIMAPUR



▲ Stall of the Women Industrial Training Institute at the North East Expo in Dimapur

discussed the development of a facilitating policy regime, and identified key intervention areas to attract investments and increase border trade.

## Vision Setting

A session on 'Assam@75: Building Competence, Generating Livelihood & Creating Sustainability - Agenda for Development' was held in May in Guwahati.

## Beyond Business

The CSR Conclave in September in Guwahati, was a maiden initiative to promote Sustainable Inclusiveness. A compendium showcasing exemplary CSR initiatives in Assam was released.



◀ **Sawar Dhanania**, Chairman, (ER) AIRIA, **Dr A.K. Krishna Kumar**, COO - IL&FS Clusters; **Jitendra Chaudhury**, Industry Minister, Tripura; **Dipankar Chatterji**, and **Matlub Ahmed**, President, Indo-Bangla Chamber of Commerce & Industry, at the Rubber Convention in Agartala



# Northern Region

Chandigarh, Delhi,  
Haryana, Himachal Pradesh,  
Jammu & Kashmir, Punjab,  
Rajasthan, Uttarakhand,  
Uttar Pradesh



## Northern Region

As we shaped the roadmap for 'Building Sustainable North for Tomorrow', the year brought immense opportunities for growth and collaboration across the Northern Region to weave global aspirations with regional expectations.

### Leh Relief & Rehabilitation

To fight the fury of the flash flood in Leh in August, CII mobilised immediate relief worth Rs 2 crores, and delivered over 20 tons of relief material to 21 locations.

A 4 member team was stationed in Leh to assess on-ground requirements and deliver supplies to far-off villages. In fact, CII was the first organisation to reach seven far flung villages.

We constituted a **Leh Relief and Rehabilitation Task Force**, which committed to rebuilding the damaged houses in Saboo village. Mr P Chidambaram, Union Home Minister, presented the key to the beneficiary of the first house constructed by CII within a month after the disaster. Twenty other beneficiaries were given repair materials for repair and reconstruction. Two earthquake resistant versions of the traditional Ladakhi houses have been constructed as model homes, using locally available material, at an estimated cost of Rs 5 lakh each.



▲ **Sharad Pawar**, Union Minister of Agriculture and Food Processing Industries inaugurating Agro Tech 2010, in the presence of **Bhupinder Singh Hooda**, Chief Minister of Haryana and **Sucha Singh Langah**, Minister of Agriculture, Punjab



▲ **Anand Sharma**, Union Minister of Commerce and Industry, **Chandrajit Banerjee**, Director General, CII, and **R M Khanna**, Chairman, CII (NR) at an interaction in Chandigarh

## Sustainability

The International Conference & Exposition on Climate Change drew a roadmap for an integrated water energy and environment pilot project in for Northern States. CII – BEE workshops across the region and conferences in Uttarakhand, Uttar Pradesh and Rajasthan, carried climate change and energy efficiency dialogues to the regional level.

Supporting carbon neutrality for Himachal Pradesh, CII joined hands with the state government for greening of industry, even as the CII-Nanhi Chhaan Green Initiative continued into the year. We also met the Chief Ministers of Haryana and Himachal Pradesh to raise power related concerns.

## Trade & Globalization

CeraGlass India 2010 in Jaipur became India's first comprehensive ceramics, glass and allied products show. Inaugurated by Mr Anand Sharma, Union Minister of Commerce and Industry, and Mr Ashok Gehlot, Chief Minister of Rajasthan, the show displayed and launched 373 new products in 9 concurrent shows.

A buyers- sellers meet in Haryana, and a Vendor Development Programme at the Industrial Expo in Uttarakhand provided firsthand information to SMEs.

At Agro Tech, 13 buyers from China, Malaysia, Oman, Singapore, Thailand and UAE, had one on one meetings with Indian agri businesses.

The 15th edition of the CII Chandigarh Fair had an exclusive Pakistani pavilion, with music and food from across the border too.

The 13th and 10th edition of Coolex and Kitchen respectively continued to offer value to both industry and consumers.

## International Business

CII Northern Region explored new opportunities in China, Hong Kong, Germany, Indonesia, Australia, Bangladesh, Scotland, Switzerland, Arab Emirates and Canada. MoUs were inked with Scotland and Australia to promote economic, commercial and industrial cooperation. The 2nd Indo Pak Expo in Jaipur promoted people-to-people contacts.



▲ **Anand Sharma** and **Ashok Gehlot**, Chief Minister of Rajasthan, at Cera Glass Haat in Jaipur



▲ **Suresh Prabhu**, Chairman, Centre for Energy, Environment & Water; **Shivraj Patil**, Governor, Punjab & Administrator, UT Chandigarh, and **Harpal Singh**, Mentor & Chairman Emeritus, Fortis Healthcare Ltd, releasing the CII – ICF report on 'Climate Change' in Chandigarh

## Competitiveness

An 8-member CEOs' delegation led by Mr Hari S Bhartia, President, CII, announced investments in Agriculture and Food Processing, IT and Skills Development, in Himachal Pradesh. Steel Mart 2010 brought steel makers to the huge user industry in the North, especially Punjab.

The B2B CII Industrial Expo, organized for the first time by CII in partnership with the Government of Uttarakhand, had 181 exhibitors, and drew over 10,000 visitors from major industrial clusters across the country.

Focused seminars helped MSMEs enhance productivity and develop business linkages. Manufacturing missions visited Pune, Faridabad, Gurgaon, Jaipur, Mohali and Haridwar. In a special session, business families of Punjab came together to discuss contemporary challenges. Some other key events covered FMCGs, Innovation, Transfer Pricing Litigation, Banking, and IT & ITeS.

## Policy Advocacy

- Advocated implementation of the Price Purchase Preference Policy in Uttarakhand for MSMEs
- Assessment report on IT- Enabled Single Window System in Uttarakhand
- Prepared industry for the GST
- Pre-budget Memorandums submitted for Punjab, Haryana, Rajasthan and Himachal Pradesh
- Recommendation for exemption of Work Contract Tax / Service Tax in J&K
- Quarterly Regional Business Outlook Surveys
- Special interactions with Union Ministers and MPs from Himachal Pradesh and Uttarakhand
- Interactions with Mr Anand Sharma, Union Minister of Commerce and Industry, Mr Saugata Roy, Union Minister of State, Urban Development, Mr Dhanendra Kumar, Chairman, Competition Commission of India, and Mr Arun Maira, Member, Planning Commission.

## Infrastructure & Urbanization

The conference on 'Infrastructure Project Management' in New Delhi examined how to sustain infrastructure development growth. We discussed industry-led models for the development of Chandigarh and Gurgaon, and member companies proposed to adopt city parks and a green belt for the beautification of Amritsar. A 15 point agenda to make Lucknow a tourism hub was proposed.

## Agriculture

Agro Tech 2010 underscored the need for a second green revolution based on modern technologies and customized solutions. The biennial fair was jointly inaugurated by Mr Sharad Pawar, Union Minister of Agriculture and Food Processing Industries, Mr Bhupinder Singh Hooda, Chief Minister of Haryana, and Mr Sucha Singh Langah, Minister of Agriculture, Punjab. Unique features like kisan ghosthis, Apple Fest, a seminar on Basmati Rice export, and Jal Sangram, made the fair truly interactive for the 45,000 visiting farmers.

Krishi Utsav in Rajasthan, and the Agri Conclave in Jammu & Kashmir, reached out to 12,000 farmers.

Reports on 'Crop Diversification: A Diagnosis of the Past and Prescriptions for the Future' and a 'Vision Document for Agri & Processed Food Industry in Himachal Pradesh' were prepared. A 10 point policy intervention 'Agenda on Agriculture' was also prepared.



▲ **J Mehra**, Chairman, Steel Mart 2010 & Director, Essar Group, **Virbhadra Singh**, then Union Minister of Steel, ( currently Union Minister of MSMEs) and **R M Khanna**, at Steel Mart in Chandigarh



▲ **Saugata Roy**, Union Minister of State, Urban Development, with CII members in New Delhi



▲ Interaction with **Dhanendra Kumar**, Chairman, Competition Commission of India (centre) in Chandigarh

## Employability

The CII Skill Development Centre was inaugurated in Parwanoo, Himachal Pradesh, this year, and the first batch of 40 students was trained in various trades. The second Skill Development Centre will be fully operational next year in Bhiwadi, Rajasthan.

Skill Mapping surveys were prepared and/or initiated for Rajasthan, Delhi, twelve districts in J & K, Punjab and Haryana. We also presented a Draft Report on Skill Gap Analysis in the Retailing Sector in the Region.

CII Northern Region members adopted 25 more ITIs this year, taking the total in the region to 126. We suggested fast-tracking of 6 government ITIs in J&K under PPP for conversion into Centres of Excellence.

Various training programmes this year included Soft Skills training for 500 DTC drivers before the Commonwealth Games, a year-long 'IT for the Underprivileged' project in Sonapat, Haryana, and skill training of women in Baramulla, Kashmir.

## Human Resources

The first-ever Job & Career Fairs brought 300 on-site job offers in Kapurthala. In Hamirpur, 600 candidates were shortlisted for employment. Ability 2010-11 provided placement assistance in CII member companies to 57 People with Disabilities.

The HR Conclave 2011 and 10th HRM Summit discussed the creation of a talent pool to transform organisations and landscape business the HR way.

Besides regular training workshops, special inspirational sessions were held with Dr A P J Abdul Kalam, former President of India, Olympic champion Abhinav Bindra, and Brahma Kumari Sister BK Shivani.

## Inclusive Society

### Affirmative Action

- Study to understand the Manpower Mix among CII Member Firms in North India, covering 275 firms.
- Six new companies have adopted the CII Code of Conduct on Affirmative Action.

### Social Development

- HIV/AIDS targeted intervention project for 5000 industrial migrant workers in Mandi Gobindgarh, Punjab
- HIV/AIDS telephonic counseling services were accessed by over 4500 individuals
- Social Expo provided marketing opportunities to Self Help Groups, Women and NGOs

## Healthcare

- Discussions on Biomedical Waste Management in J&K, Lucknow and Noida
- Drug de-addiction campaign in Punjab
- Dengue prevention campaign in NCR
- HIV awareness sessions in Chandigarh, Punjab, Haryana and Uttar Pradesh
- Blood Donation camps at Chandigarh and Noida



▲ **Rajendra Bhanawat**, MD, RIICO, Rajasthan; and **B L Soni**, Inspector General of Police - Jaipur Range I, Rajasthan inaugurating the Indo Pak Expo in Jaipur



▲ **Michael J Salter**, Chairman, Scottish Chambers of Commerce, and **R M Khanna**, signing the MoU in Chandigarh



▲ Distribution of relief material in Leh



# Southern Region

Andhra Pradesh, Karnataka, Kerala, Puducherry, Tamil Nadu



## Southern Region

CII continued to play an active role in strengthening the business ecosystem in the four Southern States and the Union Territory of Puducherry through inclusive growth this year. In line with the national theme of 'Business for Livelihood', CII Southern Region's focus was on 'Economic Wellbeing for All – An Agenda for Business.' The common themes shared by the Region were

- Industrial Growth and Competitiveness
- Growth of sunrise sectors
- Building social infrastructure
- Inclusiveness

The Southern Region worked closely with the state governments in both formal and informal ways, on reports and recommendations on several industrial issues. All the five councils interacted with chief ministers, chief secretaries and decision makers. A key achievement was the series of **meetings with more than 50 MPs** from Andhra Pradesh, Tamil Nadu and Kerala.

### Andhra Pradesh

In a difficult and challenging year, the CII Andhra Pradesh State Council managed to maintain and build the confidence of its members through constant dialogue



▲ **S Gopalakrishnan**, Chairman, CII (SR), and Chairman, CEO & MD, Infosys Technologies Ltd; **R Nandini**, Chairperson, CII Tamil Nadu and MD, Chandra Textiles Pvt. Ltd; and **TT Ashok**, Dy Chairman, CII (SR), and MD, Taylor Rubber P Ltd, at a session on the Regional Agenda in Chennai

with the government. Two **Round Table Sessions with Political Party Leaders** impressed the importance of maintaining a conducive environment for industrial growth.

Two task forces, one on **Security**, which will work under the Director General of Police, and another on **Migratory Jobs**, were set up. CII has been urging the state government to come out with a **comprehensive manufacturing policy**. Several delegations were hosted to attract investment. Two conferences on Natural Gas helped brand the state as a natural gas hub. Close to 500 members participated in a **green cycle rally** in Hyderabad.

## Karnataka

CII, with the Karnataka Government, initiated a two-day **Global Investors Meet** in June to promote 'Advantage Karnataka-One State, Many Opportunities'.

The State Council also set up task forces on specific sectors such as **Auto** and **Aerospace**, working with the government to promote Karnataka as an investment destination. Delegations from countries like Poland, Germany, Lithuania, France and China, including a group of journalists from Pakistan, visited Bangalore.

On the **CSR front**, workshops were conducted to sensitise companies towards the special needs of the disabled. Skill development and job creation were important focus areas. The Karnataka Council helped develop a web portal to assist high school students and unorganized labour find appropriate jobs. Much effort was taken to popularise ISO 26000, a standard of international guidelines on social responsibility.

Some very successful events included the **Annual Conference on Manufacturing**, which focussed on Manufacturing for the Digital Age.

## Kerala

CII worked with the state government to set up the Government of Kerala Consultative Forum, which has prepared a district development plan, now a government document. Small CII teams visited 50 colleges in the state to address students on entrepreneurship.

The Entrepreneurship Summit in Kochi had participation from 200 colleges.

The **Kerala Brand Conclave** and the **Kerala Marketing Conclave** helped draw prospective investors to the state. The meetings organised with trade commissioners from different countries in Tiruvananthapuram and Kochi drew



▲ **V S Achuthanandan**, Chief Minister of Kerala, at the Kerala Ports & Maritime Business Conclave in Thiruvananthapuram



▲ **V. Vaithilingam**, Chief Minister of Puducherry, issuing an appointment letter to a Vocational Stream student in Puducherry



▲ **TT Ashok**, **Dr M K Stalin**, Deputy Chief Minister, Tamil Nadu; and **Rajeev Ranjan**, Principal Secretary, Industries, Tamil Nadu; at the Tamil Nadu State Manufacturing Competitiveness Council meeting in Chennai

very good participation. On the skills side, members partnered with ITIs across the state. Training for young people is being arranged in various CII companies with an internship for six months. Labour cooperatives are being set up in each panchayat.



◀ Leaders of different political parties at a session on 'Strategies for Industrial Growth' in Hyderabad

## Puducherry

To address the prevailing labour problems, the CII Puducherry Council convened a meeting between members and union leaders, with the labour commissioner as the moderator.

With the introduction of Goods and Services Tax round the corner, workshops were conducted for a smooth transition. Puducherry hopes to take advantage of the GST to attract investment from neighbouring states.

## Tamil Nadu

With the theme of 'Enhance, Empower & Emerge' the Tamil Nadu State Council focussed on an inclusive growth agenda through consultations with the state government.

Tamil Nadu was the first state in India to come out with a comprehensive Biotechnology Policy. To give fillip to the sector, a 'Framework document for the development of Biotechnology & its Enabled Services - Inputs for Vision 2020 document of Tamil Nadu' was prepared and submitted to the state government.

CII Tamil Nadu is actively engaged with the State Manufacturing Competitiveness Council, chaired by Dr M K Stalin, Deputy Chief Minister, with Mr Venu Srinivasan, Past President, CII, as the Vice Chairman, to develop a comprehensive manufacturing policy for the state.

Tamil Nadu looked at sunrise industries too. The first TN Solar Convention 2010 deliberated on the policy, emerging challenges and opportunities in this sector. A report, 'Solar Roadmap for Tamil Nadu - Opportunities and the Role of Government & Industry' was submitted to the state government.

Womens' Self Help Groups (SHGs) were given skill training to take up income generating activities. The SHG Conclave at Trichy shared best practices. Other women leadership



▲ **Dr APJ Abdul Kalam**, former President of India, (centre) at the Manufacturing Conference in Bangalore



▲ **Vinayak Chatterjee**, Chairman, CII National Council on Urbanisation & Future Cities, and Chairman, Feedback Ventures Ltd; **J P Nayak**, Chairman, Suminfra 2010, and President (O), Larsen & Toubro Ltd; **S V Ranganath**, Chief Secretary, Karnataka; and **Aroon Raman**, Chairman, CII Karnataka, and MD, Fibrescience Pvt Ltd, at Suminfra 2010 in Bangalore

initiatives included the 1st edition of Women Leadership in Chennai, and Aagnya 2010 in Coimbatore.

A unique Entrepreneurship Development Programme for youth, organized in partnership with TAHDCO and supported by the state government, was designed to equip candidates with comprehensive skills to enable them to start a business on their own. The first pilot programme was rolled out in Chennai, and is being replicated in Madurai, Tirunelveli, Trichy and Madurai, benefitting around 700 SC / ST candidates.

## Awards and Recognition

The annual regional **5S Excellence Awards, Kaizen Competition** and **Quality Circle Conventions** drew

▶ **Dr M K Stalin**, with Emerging Entrepreneur Awardees of Tamil Nadu, in Chennai



participation of more than 90 companies from across the region. The Excellence Awards in **Environment, Health and Safety** saw 52 leading organisations from the region compete for nine awards in three categories (Large, Medium and Small scale). The **CII Best HR Project Award** provided a unique opportunity for budding HR aspirants in Karnataka to demonstrate and sharpen their knowledge. The first edition of the **TN Emerging Entrepreneurs Awards** recognized emerging entrepreneurs in the state.

## Events

CII continued to bring together industry and government to explore new ways to strengthen **infrastructure** and address existing bottlenecks in industry. **Suminfra 2010** suggested Public Private Partnerships for infrastructure development, while **Power Conference 2010** identified the emerging trends for power production and alternate energy options. In Kerala, the **Ports & Maritime Business Conclave** showcased the prospects of major and minor ports dotting the state's 580-km coastline.

Two flagship business exhibitions were organized this year. **AutoServe 2010**, with 100+ exhibitors, showcased the latest technology / solutions in garage and service equipment, while **KideX 2010** included an exhibition of products and services for kids; a conclave on School Excellence, and concurrent competitions and skill tests.

Various Internal Security Programmes included three Conferences on Cyber Security in Chennai, Hyderabad and Puducherry, and a Conference on Physical and Soft Infrastructure Security.

The 1st India Maritime Technology Conference in Chennai on 'Sharpening India's Sea Vision', explored ship building and ship repair capabilities, and offshore energy resources.



▲ CII delegation at SKF, Sweden

## International Interface

CII SR facilitated interactions with delegations from USA, UK, Europe, Canada, South America, UAE, Tatarstan and Georgia, as well as South-East Asian countries like China, Japan, Indonesia, Singapore, Malaysia, and Vietnam, and African countries like South Africa and Ethiopia. In all, 60 **B2B sessions** with inward and overseas trade missions benefitted over 720 delegates from member companies this year.

## Membership

With the theme 'Members First,' the Southern Region recorded yet another year of growth in membership, with 312 new members taking the tally to 2589. Over the year, 35 Members Meets; 8 Induction Meets and 15 Road Shows were organized. Twenty-seven webinars on key enablers reached out to 820 members. The online mycii Member Resource Centre was availed by 2142 members.

To sum up, the highlights of the year were **30 meetings with Chief Ministers** for policy level interventions; **468 Learning Sessions** benefitting **18720 delegates** from various member companies; **38 Learning Missions** on Best Practices, besides a manufacturing and R&D mission to Germany, Sweden and Denmark; and **training and skilling of 880 SC/ST youth** through various projects supported by industry.



◀ MPs from Kerala, at the meeting with CII in New Delhi



# Western Region

Goa, Gujarat,  
Madhya Pradesh,  
Maharashtra



## Western Region

In 2010 – 11, CII Western Region retained its theme **PASCHEEM** an acronym to 'Promote and Sustain Competitiveness through Human Development, Economic Reforms, Environment Protection and Market Development.' The fine focus continued to be on 'Sustaining Growth through Education' with Skill Development, Affirmative Action, Membership, and most importantly, Policy Advocacy, as other thrust areas.

In **Madhya Pradesh**, CII submitted recommendations in tandem with the state's new industrial policy regime. Sessions were held with Members of Parliament from the state to discuss conservation of forests, quality of technical education and promotion of SMEs. The issues discussed with the State Government included minimum wages, development of integrated industrial townships, infrastructure development, air connectivity for Jabalpur, delayed refund on VAT, etc.

In **Goa**, CII followed up on the RPG - 21 and CRZ Draft Notification. A paper on the Creation of the Goa Tourism Board has been sent to the Professional Advisory Group for discussion.

CII partnered the Government of **Gujarat** in strengthening



▲ **Narendra Modi**, Chief Minister of Gujarat, with **Hari S Bhartia**, President, CII, and a CII delegation in Ahmedabad



▲ **Prithviraj Chavan**, Chief Minister of Maharashtra, interacting with CII members in Mumbai



▲ **Shivraj Singh Chouhan**, Chief Minister of Madhya Pradesh, with CII members in Bhopal

the investment and industrial climate in the state. We also collaborated with the State Government to promote skill development centres. CII has taken a proactive stand on the abolition of input tax credit on VAT in the state, while advocating the urgency of bringing in the Goods and Service Tax, for a harmonized tax system.

In **Maharashtra**, CII helped formulate environmental guidelines for Area Development Projects. We are also actively working with the government to prepare the New Labour Policy. In an exclusive interaction with MPs representing Maharashtra, we shared our various initiatives, and highlighted industry's concerns regarding power, GST, octroi and infrastructure.

A number of interactions with the Chief Ministers of Maharashtra, Gujarat, Madhya Pradesh and Goa, were held over the year.

## Skill Development & Higher Education

There were major initiatives with regard to the Modular Employable Skills (MES) Scheme, Skill Development, ITI and Polytechnic upgradation. Eleven ITIs were adopted by members in Maharashtra. Mr. Kamal Nath, Union Minister of Urban Development, laid the foundation for the CII Skills Training Park in Chhindwara, Madhya Pradesh. The Higher Education Task Force brought industry, academia and government together to reflect upon areas of intervention by industry.

Meetings with the Principal Secretary, Higher and Technical Education, and workshops on Industry-Academia collaboration in Goa were organised. Ten Faculty Development Programmes were held in Maharashtra, with the support of member companies.

CII continued with industry-led assessments of engineering institutes in Maharashtra, Gujarat and Madhya Pradesh. Around 120 courses have been assessed, to align them to industry requirements, and Interventions have already been initiated.

CII started a 'School Adoption Drive' in Goa, and adopted five government primary schools in Corlim.

## Affirmative Action

State panels have been formed to take forward the AA initiative and make growth more inclusive. At present, 216



▲ Nicolas Sarkozy, President of the Republic of France; addressing the India France Economic Conference in Mumbai



▲ At the CFO Session on 'Transforming While Performing' in Pune

member companies are signatories of the CII Code of Conduct to mentor and support economically backward communities.

A CII study to understand the manpower mix in member companies in the region, to enhance affirmative action initiatives, showed an SC/ST employment rate of around 16% in the surveyed companies.

CII – iLEAD Phase – II has been initiated in Madhya Pradesh, with six member companies committing to sponsor 31 candidates.

Our initiatives also included Banking Access for the Visually Challenged, and Reforms in Regulatory Norms for NGOs' Accreditation. We completed two more batches of vocational training for 50 students in the tribal pockets of Rajpipla and Halol in Gujarat. Over 600 students have been trained so far, and most of them are gainfully employed in organized sectors.

## Missions

A MSME members' delegation to Korea and Japan visited factories in Yokohama and Seoul. Other international missions travelled to Turkey; South Africa, Mozambique and Namibia; Italy and Zimbabwe. Domestic missions visited Pune, Mandideep, and Jamshedpur. The CII National Hybrid Manufacturing Cluster was initiated in Pune.



▲ **Ratan Tata**, Chairman, Tata Sons; **Anand Sharma**, Union Minister of Commerce & Industry, **Jacob Gedleyihlekisa Zuma**, President, South Africa; **Dr Rob Davies**, Minister of Trade & Commerce, South Africa; **Hari S. Bhartia**, and **Chandrajit Banerjee**, Director General, CII, at an interactive session with the President of South Africa in Mumbai

## MSMEs

MSME initiatives revolved around IT, ITeS, Finance and HR. Leading IT companies made presentations on their programmes for MSMEs in Pune and Mumbai. CII signed a MoU with the Government of Gujarat for setting up a Knowledge Application Facilitation Centre for technical assistance to MSMEs.

## Conferences, Seminars & Exhibitions

CII supported Vibrant Gujarat 2010 as an exclusive National Partner for the third time, working closely with the State Government to attract investment nationally and internationally. With a pivotal role in the Summit, CII coordinated 9 international delegations and 5 domestic road shows, and executed 13 sectoral seminars, and 6 knowledge events, comprising of 3 panel discussions and forums, apart from country and state seminars. In addition, CII organised B2G and one-to-one meetings, countries and state participation, and worked towards branding and promoting the mega event.

CII organized its national flagship event, the Partnership Summit in Mumbai this year. Other major programmes included

- The Mutual Fund Summit
- The Manufacturing Summit
- The CFO Summit
- HR & IR Conclave
- Human Resources in MSMEs
- Teletech
- Food & Bev Tech

Several membership-driven forums pertaining to economic affairs, taxation and corporate issues, mobilized industry opinion on important legislations put out for public opinion, notably the Direct Tax Code, SEBI's takeover code, New Company Act, etc. CII also



▲ **Dr Naushad Forbes**, Director, Forbes Marshall Pvt Ltd; **Arun Maira**, Member, Planning Commission of India; and **Jamshyd N Godrej**, Past President, CII, and CMD, Godrej & Boyce Mfg. Co. Ltd, at the 9th Manufacturing Summit in Mumbai



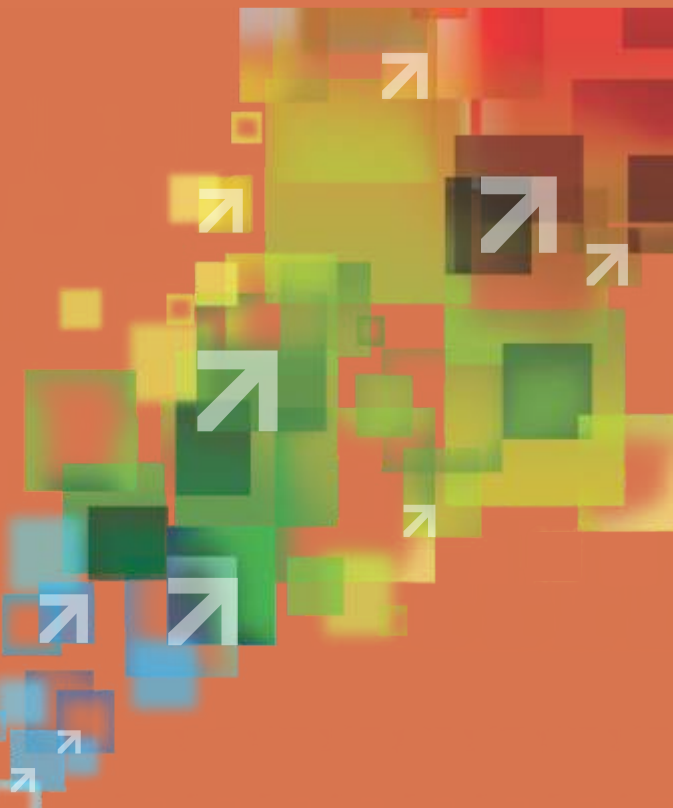
▲ At the Mutual Fund Summit in Mumbai

placed special focus on educating members on convergence issues with the possible introduction of IFRS.

## International Networking

We provided several international networking platforms and facilitated the visits of Heads of State. Keynote visitors this year included Mr Barack Obama, President of USA; Mr Nicolas Sarkozy, President of France; Mr Jacob Zuma, President of South Africa; and Mr. Leonel Fernandez, President of the Dominican Republic.

We also had interactions with the Deputy Prime Minister of Malaysia, the Chairman and President of the US EXIM Bank, and with ministerial and business delegations from Brazil, Argentina, Canada, Australia, China, Japan, Turkey, UK, Sudan, and Oman, as well as the United Nations.



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Business for  
**Livelihood**



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

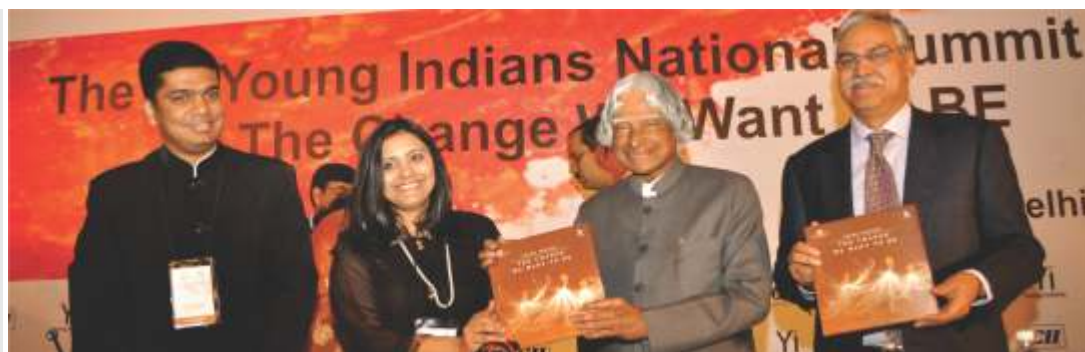


▲ **Arun Maira**, Member, Planning Commission of India, at an interaction in Pune

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.

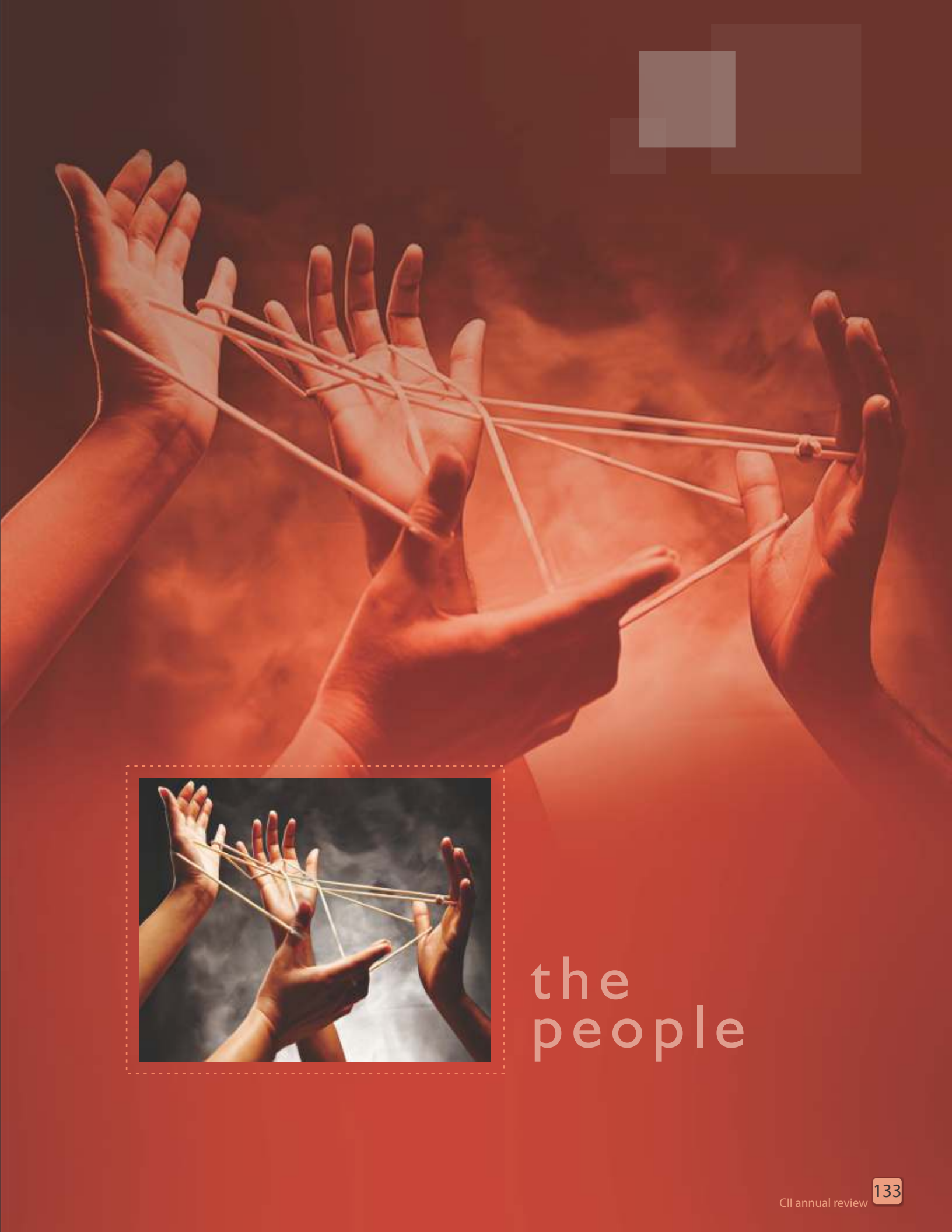
Yi organised five **Youth Consultations** in Pollachi (Tamil Nadu), Bangalore, Pune, Delhi and Indore, involving 210 people from varied backgrounds.

## 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



the  
people

## Membership Services

During 2010-11, CII continued to enhance membership engagement, introducing newer and interesting formats to provide value-added services to members.

A weekly e-newsletter to members provides an economic update, tracks government notifications and policy announcements, shares details of CII reports and publications, profiles the activities held in the week gone by, and offers link to the forthcoming events / activities of CII. We are now planning to provide global tender related information to our membership through 'my cii'.

To engage more with members and deepen their involvement, 58 Members Meets at 40 locations this year, were attended by 2337 members. Thirteen new member induction sessions were held at 11 locations, and attended by 145 members.

As a part of our Outreach Initiative of meeting members at their premises, we visited 735 member companies this year.

Building robust membership growth, 23 road shows were held in 20 locations, and attended by 555 participants from 415 companies. Between April 2010 to March 2011,

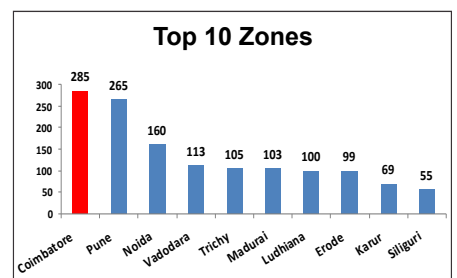
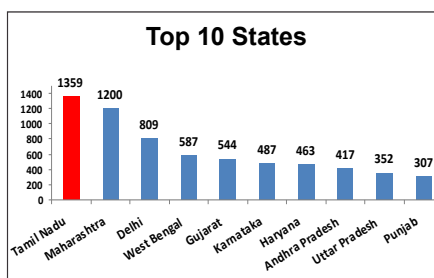
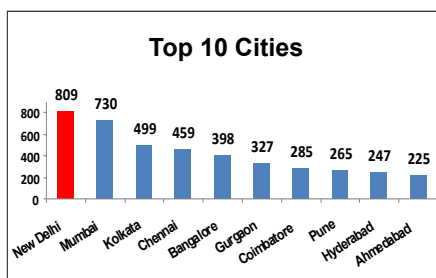
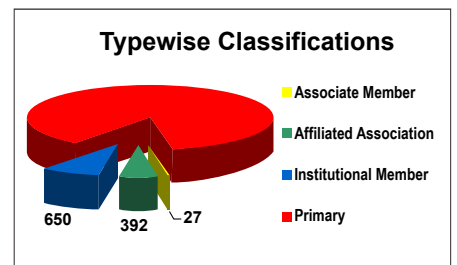
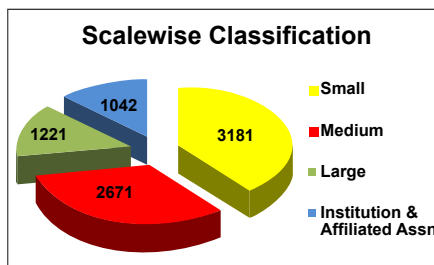
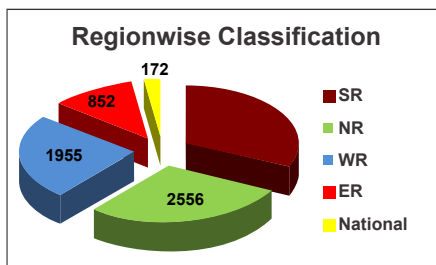


**Hari S Bhartia**, President, CII, addressing a Members' Meet in Ahmedabad

CII clocked a net growth of 514 new members.

All the state and regional offices are compiling monthly Membership Issue Trackers to understand and help with the issues faced by member companies. Currently 60 issues concerning members are being pursued.

CII also brought about changes in the Rules, which were discussed and approved at the first Extraordinary General Meeting held in June 2010 and subsequently ratified at the second Meeting in August. The CII Rules have been subsequently amended to incorporate the changes.



# Team CII

Council	Chairman
Agriculture	Rakesh Bharti Mittal, Chair Salil Singhal, Co-Chair
Climate Change	Jamshyd N. Godrej
Corporate Governance	Rahul Bajaj
Defence	Baba Kalyani, Chair Satish Kaura, Co-Chair
Economic Policy	Sunil K Munjal
Education	Arun Bharat Ram, Chair P Rajendran, Co-Chair
Health	Dr Prathap C Reddy
Indian American	Sam G Pitroda
Industrial Relations	Jagdish Khattar, Chair Suketu Shah, Co-Chair
Infrastructure	G V Sanjay Reddy
Innovation	Naushad Forbes, Chair Ashish Singh, Co-Chair
International	Dhruv Sawhney
IQ Advisory	K N Shenoy
ITC CESD Advisory	Y C Deveshwar
Knowledge	Ashok Soota
Logistics	Cyrus Guzder
Manufacturing	Venu Srinivasan
Media	Shekhar Gupta, Chair Raghav Bahl, Co-Chair
Membership	N Kumar, Chair Harpal Singh, Co-Chair
MSMEs	Ramesh Datla, Chair Venkatesh Rajgopal, Co-Chair
North East	Dipankar Chatterji, Chair N M Borah, Co-Chair
Public Policy	Rajesh V Shah
Public Sector Enterprises	R S Sharma
Services	Pramod Bhasin
Skills	Surinder Kapur
Trade Fairs	Rajive Kaul
Urbanisation and Future Cities	Vinayak Chatterjee
WTO and Trade Policy	R Seshasayee

# Team CII

Committees	Chairman
Accounting Standards	T N Manoharan
Advertising	Piyush Pandey
Affirmative Action	Pawan Munjal
Arts	Rajshree Pathy
Banking	Chanda Kochhar
Bio-Fuels	Pramod Chaudhari
Biotechnology	Anand C Burman
Business of Sports	Subhinder Singh Prem
Business@Commonwealth Games	Ajay S Shriram
Capital Goods & Engineering	J P Nayak
Capital Markets	Uday Kotak
Chemicals	R Mukundan
Civil Aviation	Vijay Mallya
Commodities Market	Jignesh Shah
CSR & Community Development	J J Irani
Design	Udayant Malhoutra
Entertainment	Amit Khanna, Chair Ronnie Screwvala, Co-Chair
Exports	Sanjay Budhia
Health Insurance	Analjit Singh
Healthcare	Dr Naresh Trehan
HR	B Santhanam
Hydrocarbons	Vikram Mehta
ICTE Manufacturing	Inderdeep Singh
Insurance & Pension	T S Vijayan
IP	Shanker Annaswamy
IT, ITeS & e-Commerce	Ganesh Natarajan
Leather and Leather Goods	Habib Hussain
Legal Services	Shardul Shroff
Mining	Shrinivas Dempo
Mutual Funds	U K Sinha
Pharma	Satish Reddy
Petrochemicals	Swapan K Bhowmik
Power	Banmali Agrawala

Committees	Chairman
Private Equity & Venture Capital	Gopal Srinivasan, Chair Abhay Havaladar, Co-Chair
Public Health	Malvinder Mohan Singh
Real Estate & Housing	Anshuman Magazine
Renewable Energy	Deepak Puri
Retail	Thomas Varghese
Robotics & Automation	Deep Kapuria
Rural Development	Atul Singh
Shipping	Sabyasachi Hajara
Steel	C S Verma
Technology	Vikram Kirloskar
Telecom and Broadband	Sanjay Kapoor
Textiles	T Kannan
Tourism	Nakul Anand, Chair Arjun Sharma, Co-Chair
Water	Sanjeev Chadha
Women Empowerment	Priya Paul

Special Initiatives	Chairman
India@75	Rajan Navani
CII-FBN India Chapter on Family Business	Farhad Forbes
CII Champions Network	Saurabh Srivastava, Chair Pradeep Kar, Co-Chair

Task Forces	Chairperson
Financial Inclusion	Dr Janmejaya Sinha
Monsoons	Prof Y K Alagh, Chair R Gopalakrishnan, Co-Chair
Museums	Tasneem Mehta
GST implementation	Rajiv Memani
Strengthening Financial Framework	Deepak Parekh
ICT and Broadband for Inclusive Growth	Willem Elfrink

## CORPORATE OFFICES

### New Delhi

India Habitat Centre  
Core 4A, 4th Floor, Lodi Road  
New Delhi - 110 003  
Tel : 011-24682230-35  
: 011-41504514-19  
Fax : 011-24682229  
Email : cico@cii.in

### Gurgaon

249-F, Udyog Vihar,  
Phase IV, Sector 18  
Gurgaon - 122 015 (Haryana)  
Tel : 0124-4014060-67  
Fax : 0124-4014080  
Email : cico@cii.in

## CENTRES OF EXCELLENCE

### CII Institute of Quality

Near Bharat Nagara, 2nd Stage,  
Magadi Main Road  
Vishwaneedam Post,  
Bangalore - 560 091  
Tel : 080-23289391 / 23286085  
Fax : 080-23289388 / 23580314  
Email : cii-iq@cii.in

### CII Institute of Quality

249-F, Udyog Vihar,  
Phase IV, Sector 18  
Gurgaon - 122 015, Haryana  
Tel : 0124-4014051/4309447/  
4014060-67  
Fax : 0124-4014051  
Email : cii-iq@cii.in

### CII-ITC Centre of Excellence for Sustainable Development

2nd Floor, Thapar House  
124, Janpath, New Delhi - 110 001  
Tel : 011-4150 2301 - 02  
Fax : 011-4150 1924  
Email : sustainability@cii.in  
cii@sustainabledevelopment.in

### CII-Sohrabji Godrej Green Business Centre

Survey No 64, Kothaguda Post,  
Ranga Reddy District  
NearHITEC City,  
Hyderabad - 500 084  
Andhra Pradesh, India  
Tel : 40-44185111  
Fax : 40-23112837  
Email : s.raghupathy@cii.in

### CII-Naoroji Godrej Centre of Excellence

Godrej Station-side Colony  
Opp Railway Station  
Vikhroli (East), Mumbai - 400 079  
Tel : 022-2574 5146 / 5148  
Fax : 022-2574 3361  
Email : cicoe@vsnl.net  
s.d.puranik@cii.in

### CII Institute of Logistics

(Old No 21) New No. 33,  
Velacherry Main Road  
(Near Guru Nanak College)  
Velacherry, Chennai - 600 042  
Tel : 044-4292 8900  
Fax : 044-22551341  
Email : cil@cii.in

### CII-Suresh Neotia Centre of Excellence for Leadership

DC-36, Sector - I, Salt Lake  
Behind City Centre  
Kolkata - 700 064  
Tel : 033-66140100  
Fax : 033-66140136  
Email : cii-leadership@cii.in

### CII-AVANTHA Centre for Competitiveness for SMEs

Block No. 3, Dakshin Marg  
Sector 31-A,  
Chandigarh - 160 030  
Tel : 0172-2602365/2605868/  
2607228  
Fax : 0172-2606259  
Email : ciicfc@cii.in

## REGIONAL OFFICES

### Eastern Region

6, Netaji Subhas Road  
Kolkata - 700 001  
Tel : 033-22307727/28/1434/  
22303354  
Fax : 033-22301721 / 2231 2700  
Email : ciier@cii.in

### Northern Region

Block No. 3, Dakshin Marg  
Sector 31-A, Chandigarh - 160 030  
Tel : 0172-5022522 / 2607228 /  
2605868 / 2605614  
Fax : 0172-2606259 / 2614974  
Email : ciinr@cii.in

### Southern Region

Prof C K Prahalad Centre  
98/1, Velachery Main Road  
Guindy,  
Chennai - 600 032  
Tel : 044-42444501/ 555  
Fax : 044-42444510  
Email : cii.south@cii.in

### Western Region

105, Kakad Chambers, 1st Floor  
132 Dr Annie Besant Road  
Worli,  
Mumbai - 400 018  
Tel : 022-24931790 / 24964792  
Fax : 022-24945831 / 24939463  
Email : ciivr@cii.in

## STATE OFFICES

### Eastern Region

**Assam**  
"Ratnapeeth"  
59, M G Road, Uzanbazar  
Guwahati - 781 001  
Tel : 0361-2731966  
Email : nandinee.kalita@cii.in

### Bihar

M-3/24 S.K.Puri,  
Near Basawan Park,  
Patna - 800 001  
Tel : 0612-6450301  
Fax : 0612-2541572  
Email : archan.deb@cii.in

### Chhattisgarh

P-25, Sector - 1 Extension  
Near CSEB Sub Station,  
Abanti Vihar,  
Raipur - 492 001  
Tel : 0771-4013520/3266992  
Telefax: 0771-4093299  
Email : prateek.pandey@cii.in

### Jharkhand

H - 72, Argora Housing Colony  
Argora, Ranchi - 834 002  
Tel : 0651-2240040 / 6457365  
Fax : 0651-2240040  
Email : rahul.singh@cii.in

### Mizoram

1st Basement, MUP Building,  
M.G. Road, Khatla, Opp.  
Raj Bhawan, South Gate  
Aizawl - 796 001  
Tel : 0389-2301087  
Fax : 0389-2315168  
Email : agnes.sailo@cii.in

### Nagaland

Jail Colony,  
Kohima - 797 001  
Tel : 0370-2243048  
Email : chuba.ozukum@cii.in

### Orissa

Plot No. 8, Forest Park, 1st Floor  
Bhubaneswar - 751 009  
Tel : 0674-2596270 / 2596149  
Telefax: 0674-2596159  
Email : suparna.nanda@cii.in

### Tripura

Industries Building (1st Floor)  
Pandit Nehru Complex  
P.O. Kunjaban,  
Agartala - 799 006  
Tel : 0381-2221687  
Email : rupa.das@cii.in

### West Bengal

6, Netaji Subhas Road  
Kolkata - 700 001  
Tel : 033-22307727 / 28 / 1434 /  
22303354  
Fax : 033-22302711 / 22312700  
Email : gargi.mitra@cii.in

### Northern Region

#### Chandigarh (UT)

Block No. 3, Dakshin Marg  
Sector 31-A,  
Chandigarh - 160 030  
Tel : 0172-5080783 / 5022522  
Fax : 0172-2614974  
Email : cii.chd@cii.in

### Delhi (NCR)

249-F, Udyog Vihar,  
Phase IV, Sector 18  
Gurgaon - 122 015  
Tel : 0124-4014072 / 4014060-67  
Fax : 0124-4014070  
Email : cii.delhi@cii.in

### Haryana

249-F, Udyog Vihar,  
Phase IV, Sector 18  
Gurgaon - 122 015 (Haryana)  
Tel : 0124-4014071 / 4014060-67  
Fax : 0124-4014070  
Email : cii.haryana@cii.in

### Himachal Pradesh

Block No. 3, Dakshin Marg,  
Sector 31-A  
Chandigarh - 160 030  
Tel : 0172- 6515505 / 5022522/  
2605614  
Fax : 0172-2614974  
Email : cii.hp@cii.in

### Jammu & Kashmir

Mubarak Villa  
11-B/B Gandhi Nagar Extension,  
Jammu - 180 004  
Telefax : 0191-2452006  
Email : cii.jk@cii.in

### Punjab

Block No. 3, Dakshin Marg  
Sector 31-A  
Chandigarh - 160 030  
Tel : 0172-5031872 / 5022522  
Fax : 0172-2614974  
Email : cii.punjab@cii.in

### Rajasthan

D-24, Subhash Marg,  
1st Floor, C-Scheme  
Jaipur - 302 001 (Rajasthan)  
Tel : 0141-2370349 / 2365844  
Fax : 0141-5118389  
Email : cii.rajasthan@cii.in

### Uttarakhand

30/1 Rajpur Road,  
Nepal House  
Dehradun - 248 001 (Uttarakhand)  
Tel : 0135-2745119 / 2745120  
Fax : 0135-2745121  
Email : cii.ua@cii.in

### Uttar Pradesh

Plot A, Vibhuti Khand, Gomti Nagar  
Lucknow - 226 010 (Uttar Pradesh)  
Tel : 0522-2721950 - 52  
Fax : 0522-2721953  
Email : cii.up@cii.in

### Southern Region

#### Andhra Pradesh

1-11-252/9, Regal House  
Plot No. 7,  
Moti Lal Nehru Nagar  
Begumpet,  
Hyderabad - 500 016  
Tel : 040-27765964/66/67/  
27765934  
Fax : 040-27766116  
Email : cii.hyderabad@cii.in

#### Karnataka

No. 1086,  
12th Main  
HAL 2nd Stage  
Indiranagar,  
Bangalore - 560 008  
Tel : 080-42889595 / 25276544 / 45  
Fax : 080-25276709  
Email : ciiblore@cii.in

#### Kerala

Opp. Cochin Passport Office  
Panampilly Nagar  
Kochi - 682 036  
Tel : 0484-4012300  
Fax : 0484-4012800  
Email : cii.kerala@cii.in

#### Puducherry

No 1 First Floor  
Zamindar Garden, S V Patel Road  
Puducherry - 605 012  
Tel : 0413-2226201  
Fax : 0413-2243222  
Email : cii.puducherry@cii.in

#### Tamil Nadu

98/1, Velachery Main Road  
Guindy, Chennai - 600 032  
Tel : 044-42444555 / 522  
Fax : 044-42444510  
Email : cii.tamilnadu@cii.in

#### Western Region

##### Ahmedabad (Gujarat)

CII House  
Gulbai Tekra Road, Near Panchwati  
Ahmedabad - 380 006  
Tel : 079-40279900-10  
Fax : 079-40279999  
Email : ciiguj@cii.in

## Goa

502, Unitech City Centre  
Opposite Hotel Shiv Sagar Hotel  
M G Road, Panaji,  
Goa - 403 001  
Telefax : 0832-2422790/96  
Email : ciigoa@satyam.net.in  
ciigoa@sancharnet.in

## Rajkot (Gujarat)

C/o Hem Engineering & Marine Services  
217, Panchanath Commercial Center  
Dr Rajendra Prasad Road  
Harihar Chowk,  
Rajkot - 360 001  
Tel : 0281-3053357  
Fax : 0265-2327108  
Email : jayesh.parekh@cii.in

## Bhopal (Madhya Pradesh)

E-2/109, Arera Colony  
Bhopal - 462 016  
Tel : 0755 24225752-53 / 4293792  
Fax : 0755 4271824  
Email : ciimp@cii.in

## Maharashtra

105, Kakad Chambers  
1st Floor, 132 Dr Annie Besant Road  
Worli,  
Mumbai - 400 018  
Tel : 022-24931790 / 24964792  
Fax : 022-24945831 / 24939463  
Email : ciivr@cii.in

## ZONAL / DISTRICT OFFICES

### Eastern Region

#### Balasure (Orissa)

B C Sen Road  
Balasure - 756 001  
Telefax : 06782-267689  
Mobile : 99377 87529  
Email : deepak.kumar.singh@cii.in

#### Haldia (West Bengal)

D-3/2 Swati Housing Complex  
Hatiberia, Dist. Purba Midnapur  
Haldia - 721 607  
Tel : 03224-266121 / 262805  
Fax : 03224-262805  
Email : ramit.sircar@cii.in

#### Jamshedpur (Jharkhand)

Room No. 7 & 8,  
Centre for Excellence  
Jubilee Road  
Jamshedpur - 831 001  
Tel : 0657-2225213 / 2232637  
Fax : 0657-2225213  
Email : razia.ahmed@cii.in

#### Siliguri (West Bengal)

Malhotra Tower  
5th Floor  
Pradhan Nagar - Hill Cart Road  
Siliguri - 734 403  
Telefax: 0353-2511766  
Email : laxmi.kaushal@cii.in

### Northern Region

#### Amritsar (Punjab)

SCO No 32, Pal Plaza  
District Shopping Centre Ranjit Avenue  
Amritsar - 143 001 (Punjab)  
Tel : 0183-5061607  
Email : cii.punjab@cii.in

## Ludhiana (Punjab)

C/o Majestic Auto Ltd  
C-48, Focal Point, Phase IV,  
Ludhiana - 141 010 (Punjab)  
Tel : 0161-5029834 / 2676241  
Fax : 0161-2676241  
Email : cii.punjab@cii.in

## Noida (Uttar Pradesh)

CMA Tower, A-2-E, Mezzanine Floor,  
Sector 24, Noida - 201 301  
(Uttar Pradesh)  
Tel : 0120-4345972-4  
Fax : 0120-4345970  
Email : cii.noida@cii.in

## Shimla (Himachal Pradesh)

Room No 105, Directorate of Industries,  
Udyog Bhawan, Bemloe  
Shimla - 171 002 (Himachal Pradesh)  
Telefax: 0177-2654323  
Email : neeta.chauhan@cii.in

## Srinagar (Jammu & Kashmir)

2nd Floor, Al-Hyder Shopping Complex  
(IG Airport Road) Hyderpora  
Srinagar-190014 (Jammu & Kashmir)  
Tel : 91 9205081333  
Email : khurshid.dar@cii.in

### Southern Region

#### Chennai (Tamil Nadu)

98/1, Velacherry Main Road  
Guindy, Chennai - 600 032  
Tel : 044-42444516  
Fax : 044-42444510  
Email : cii.chennaizone@cii.in

#### Coimbatore (Tamil Nadu)

Door No. A 305 & 306 Raheja Centre  
3rd Floor, 1074 Avanashi Road  
Coimbatore - 641 018  
Tel : 0422-2248410/2249488/  
2247456  
Fax : 0422-2244709  
Email : ciicbe@airtelmail.in

#### Erode (Tamil Nadu)

79, State Bank Road,  
Erode - 638 001  
Tel : 0424-4272460  
Email : cii.ero@airtelmail.in

#### Karur (Tamil Nadu)

9-D/1 PKG Building  
50 Feet Road, Ramakrishnapuram  
Karur - 639 001  
Tel : 04324-230012  
Fax : 04324-230012  
Email : ciikarur@cii.in

#### Madurai (Tamil Nadu)

Plot No 518, 1st Floor  
4th Main Road, K K Nagar  
Madurai - 625 020  
Tel : 0452-4391434 / 2522 743  
Telefax : 0452-2521705  
Email : ciimdu@airtelmail.in  
ciimadurai@cii.in

#### Mysore (Karnataka)

113 Ground Floor, Ground Floor,  
8th Main, Jayalakshmpuram,  
Mysore - 570 012  
Tel : 0821-2516319 / 2517003  
Fax : 0821-2515513  
Email : ciimys@airtelmail.in

#### Thiruvananthapuram (Kerala)

No. 2 Golf Links Road, Kowdiar,  
Thiruvananthapuram - 695 003  
Tel : 0471-2438922  
Email : solomon@cii.in

## Thoothukudi (Tamil Nadu)

106 J / 30, First Street,  
Millerpuram  
Thoothukudi - 628 008  
Tel/Fax: 0461-2312177  
Email : ciithoothukudi@cii.in

## Trichy (Tamil Nadu)

6A Lawsons Road  
3rd Floor, GVR Complex,  
Cantonment,  
Trichy - 620 001  
Tel : 0431-2410641 / 4000641  
Fax : 0431-2410655  
Email : ciitry@airtelmail.in

## Visakhapatnam (Andhra Pradesh)

Flat No. 3A, 4th Floor,  
Rednam Alcazar  
10-12-01, Rednam Gardens  
Opp. SBI Main Branch  
Visakhapatnam - 530 002  
Tel/Fax : 0891-255 5535  
Email : cii.vizag@cii.in

### Western Region

#### Bhavnagar (Gujarat)

C/o Steelcast Ltd.  
Ruvapari Road,  
Bhavnagar - 364 005  
Tel : 0278-2519062 / 2518489  
Fax : 0278-2420589  
Email : manish.naiya@cii.in

#### Chhindwara (Madhya Pradesh)

58 Madhuban Colony  
Chhindwara - 480 001  
Tel : 07162-222777  
Fax : 07162-223777  
Email : sawan.uprety@cii.in

#### Gwalior (Madhya Pradesh)

C/o SRF Ltd  
Industrial Area, Malanpur - 477 166  
Tel : 07539-509227-28  
Fax : 07539-283555  
Email : ciigwlr@cii.in

#### Indore (Madhya Pradesh)

402, Sapphire Twins  
Scheme No. 54, 16, A B Road,  
Indore - 452 010  
Tel : 0731-5041694 / 0390 /  
5090478  
Fax : 0731-2432913  
Email : ciimalwa@cii.in

#### Nashik (Maharashtra)

Sahakar Sampada  
MICO Employees Co-op.  
Credit Society Building  
G-32, MIDC, Trimbak Road,  
Satpur, Nashik - 422 007  
Telefax : 0253-2360226  
Email : deepak.kolhatkar@cii.in

#### Pune (Maharashtra)

Office D, 10th Floor,  
Godrej Eternia-C, 'B' Wing  
3, Off Mumbai Pune Highway  
Wakdewadi, Shivajinagar,  
Pune - 411 005  
Tel : 020-66075800-01  
Fax : 020-66075822  
Email : ciipune@cii.in

#### Vadodara (Gujarat)

201-203, Abhishek Complex  
Akshar Chowk, Old Padra Road  
Vadodara - 390 020  
Tel : 0265-5532016-17  
Fax : 0265-2327108  
Email : ciivadodara@cii.in

## OVERSEAS OFFICES

### Australia (CII Representative Office)

P.O. Box No. 91  
Yarralumla, ACT 2600  
Australia  
Tel : 0061-2-62821551  
Fax : 0061-2-62324218  
Email : dgribble@bigpond.com

### China

Room No 11-A 47/49, Shanghai Mart  
2299, Yanan Road (West)  
Shanghai - 200 336  
People's Republic of China  
Tel : 0086-21-62360969  
Fax : 0086-21-32283510  
Email : e.b.rajesh@cii.in

### France (CII Representative Office)

6 Passage des Arts  
75014, Paris  
Tel / Fax : 0033-1-40475481  
Email : rmulye.cionline.org@wanadoo.fr

### Singapore

Southeast Asia Region Office  
47 Hill Street  
#07- 02 SCCC Building, Singapore - 179 365  
Tel : 0065-6-3334363  
Fax : 0065-6-8830658  
Email : ciisgp@pacific.net.sg  
kavita.choudhry@cii.in

### South Africa (CII Representative Office)

C/O BUSA-Business Unity South Africa  
3 - Gwen Lane  
1st Floor, Sandton - 2146  
Johannesburg - Gauteng  
Tel : +27 11 784 8000; (Ext: 202)  
Fax : +27 11 784 8004 / 086 609  
8248  
Email : dorin.nelson@cii.in  
cii.africadesk@gmail.com

### United Kingdom

C/o Confederation of British Industry (CBI)  
Centre Point,  
103 New Oxford Street  
London, WC 1A 1DU  
United Kingdom  
Tel : 0044-20-78364121 / 73797400  
(Extn. 8076)  
Fax : 0044-20-78361972  
Email : gunveena.chadha@cii.in

### United States of America

1700 North Moore Street  
Suite 1928  
Arlington,  
Virginia 22209  
USA  
Tel : 00-1-703-807-0310  
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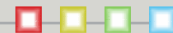


The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 116 years ago, it is India's premier business association, with a direct membership of over 8100 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 400 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

With 64 offices and 7 Centres of Excellence in India, and 7 overseas offices in Australia, China, France, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 223 counterpart organisations in 90 countries, CII serves as a reference point for Indian industry and the international business community.



**Confederation of Indian Industry**

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