



**Confederation of Indian Industry**

*Business and Beyond*


**125 Years: 1895-2020**

Celebrating 125 Years of Partnership  
with India's Development Journey

INDIA MATTERS

#cii4india

Charting Change  
Enabling Development



## THE COVER

The strong upward swirl depicts continuous growth, development and progress. The conscious fluidity in the movement – no defined lines, no restrictive structures, with merging, yet distinctive elements of vibrant colour – represents the wide and varied dimensions of the ever-evolving organisation that is CII. As the unique strands of CII's work come together in an agenda for development, there is only one way to go – forward.

# about us

CII is a non-government, not-for-profit, industry-led and industry-managed organisation, playing a proactive role in India's development process. Established in 1895, the country's oldest and largest business association represents both private and public enterprises, including SMEs and MNCs, with linkages to over 291 national and regional sectoral industry bodies.

CII works closely with the Government on policy issues, interfaces with thought leaders, and offers a range of specialised services and global linkages with industry and organisations worldwide to boost efficiency, competitiveness

and business opportunities. CII also provides a platform to its stakeholders for consensus-building and networking on diverse issues.

Extending its agenda beyond business, CII assists industry in identifying and executing corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood opportunities, diversity management, sustainability, skill development, empowerment of women, and water management, to name a few.

## our membership

9,100+  
members

300,000+  
indirect members

top 300 member  
companies  
contribute  
23% of GDP

## our mission

- One-stop-shop for services to industry and society
- Customer-focused organisation
- World-class offerings
- Global thinking and local action
- Learning and sharing
- Partnership approach
- Multi-dimensional portfolio

## our outreach

68  
offices pan-India

9  
Centres of Excellence

11  
overseas offices



Accounting Standards Affirmative Action Agriculture  
 Backward District Development Banking  
 Bio-Energy Biotechnology Capital Goods &  
 Engineering Chemicals Climate Change Corporate  
 Governance & Regulatory Affairs Dairy Defence &  
 Aerospace Design Development Initiatives Direct  
 Taxes Dispute Resolution Ease of Doing Business  
 Economic Policy Entrepreneurship Environment  
 Exports & Export Competitiveness Family Business  
 Festival of India Financial Inclusion Financial  
 Markets Financial Sector Development FMCG  
 Food Processing Foreign Trade Policy Governance  
 Reforms Healthcare Higher Education Human  
 Resource Development Hydrocarbons Hydro Power  
 ICTE Manufacturing India@75 Indirect Taxes and GST  
 Industrial Relations Industry-Civil Society Interface  
 Infrastructure Infrastructure Projects - Monitoring &  
 Advocacy Innovation Insurance & Pensions Integrity  
 & Transparency in Governance International Arena  
 Intellectual Property IT, ITes & e-Commerce Jaipur  
 Initiative Knowledge & Innovation Initiatives Land  
 Acquisition Legal Services Manufacturing Marketing  
 Media & Entertainment Mining MNCs MSME Non  
 Banking Financial Companies North East Pharma  
 Power Private Equity & Venture Capital Public Health  
 Public Policy Public Sector Enterprises Real Estate &  
 Housing Renewable Energy Retail School Education  
 Services Shipping Skills Sports State-level Reforms  
 Steel Technology Telecom and Broadband Textiles  
 Tourism & Hospitality Trade Fairs Urbanization  
 and Future Cities Water Women Empowerment

# sectoral portfolio

raising  
efficiency,  
productivity and  
competitiveness  
across sectors

CII drives excellence, efficiency, productivity and sustainability across industry, both at the enterprise and at the sector level. More than 500 CII Councils, Committees, Sub-Committees, Working Groups and Task Forces service vertical sectors with competitiveness-driving paradigms, as well as customized global best practices in technology, education, skill development, training, human resource development, industrial relations and corporate governance to:

- Identify and address the specific needs of each sector through focused interventions
- Facilitate the transfer of cutting-edge technology and knowledge to industry
- Showcase the prowess of Indian industry to the world
- Promote innovation and internal competitiveness
- Build world-class capacity and capability
- Meld business excellence, environment conservation, energy management, and consumer protection
- Foster cooperation and collaboration
- Catalyse the globalisation of Indian industry and its integration with the world economy
- Develop institutions, systems and processes to make Micro, Small and Medium Enterprises (MSMEs) more innovative, market-oriented, and customer-focused, and thereby move up the value chain



# policy advocacy

developing a  
conductive  
policy  
environment

CII engages with policy-makers including ministers, parliamentarians, bureaucrats, academicians and think tanks to represent the industry viewpoint on emerging trends, as well as to actively participate in the shaping of new policies. CII works at the international, national, regional, state and zonal levels to:

- Represent members' concerns on various issues
- Pro-actively work with Government on policy formulation
- Engage with Government representatives on policy and procedural issues
- Prepare informed sectoral and State-specific vision documents
- Partner investment meets and summits in India and abroad
- Work as a 'Think Tank' on policy matters
- Undertake analytical and in-depth studies to feed into policies



# business development

providing  
immense  
opportunity  
for  
business  
promotion

Development and expansion of business, better productivity and efficiency are central to CII. From organising events at the macro and micro levels to steering industry-related policies and sensitising Indian Industry to global trends and world-class processes and practices, CII offers a comprehensive portfolio of services that includes:

- National and international trade fairs
- Major conferences and seminars on business opportunities
- International and national buyer-seller meets
- Pre-tender meetings with Government agencies
- Supplier searches and identification support for international and Government organisations
- Inward and outward trade and business missions
- Business forecasts, trend analysis and vision documents





# global outreach

the  
diplomatic  
corps of  
industry

CII works closely with Government, Indian missions overseas, foreign embassies in India, think-tanks, Indian companies overseas and reputed international institutions to strengthen 'Brand India' across the globe. CII also engages with more than 394 Memorandum of Understanding (MoU) partners in more than 133 countries to build Indian industry's global linkages. The key objectives are to:

- Expand India's global trade and investment linkages
- Build Indian MNCs
- Interface with the Indian Diaspora
- Extend the footprint of Indian exports in global markets
- Work with Government to create conducive trade and investment policies and procedures
- Partner Government in multilateral fora
- Bring global best practices to Indian companies
- Facilitate technology transfer
- Engage with major trade blocs in international summits
- Provide business inputs for regional, bilateral and multilateral trade agreements
- Represent Indian companies overseas through the India Business Forum and showcase value-addition created by them in the markets that they operate in



# competitiveness solutions

unique and  
specialised  
services  
to nurture  
capabilities  
and sustain  
competencies  
in enterprises

CII delivers a customised portfolio of training programmes and consultative and advisory services to member companies to build internal competency, capacity and competitiveness. It delivers sustainable solutions to help industry achieve greater excellence, drive innovation, generate employment and raise productivity levels.

## 9 Centres of Excellence

- CII Centre of Excellence for Competitiveness for SMEs, Chandigarh
- CII-ITC Centre of Excellence for Sustainable Development, New Delhi
- CII Institute of Logistics, Chennai
- CII Institute of Quality, Bengaluru
- CII-Jubilant Bhartia Food and Agriculture Centre of Excellence, New Delhi
- CII Naoroji Godrej Centre of Manufacturing Excellence, Mumbai
- CII-Sohrabji Godrej Green Business Centre, Hyderabad
- CII-Suresh Neotia Centre of Excellence for Leadership, Kolkata
- CII-Triveni Water Institute, New Delhi



# Technology Development Centres

## Knowledge & Innovation PPP Institutions

CII has established knowledge and innovation institutions in partnership with the Central and State Governments:

- Global Innovation and Technology Alliance (GITA), a non-for-profit Section 25 Public Private Partnership company, promoted jointly by CII and Technology Development Board, Department of Science and Technology, Government of India
- CII Intellectual Property Rights Facilitation Centres (IPFCs) in Mysore (Karnataka), Indore (Madhya Pradesh) and Ahmedabad (Gujarat), in association with Ministry of Micro, Small and Medium Enterprises, Government of India
- Tamil Nadu Technology Development and Promotion Centre, jointly promoted by CII and the Government of Tamil Nadu
- CII Gujarat Knowledge Application and Facilitation Centre, supported by the Government of Gujarat.

## Skill Development & Livelihood Initiatives

CII Skill Development works to help realize the potential of India's rich demographic dividend. It collaborates with key stakeholders to create a demand driven skilling ecosystem that produces an Industry-ready workforce with higher productivity, boosting industry competitiveness. The endeavour extends to creating livelihoods and developing entrepreneurship as well.

Policy intervention, Model Career Centres, Multi Skill Institutes, Skill Gurukuls in partnership with PanIT Alumni Reach for India, job fairs, capacity building through training of trainers and assessors and creating aspiration for Skills through National and International Competitions are key focus areas.



## CSM / VLFM Initiative

The CII Champions for Societal Manufacturing (CSM) initiative, formerly Visionary Leaders For Manufacturing (VLFM), has revolutionized Indian manufacturing systems and practices by leveraging Japanese manufacturing managerial excellence and promoting a culture of co-creating value. Evolving as a manufacturing breakthrough initiative in leadership

development and operational excellence, CSM/ VLFM is building on the concept of co-creating value to take India towards the overarching goal of becoming a global manufacturing hub. The CSM/ VLFM transformational journey has nurtured over 5,000 leaders, impacted over 1,000 companies and documented more than 250 success stories.



# commitment to society

integrating  
business  
and industry  
with social  
development

## **CII** FOUNDATION

CII enables industry to engage with society for inclusive development.

- CII Foundation works towards inclusive development by providing strategic guidance on Corporate Social Responsibility (CSR) and conceptualizing and managing customized and pool funded projects across the country. CII Foundation is catalyzing collaborative efforts in implementing high impact CSR projects, particularly in the areas of early childhood education, women empowerment and climate change resilience.
- With its focus on early childhood learning and development, CII Foundation collaborates with the State Governments to create model Anganwadi Centres in West Bengal and Jammu & Kashmir.
- CII Foundation identifies, recognizes and empowers exemplary women change makers from grassroots, who have significantly contributed to development of communities in the field of education, health and micro-enterprise.
- To address the issue of crop residue burning that contributes to air pollution, particularly in Delhi NCR, CII Foundation has undertaken an on-ground initiative to provide alternate tools and technology, build awareness among farmers and create an enabling ecosystem for zero stubble burning approach in select villages of Punjab and Haryana.



reaching out  
to society,  
beyond  
business

# special initiatives

## Young Indians



CII's Young Indians (YI) is a movement for Indian Youth to converge, lead, co-create and influence India's future. Formed in 2002, YI has a growing, inclusive membership with over 2,700 direct members in 42 chapters, and 19,000 students YUVA members from colleges. YI membership includes young entrepreneurs, professionals and achievers from different walks of life. Through impactful projects and activities under Youth Leadership, Nation Building and Thought Leadership, YI hopes to emerge as a premier Indian youth organization and play an important role in nation building. YI is one of the proud founders of the G20 Young Entrepreneurs Alliance and Commonwealth Alliance of Young Entrepreneurs - Asia Pacific.

## India@75



The CII India@75 initiative is a holistic vision of an inclusively developed India by the 75<sup>th</sup> year of its Independence, empowered with economic strength, technological vitality and moral leadership. The vision document 'India@75 – The People's Agenda,' evolved through a pan-India collaborative public reasoning process cutting across the geographical, social, economic, gender and age profile of Indians, focuses on collaborative and participative approach by all stakeholders viz Government, industry and civil society to achieve its vision objectives by 2022, with emphasis on: skill development, volunteerism, urbanization & environmental sustainability, agriculture, health, technology and innovation.

## Indian Women Network



Launched in 2013, CII's Indian Women Network (IWN) works towards enabling women to become better professionals and achievers through various need based services by providing a supportive network; a platform to learn & exchange ideas and an avenue to network & grow.





# information services

creating  
linkages for  
enhancing  
business

CII offers its members access to a world of opportunities from networking with global and Indian corporate majors to assisting in framing economic and industrial policies through close linkage with the Government. CII members receive:

## **Weekly Updates**

- Economy updates
- Government notifications
- Policy trackers
- Investment trackers
- CII reports and activity updates

## **Real time information with alerts on**

- Global tender information
- Business opportunities
- Forthcoming seminars, conferences, workshops, training programmes, trade missions, business fairs and webinars

## **Access to the vast CII knowledge base**


- Reports, discussion papers, policy documents and newsletters

- Digital library: proceedings of CII seminars and conferences, presentations, and recordings of webinars
- Sectoral analysis and vision documents

## **Online Advisory Services**

- Expert business advisory community
- Legal advisory services covering taxation, labour laws, statutory compliances, etc.

## **Write to CII**

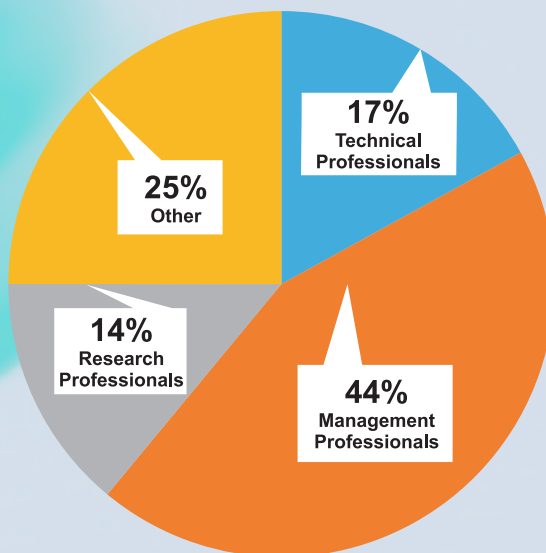
- Members can log in to  **mycii.in** to post their query / representations directly to the organisation



# secretariat

serving  
industry  
through a  
collaborative  
network

- 68 offices (including 9 Centres of Excellence) in India
- 11 Overseas Offices in Australia, China, Egypt, France, Germany, Indonesia, Singapore, South Africa, UAE, UK, and USA
- Staff strength: 1,000+
- Average age of staff: 39.23 yrs



# CII Presence in India

## Region-wise CII Offices Across India

### ***NORTHERN REGION***

State Offices - 9  
Zonal Offices - 8

### ***WESTERN REGION***

State Offices - 4  
Zonal Offices - 10

### ***EASTERN REGION***

State Offices - 5  
Zonal Offices - 4

### ***NORTH EAST REGION***

State Offices - 4

### ***SOUTHERN REGION***

State Offices - 6  
Zonal Offices - 9



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