

# northern notes

NEWSLETTER OF CONFEDERATION OF INDIAN INDUSTRY

NORTHERN REGION

A background image showing three hands of different skin tones cupping a green globe of the Earth against a blue sky with white clouds. The hands are positioned at the top, left, and bottom right, framing the globe.

## Building Sustainable North for Tomorrow

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CII CEOs bring investments to Himachal  
First CII National Skill Development Centre in North  
Northern Region Business Outlook Survey  
Special recruitment drive for the differently-abled

## Foreword

As the roadmap for 'Building Sustainable North for tomorrow' takes shape, the advent of summer has defined immense capacity for collaboration and growth across the North.

An eight-member CEOs' delegation led by CII Vice President Hari Bhartia visited Shimla and announced investments into Himachal Pradesh. Two studies on ICT and Agri and Food Processing potential and investment opportunities in Himachal were well received.

The Union Commerce & Industry Minister, Mr Anand Sharma, addressed over 150 industry captains in Chandigarh at the CII headquarters, on how to make North India a leader in manufacturing and exports.

We made a modest but firm start in the skilling initiative by setting up the Region's first Skill Development Centre in Parwanoo, which was inaugurated by the Union Commerce & Industry Minister, on May 8 in Shimla. With an initial investment of Rs 1 Crore, the Centre, in Phase I, will run 6 trades to train 200 youth per quarter.

The next step to skills is placement. With Job Fairs in Himachal Pradesh and Punjab and the Northern Region's new initiative 'Ability 2010', more than 800 youth were shortlisted and 37 differently-abled persons were placed with CII member companies.

On the international front, we signed an MoU with Austrade to encourage bilateral trade and business opportunities in North. Continuing with the Region's theme of Sustainability, CII-Bureau of Energy Efficiency workshop series was launched to promote energy efficiency across 4 states, five locations covering various industry sectors.

Demise of an eminent thought leader and the management guru, Padmabhusan Coimbatore Krishnarao Prahalad, has left an irreplaceable void. And the emerging lessons we keep learning from those who have guided our paths, ride through and set new trends for others to follow...



(CHARU MATHUR)

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# spotlight



## India's Century will be Asia's Century!

7 April 2010, Chandigarh

### Over 120 CEOs participated in the CII organised interactive session with Shri Anand Sharma, Union Minister of Commerce & Industry on his maiden visit to Chandigarh

Shri Anand Sharma, Union Minister for Commerce & Industry, while interacting with the Industry stalwarts at the CII-organised special session at its Northern Region Headquarters, said, "We have taken a decision to launch a programme to establish a National Manufacturing and Investment Zone in partnership with the State of Rajasthan along the **Delhi-Mumbai Industrial Corridor (DMIC)**." The DMIC development project being executed over six states of Gujarat, Maharashtra, Madhya Pradesh, Himachal, Rajasthan and Uttar Pradesh is an ambitious project which envisages investment of over US\$ 90 billion and will generate significant economic activity along the dedicated rail freight corridor. This project will double employment potential in seven years, triple industrial output in nine years and quadruple exports from the region in nine year period.

With the objective of helping Indian manufacturing sector achieve its true potential and in the process be an engine for job creation, the Department of Industrial Policy & Promotion, Ministry of Commerce & Industry has proposed creation of **National Manufacturing & Investment Zone(s) (NMIZs)**.

The two-way dialogue and idea generation discussion was attended by a large number of representatives from Industry and senior officials of the Government, along with Mr RM Khanna, Chairman, CII Northern Region, Mr Harpal Singh, Immediate Past Chairman, CII Northern Region and Mr Chandrajit Banerjee, Director General CII.

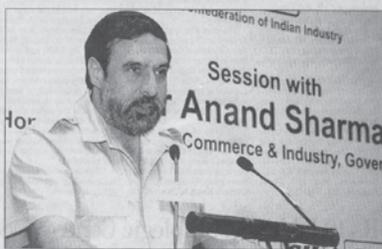
## 'Centre will undertake sectoral review soon'

HT Live Correspondent  
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**CHANDIGARH:** The Central government will undertake a sectoral review soon which would be second such review post the economic slow down to ascertain which sectors need greater attention, revealed Anand Sharma, Union Minister of Commerce and Industry, at CII here on Friday.

Even though there is an increase in the exports by 54.1 per cent as compared to last year, sectors like handicrafts, silk, engineering, electronics, textiles, yarns, spices, carpets and ready made garments have registered negative exports, said Sharma during his interaction with the media after an interactive session with industry at the CII.

Sharma said that while services had grown at a rapid pace, the share of the manufacturing sector in the country's GDP had stagnated at around 15 per cent. "With the objective of helping India recover from the economic slow down, the government has proposed the creation of a number of National Manufacturing & Investment Zones (NMIZs), the minister added.



Union Minister of Commerce and Industry Anand Sharma addressing a gathering on the premises of Confederation of Indian Industry at Sector 31, Chandigarh, on Friday.

of production units, public utilities, logistic, environment protection mechanism, residential areas and administrative centres. The minister said that the government will undertake a sectoral review soon which would be second such review post the economic slow down to ascertain which sectors need greater attention, revealed Anand Sharma, Union Minister of Commerce and Industry, at CII here on Friday.

(CII) and attended by a large number of representatives from Industry and senior officials of the government.

Speaking on the occasion, the minister said that the Delhi-Mumbai Industrial Corridor (DMIC) development project being executed over six states of Gujarat, Maharashtra, Madhya Pradesh, Himachal Pradesh, Rajasthan and Uttar Pradesh at an investment of over US \$ 90 billion will generate significant economic activity along the dedicated rail freight corridor between Delhi and Mumbai and aims to double employment potential in seven years, triple industrial output in nine years and quadruple exports from the region in 9 year period.

In his welcome address, R.M. Khanna, Chairman, CII Northern Region, said that although the contribution of the Northern region to the national GDP continues to be the lowest, at 9.5 per cent, it has been declining over the past few years. He said that the government will undertake a sectoral review soon which would be second such review post the economic slow down to ascertain which sectors need greater attention, revealed Anand Sharma, Union Minister of Commerce and Industry, at CII here on Friday.

## Redoubling reforms essential for High Growth: CII



## Centre - State - CII bring investment into Himachal

8 April 2010, Shimla



The tripartite dialogue involving the Central Government - State Government and CII has brought investments worth several hundred crores in the state of Himachal Pradesh. The tripartite dialogue was initiated at the behest of the Minister of Commerce & Industry, Shri Anand Sharma last July. The dialogue was supported by Govt of Himachal Pradesh and has helped identify projects in key sectors, the implementation of which will have a significant positive impact on overall development of the state.

During the month of April 2010, the Commerce & Industry Ministry announced industrial support package to the tune of Rs 126.42 Crore including a transport scheme of Rs 29.84 Crore. In line with his promise of bringing the industries, which are harmonious with the environment of Himachal, Mr Anand Sharma further made a series of announcements to facilitate investments in the state.

- Extension of the Transport Subsidy, Capital Subsidy & Income Tax Exemption till 2013
- Through APEDA, Ministry of Commerce & Industry has sanctioned Rs 11.5 Crore for the development of different crops in Himachal
- Announcement of a Spice park in Nadaun, Hamirpur
- Integrated pack houses at Nadaun, Jarol Ticker, Recog Peo, Oddi and Patikhul worth Rs 11.46 Crore
- Aqua fish farm clusters
- Himachal University's pilot project for cultivation of organic tea on collaborative basis with Tea Board on 100 hectares of

## Potential Growth Drivers for Himachal Pradesh

**Agri & Food Processing sector:** Floriculture & polyhouse cultivation (Rs 2700 Crore), mushroom cultivation (Rs 400 Crore), wine and cider (Rs 20 Crore), medicinal herbs (Rs 200 Crore), organic farming (Rs 200 Crore), value added starch, stevia, ginger, mushroom and medicinal plants.

(Source: CII Study on Agri & Food Processing potential in Himachal Pradesh, 2010)

**Tourism:** Experience Himachal, home stays, build a comprehensive experience around religious tourism, adventure & eco tourism, wellness tourism and twin Himachal Pradesh with Italy.

(Source: CII Study on Tourism Opportunities in Himachal Pradesh, 2010)

**IT and Skills:** The state is an ideal location for setting up of IT units possessing all the essential attributes like high literacy rate and telecommunication connectivity. The state may emerge as a major IT player. E-government initiatives will attract number of large IT companies creating job opportunities for youth of the state.

land with an estimated cost of Rs 4 Crore

- Rehabilitation of 10,000 hectares of tea plantations
- Inauguration of CETP at Barotiwala Industrial Centre with investment of Rs 50 Crores from the Central Govt
- Rs 3.2 Crore for construction of approach road to ICD at Baddi
- Grant of Rs 5.5 Crore to set up a world class trade center at Baddi
- Central Government Sponsored Industrial Infrastructure Upgradation Scheme (IIUS)

worth Rs 70 Crore for the industrial township of Baddi

- Laid the foundation stone for upgradation of facilities at Pharmaceuticals and allied industries cluster under the IIUS
- Central assistance of one time grant-in-aid to the Special Purpose Vehicle (SPV) formed by the cluster association for development of the infrastructure. The Central grant will be restricted to 75 per cent of the project cost subject to a ceiling of Rs 60 Crore



**Hari S Bhartia**, Vice President, CII

"CII will work to bring in more investments in Himachal Pradesh and will focus on working with the Government to focus on sustainable non polluting units."



**Vikram Bakshi**, MD, Connaught Plaza Restaurants

"Himachal Pradesh is a brand in itself. Tourism has 150% more productivity than conventional industries for projects over Rs 20 Crore. Clearances should be done in 90 days."

## Anand Sharma inaugurates CII National Skill Development Centre



Mr Anand Sharma, Hon'ble Minister for Commerce & Industry, Government of India inaugurated the CII National Skill Development Centre. The Centre is being established by CII Northern Region, in association with the Indian Institute of Skill Development in Parwanoo, Himachal Pradesh with an estimated investment of around Rs 1 Crore.

It is a pilot project wherein short term advanced vocational courses in various trades will be offered to enhance the employability of 16000 Himachali youth over a period of next 2 years.

The trades identified for Himachal are: Electrician; Milling with CNC; Turning with CNC; Grinding with CNC; and, Heavy Machinery Driving.

The Centre will have strong industry partnership for course curriculum and placements. CII is setting the standards for curriculum. The Centre will facilitate sponsorships from the industry and Government grants to finance 10% of the seats for the underprivileged. In addition to conventional training, soft skills, career counseling and application of practical knowledge will be stressed upon.

The same model with inputs from the pilot project will be replicated in other locations in Himachal Pradesh.

## Investment announcements by CII CEOs' delegation



**Anil Rajput**, Senior Vice President  
ITC Ltd

"ITC will double its production capacity in Himachal over the next 2-3 years."



**P Rajendran**  
Chief Operating Officer, NIIT

To bridge the current skill gap we will be setting up a Finishing School for college graduates by NIIT Foundation. CII-NIIT project will also be there in Himachal."

**Rakesh Bharti Mittal**, Chairman  
Field Fresh Foods Pvt Ltd

"Apples constitute about 80% of Himachal's horticulture produce. Bharti Group will engage with the farmers for enhancing the apple yields in the state. We are also bringing in skill development programmes through Centum Learning Ltd, a Bharti Associate company providing end-to-end learning and skill building solutions."



**Gokul Patnaik**, Chairman  
Global Agri System Pvt Ltd

"Global Agri System Pvt Ltd will be setting up of three supply chain units in Himachal, one each on European vegetables, off season vegetables and herbs. We would set up a demonstration unit, nursery and a processing plant for Stevia in Himachal."





## Tomorrow's North: Green and Educated

## CII Northern Region Annual Session

The CII Northern Regional Annual Meeting and Conference on 'Tomorrow's North: Greener and Educated' presented 'pioneer' case studies and attempted to bring together a symphony in action in its nine states. Esteemed panelists included Mr Rajendra S Pawar, Chairman & Co-founder, NIIT Group; Mr Rakesh Bharti Mittal, Chairman, CII Agriculture Council & Vice Chairman & Managing Director Bharti Enterprises; Dr Renu Singh, Director – Advocacy & Policy Support, Save the Children Bal Raksha Bharat; Mr Hari S Bharti, Vice President, CII & Co-Chairman & Managing Director Jubilant Organosys Ltd; Dr Sudhir Kapur, Chairman, Skills & Education Sub Committee, CII Northern Region & Managing Director & CEO Country Strategy Business Consultants and Mr Harpal Singh, Chairman (2009-10), CII Northern Region.

At the session, 'Education and Skills – Foundation for a prosperous North', Mr Kapil Sibal, Union Minister for Human Resource Development, said, "Education has to be a national endeavour to create the intangible assets needed for idea generation and innovation. The private players will now be allowed to use public assets schools / colleges / institute buildings) for skill training."

Discussion on 'Greener North – the Wining Agenda', threw up many challenges and opportunities for the region. Prof Gunter Pauli, Founder, Zero Emissions Research & Initiatives uncovered some unique innovative business ideas for a new generation of entrepreneurs who use what is available to sustainably address the needs of the earth and all its citizens. He emphasised on the next version of the green economy i.e The Blue Economy.

**The CII Nanhi Chhaan Foundation was launched during the event, aiming at pro-active engagement of the corporate sector to promote gender equality and ecological conservation. 104 corporates have already signed the code of conduct.**

"A successful hosting of the first green games will strengthen India's prospects of hosting the Olympics. Besides the sportspersons, heads of various enterprises will be visiting India looking at commercial engagements," said Mr Suresh Kalmadi, Member of Parliament & Organising Chairman Delhi 2010 Commonwealth Games.



## Roadmap for Building Sustainable North for Tomorrow - 2010-11

19 April 2010, Chandigarh

Outlining the roadmap for the year 2010-11, the new CII Northern Region Chairman, Mr R M Khanna emphasised that a multi-pronged approach focusing on the following would define various initiatives during the current year to make sustainable, futuristic and inclusive North.

Climate Change being a critical area, CII would continue its mandate for conservation and management of water and energy by propagating the Aqua Code launched last year amongst our members, stated Mr Khanna. To gear up the efforts to promote green industry, setting up of mini Green Business Centre in Dehradun is a major initiative planned in the current year.

Sharing his vision, the Chairman mentioned that tomorrow's North could only be an integrated region without barriers, and said, "Advocacy & consensus building for Goods & Services Tax (GST) will be the top agenda for policy advocacy in the region this year. CII would engage with Governments at all levels for an easy transition to GST regime."

Articulating the need for integrated development on the lines of NCR while keeping the original character of Chandigarh alive, Mr Khanna stated that leveraging the services sector and catalyzing the development of OEMs or small manufacturing and clean technology driven units would be high priority areas.

## In the line of duty

Creating jobs and promoting green industry are the priorities of the new CII chairman

PARUL

THE zeal and will is apparent, the soft demeanor notwithstanding. In fact, RM Khanna, the new chairman CII's northern region, is willing to sacrifice his golf to put all the plans in place. "This year is going to have 470 days," says Khanna, looking forward to the challenges of his new position, given that the northern region is the largest of CII's four zones.

A first generation entrepreneur, Stanley Engineering is Khanna's venture that he has nurtured with love and pride. Ethics and values have always ruled his life, he says. "My father was a contemporary of Bhaagat Singh and those principles dominated my upbringing." In his new role, Khanna is optimistic about projects that promote Corporate Social Responsibility, adds value to farmers' produce, helps develop industry in Punjab leading to skill-development and employment among the youth, promotes Nani Chaban, a project focusing on education of women and the girl child and retains the character of Chandigarh as a city. "The seed of the hour is to get people sensitised towards others. As part of skill encouragement, CII will train 30 people to increase the pool of trained personnel," he adds. Khanna believes education and skills are essential for ensuring sustainable development.

To increase employability, 21 ITIs in the north are being converted to Centers of Excellence and the same model would be replicated for other ITIs as well. The view is to bridge the gaps between education and industry.



Khanna, the new chairman for CII's northern region

Ecological conservation, promoting green industry, education reforms to be

## CII signs MoU with Austrade to encourage bilateral trade

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CHANDIGARH: Austrade, a trade and investment agency of the Australian federal government, will have a local Austrade representative in Chandigarh, informed Australian Trade Commission Michael Carter.

Carter made this announcement after CII and Austrade signed a memorandum of understanding with an objective to encourage bilateral trade, investments and provide business development opportunities to the industry-based in North India.

"Australia is amongst the most significant investment destination for India. In 2009-10, the Australian Trade Commission facilitated more than 700 million dollars investment in India," Carter said.



Australian Trade Commission Michael Carter (centre) with CII representatives during a seminar in Chandigarh on Thursday.

He said the sectors of potential Australian involvement in Punjab, Haryana and Himachal Pradesh would include food and beverage, hospitality, infra-

and resources, agribusiness and education. Speaking at the seminar, Nitin Peshawaria, chairman, CII Chandigarh Council, said, "CII looks forward to working closely

with trade and investments and strategic partnerships for the benefit of both." The seminar also showcased specific business and investment opportunities to the group

22 April 2010, Chandigarh

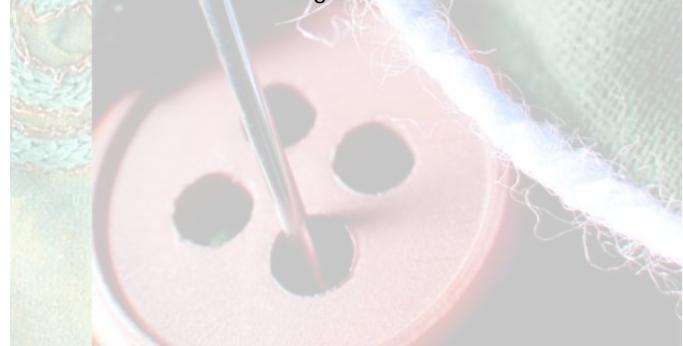
The MoU was signed by Mr Michael Carter on behalf of Austrade and Ms Charu Mathur, Regional Director, Northern Region on behalf of CII.

## Successful finale of skill training for women in Boniyar Block

22 April 2010, Baramulla, Kashmir

A session to mark the successful culmination of the CII skill training initiative in Boniyar Block was conducted at Baramulla wherein Mr Bashir Ahmed Bhat, Deputy Commissioner Baramulla was the Chief Guest on the occasion.

With a dual aim of reviving the traditional art and providing sustained livelihood for 80 earthquake (2005) affected women in four villages viz Naganari, Najar, Bhatt Mohall and Hakapathri in Boniyar block., 6 to 8 months training was imparted in Sozni, Crewl embroidery, and cutting & tailoring to them. The training faculty consisted of eight expert trainers and a project director. A stipend of Rs 500 per month was provided to each of the trainees for the duration of the training.



# policy pulse



## Policy Roundup for Northern Region

R M Khanna  
Chairman, CII Northern Region

A vital part of CII and its strength has been its cutting edge policy advocacy. In addition the Confederation endeavors resolution of various issues impacting membership and industry. This brief note captures some of our policy work in the Northern Region / Northern states and the milestones that we have achieved in the recent past.

**Industrial and other sectoral policies** set the framework for business to operate in. The year saw many of the states reviewing their industrial policies. CII proactively worked with these state governments making suggestions based on the need of the industry and progressive ideas drawn from the current thinking at both national and international levels. Recommendations were made for the proposed new industrial policies of Chandigarh, Delhi, Haryana, Himachal Pradesh, Punjab, Rajasthan & Uttar Pradesh, many of which have found acceptance.

Besides the industrial policies, recommendations were made for the proposed Agri Policies in Punjab and Rajasthan & SEZ Act in Punjab.

Apart from policy, **the procedural issues** play an important role in determining the investment climate of any particular state. These relate to a variety of heads, key ones being land related issues, project facilitation mechanisms like the Single Window System, Tax and Labour related issues.

Most of the states have announced **Single Window System** for facilitating investors. However the efficacy and effectiveness of the same leaves much room for improvement in most of the states. Many of the State Councils took up the issues related

to strengthening of Single Window System, including Jammu & Kashmir, Rajasthan, Uttar Pradesh and Uttarakhand. The advocacy centered around restructuring for efficient delivery, enactment of Industries Facilitation Acts and use of Information Technology for speed and transparency.

Advocacy on **taxes**, specially state taxes has been another key area of focus. The issues taken up include alignment of VAT rates with those prevailing in the neighboring states, timely refunds, simplification of procedures and abolition of entry taxes which act as interstate barriers to trade. State level advocacy on GST aimed at awareness generation and consensus building has been another focus area.

On the **labour** front we have worked very closely with state governments wherever there have been labour issues. Dialogue with state governments, along with comprehensive recommendations on labour reforms are being pursued in Haryana and Rajasthan.

**MSMEs** are a key constituent of the Indian economy and CII membership. This is well reflected in CII's policy work too. Many states took up issues related to enactment of various provisions of the MSMED Act, by the state governments. Other areas of advocacy include effective implementation of price purchase preference policies for MSMEs, improving access to markets and technologies and ensuring timely payment to MSMEs.

We have had many successes in terms of our recommendations being accepted and membership issues being resolved. Encouraged by the same, we continue to pursue the policy agenda vigorously.



## Key recommendations accepted/issues resolved

### 1. Infrastructure

- Representations against power tariff hikes and issues related to power cuts for industry across states
- Connectivity issues:
  - » Expediting of Bhanupali – Bilaspur – Beri rail link in Himachal Pradesh for facilitating movement of goods and raw materials over rail for the cement industry in and around Bilaspur
  - » Expediting of Udhampur – Qazigund rail link which would provide alternate connectivity between Jammu & Kashmir
  - » Developing the old Mughal Road as an alternate road link between Jammu & Srinagar
  - » Building a greenfield airport at Ajmer, Rajasthan
- International Convention Center at Jaipur
- Setting up of Common Effluent Treatment Plant at BBNA at Baddi in Himachal Pradesh
- Building of a 100-bedded ESI Model hospital and hostels for labour at Baddi

### 2. Taxation

#### State Taxes

- Extension of sales tax incentives to units in 'pipeline' as on 30 April 2000 and starting commercial production by 30 April 2002, as per Haryana's Sales Tax Incentive Scheme
- Reduction in VAT rates, to align the rates with those prevalent in the neighbouring states: on CFLs, unbranded soaps and desi ghee in Himachal & diamond tool industry in Rajasthan
- Reversal of levy of Mandi Tax on exports meant for rice in Uttarakhand

#### Central Taxes

- SSI exemption on excise extended to branded packaging manufacturing
- Excise exemption, in case CENVAT credit has not been availed, extended to units manufacturing 'Products wholly made of Quilted Textile materials'

### 3. Others

- Land acquisition procedure simplified in Himachal Pradesh
- Granting of Domicile Himachali Status for those living in the state for 15 years or more
- Removal of mandatory requirement of notified khasra numbers for availing incentives under the special GOI package in Jammu & Kashmir

*(For further details on the state/regional policy work of CII, please email at [erpd@cii.in](mailto:erpd@cii.in))*

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## The Blue Economy

*100 Innovations inspired by nature that can generate a 100 million jobs over a decade*

Professor Gunter Pauli

Founder Zero Emissions Research Initiatives (ZERI) & Member, Club of Rome

Let us not demand more from the Earth. Let us do more with what the Earth already provides.

The world is in need of a new economic model. Who would doubt this? We need to find a way to meet the basic needs of the planet and all its inhabitants with what the earth produces. Many grand steps have been taken in the sustainability and green movement.

Yet while the debate on climate change escalates – along with the earth's temperatures – and the facts on unemployment and poverty remain very alarming, we have to search for solutions that will allow us to make a quantum leap forward. The economic models of the past collapsed.

The Plan Economy was never able to efficiently allocate resources. While it did provide the basic needs of many, it could not sustain itself. The market economy evolved in parallel to a system whereby companies pursued economies of scale, increasing production to ever higher levels, in the hope that the marginal cost of each additional unit would be lower than the previous one.

This unleashed a wave of mergers and acquisitions whereby companies leveraged their assets in order to control competitors. When debt became untenable, and junk bonds were not the rage anymore, the financial wizards invented sophisticated financial instruments that created assets based on next to nothing. That scheme collapsed. Even the largest companies and financial powerhouses had to admit defeat. From this harsh reality emerged a renewed dialogue on how to design our economies. The only serious response to the capitalistic and communist development model has been the Green Economy.

Unfortunately, the Green Economy has not taken off. The main challenge is that this approach requires subsidies and taxes. Companies have to invest more and consumers to pay

more. This maybe a valid and justified strategy when the world economy is expanding and unemployment is decreasing, or when the main actors in the market are flush with financial resources. However, this strategy is a tough act to follow when the demand drops and consumer confidence dwindles. It is even tougher when people realize that their jobs are at stake.

When faced with the challenge to respond to basic needs with what we have, and admitting that the present system is not providing adequate short or long term solutions, then time has come to embrace a broad portfolio of innovations that build on what we have achieved and benchmarked around the world. For decades we have been copying the genius in nature's design, like the Velcro that imitates the adhesion technique of the cocklebur seeds, or the self-cleansing of the lotus flower. The time has come for societies move from the romance with species to a pragmatic inspiration by ecosystems. Indeed, we have noted all too often that in the current sustainable movement, we have seen the substitution of one product or process by another has unveiled unintended consequences, just like core business translates all into cash flow, building on core competences. Individual species offer one detail within a complex web of life. The use of corn as feedstock for both bio-fuels and bio-plastics has increased the cost of tortillas putting food security for millions at risk, further stimulating industry to embrace genetic controls to master standardized and predictable output. The use of palm oil for biodegradable soaps has destroyed huge tracks of rainforest and with it the habitat of the orangutan. The appetite for shiitake mushrooms, a delicious and a fine substitute for animal protein, has increased the logging of oak trees which serve as substrate.

We, too, must evolve in our quest to become sustainable, and go beyond the substitution of one product or one process with another. We have to improve the system. Ecosystems provide pragmatic design principles.

The first design principles is based on the observation that all matter and energy is cascaded from one species to another,



always belonging to another kingdom of nature. What we refer to as “cascading of nutrients” involves partaking of locally available resources, employing all contributors, and using the waste for one as the resource for another. This cascading of nutrients can be clearly demonstrated in the astonishing and laudable work of by Father Nzamujo at The Songhai Center in Benin, by Paolo Lugari at Las Gaviotas in Colombia and even the Living Water Systems of John Todd in the US. Prof. Jorge Alberto Vieira Costa’s work in Porto Alegre, Brazil redirects CO<sub>2</sub> exhaust from the local coal-fired power station. It provides the nutrient needs of spirulina algae for the production of protein-rich food supplements and sustainably harvested biofuels. It demonstrates how an excessive or unbalanced by-product (CO<sub>2</sub>) can be converted from a pollutant to a resource. The additional investment costs are low since the infrastructure required is already available, thanks to the warm water retention basin – i.e., what is locally available.

The second principle is based on the observation that ecosystems rely first and foremost on the laws of Physics and only secondarily on Chemistry. Physics is predictable. Indeed, the law of gravity, for example, has no known exceptions to its rule, warm air rises, cold water settles closer to the bottom. Following this principle would allow us to reduce or eliminate mined metals, smelting of ore and processed chemicals from our consumption patterns. The Physics-based mechanisms developed by the zebras and the termites display more mastery about air - and humidity control than any of our current existing mechanical and electronic systems solutions. We see this in the design of the Lagggarberg School in Sweden, designed by Anders Nyquist or the field hospital in Colombian Vichada, designed by the team of Las Gaviotas where the air is continuously and naturally refreshed without the need for costly pumps and heaters or coolers. These buildings demonstrate that these inspirations from nature can cut capital costs merely by exploiting pressure and temperature differentials. As a result, the modern day reliance on chemically based insulation is complemented or even replaced by a

deeper understanding of the laws of Physics, eliminating the unsustainable use of materials and energy in the process.

The same logic is even applied to the generation of electricity. Each year industrialized societies contribute some 40 billion batteries into the pollution overload of toxic landfills each year, mined and processed metals. Yet nature shows us that every ecosystem generates electric currents based on differentials in pressure, pH, and temperature. While these micro-currents in the foreseeable future are too small to replace a coal-fired power station, they are sufficient to provide a perfectly feasible substitute for these billions of “disposable” batteries that are not only expensive to make and to operate, but polluting beyond any logical reason. This has been demonstrated by Germany’s Fraunhofer Institute, where they have successfully prototyped a cell phone that generates electricity from the temperature difference between the phone and our body, and converting the pressure from our voice into a piezo-electric source that provides the power to project our words speak ... as long as we are talking.

Achim Steiner, the Executive Director of UNEP and Ashok Khosla, the President of IUCN stated in their foreword to the latest Report to the Club of Rome. “We can find ways of utilising Physics, Chemistry, and Biology just as ecosystems do with renewable materials and sustainable practices. This is no longer the realm of science-fiction; it is actually happening here and now.”

This will require a new generation of entrepreneurs who will make the difference on the ground and build the industries of the future. I am convinced that India can be one of the world's pioneers.

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## Last mile delivery for transformation of Indian agriculture

Ajay S Shriram

Chairman & Senior Managing Director, DCM Shriram Consolidated Limited  
& President, International Fertilizer Industry Association, Paris (France)

Indian agriculture has come full circle from the beginning of green revolution. Between 1960 and 2000, the introduction of high yielding varieties, wide spread adoption of chemical inputs and a clear policy focus on food self-sufficiency resulted in quantum jump in productivity of most crops. But over the last decade, old problems of stagnating productivity and food insecurity are beginning to resurface. While factors like imbalanced use of nutrients, low seed replacement rates, weak market linkages, poor infrastructure etc. have adversely impacted productivity, macro economic trends like urbanisation and growth of services sector have contributed to the decreasing importance of agriculture. Such a situation does not augur well for the country's food security whose population is steadily increasing.

Issues like infrastructure, market linkages, input subsidies etc. require policy & systemic interventions and may have a longer time & investment horizon. But improvements in cultivation practices and adoption of latest technologies, which are dependent on information availability, are immediately addressable. But in reality, less than 40% of farmers have access to information about modern techniques and inputs. And even where information is available, it is often not readily comprehensible or adoptable. This is where an effective last mile delivery system that bridges the knowledge gap will play a critical role in transforming farm productivity.

Last mile delivery implies delivering the latest and improved location-specific farm technology to the farmers for improving crop productivity. It imparts knowledge about crop cultivation practices, products, technologies and their efficient utilisation in a cost effective manner.

While there are problems galore, some integrated agriculture initiatives like DSCL's Shriram Krishi Vikas Program & Hariyali Kisaan Bazaars, extension activities of IFFCO, Tata Chemicals and others have shown that by firmly keeping the farmers' requirements in focus, most of these problems can be addressed and farm productivity enhanced. Based on these experiences and similar ones across the world, it would seem quite logical to

initiate a unified and comprehensive plan of action to strengthen our last mile delivery processes. An 8 pronged approach is suggested to realise this objective.

- (1) **Unifying agriculture** – Putting the crop / farmer in focus: Due to its sheer nature and magnitude, agriculture has given rise to a number of industries like the fertilisers, seeds, pesticides, commodity trading, processing etc. In most situations, each of these industries pursues its own agenda without enough consideration to the unifying factors of the crop & the farmer. It is time that the stakeholders come together to put the crop back in focus.
- (2) **Training & certifying professional crop advisors:** The education imparted at various agricultural universities across the country is fairly generic in nature. There is a dire need for training & certifying crop specialists who can then provide extension services to the farmers in a more focused manner, starting from selection of right varieties of seeds through nutrition & pest management, post harvest management etc. The American Society of Agronomy (ASA) is working along with Punjab Agriculture University, International Rice Research Institute and other organisations to bring its Certified Crop Advisers program to India. Such efforts need to be rapidly scaled up.
- (3) **Increasing extension reach by roping in agri input dealers:** Current manpower deployed by the public and private sector is grossly inadequate to reach 110 million Indian farmers. Inclusion of agri input dealers (estimated at over 100,000 and who form the farmers' primary point of contact) into the extension system and equipping them with knowledge would go a long way in improving the reach. A mandatory certification program with periodic renewal may be advisable for all agri input dealers to ensure quality of delivery.
- (4) **Creation of a common knowledge pool:** A common and coherent knowledge pool has been conspicuous by

its absence due to lack of coordination between multiple agencies involved in agriculture extension. Also, experiences of successful extension / delivery systems of individual organisations are hardly ever shared. It may be in the best interest of all concerned to create an easily accessible common pool of knowledge.

- (5) **Leveraging ICT infrastructure for efficient knowledge dissemination:** Be it pushing reminders for application of a specific input or helping the farmer pull information on specific output prices, ICT has the potential to impact rural India, the same way it has redefined the urban areas. It provides a unique opportunity to deliver customized information, on an interactive basis and supplement human effort. The rapid growth of recent initiatives by IFFCO (Kisaan Sanchar), Nokia (Life Tools) etc. have shown the acceptability of ICT models in the rural space for delivery of information.
- (6) **Organising Farmers:** In India, almost 80% farmers are small and marginal, which makes commercialization of agriculture a difficult proposition. It would be discernible to organize them in “groups” by developing suitable models. Producer Company initiative of Tata Chemicals is one such example, where farmers collectively form, own and run agriculture production companies. Such a move may also help in increasing farm mechanization and contract farming resulting in substantial improvement in farm productivity and production, aided by need based transfer of farm technology.
- (7) **Establishing Farmer-Corporate Partnerships:** Indian corporate sector has a long association with the farmers either as an input supplier or an output buyer. This association, if leveraged and structured into a formal Farmer-Corporate-

Partnership (FCP), could play a crucial role in addressing the aforesaid problems. The FCPs would focus on educating the farmer about the latest agricultural practices, ensuring quality production and provide them with assured market and better income. Exemplary work is being done by the sugar industry on all these fronts. Such direct linkages would help address all segments of the Indian farmers, majority of who have very little land holding.

- (8) **Getting Local:** There is an urgent need to adopt an immensely concentrated and focused approach, rather than a universal approach, to make the best of available resources. It is often mentioned that every 100 kilometres we travel in India, we encounter a new country, where food habits, crops, culture and language change. In such a diverse environment, adopting or advocating any universal recommendation is bound to encounter failure. Any effective delivery system has to take this into account and endeavour to create information that is extremely localised and easily adoptable.

The need to focus on agriculture and rapidly increase productivity stems from the requirement of ensuring food security and an all-inclusive growth for the country. Putting all the above on the ground, though feasible, is still a challenging task for the country. To achieve the coveted objectives, any delivery system has to ensure that the knowledge is latest, need based, location specific and made available timely in a manner which is simple & easily understandable by even the poorly educated farmer. No single agency would be able to do full justice. Collaboration between multiple stakeholders is probably the only way in which last mile delivery systems can be spruced up leading to a transformation in agriculture.





## IFRS: A New Accounting Language

Jamil Khatri

*Executive Director, Head, Accounting Advisory Services  
KPMG in India*

Since a while now, accounting bodies have been striving to achieve a flat world in the field of accounting, to make it simpler and easier to understand and compare financial statements and results of companies across the world. The International Financial Reporting Standards, 'IFRS' have emerged as the base for this unification. Till date, more than 100 countries have either adopted or converged with IFRS or are in the process of doing so; including UK, Japan, USA and China. Countries have either adopted these standards on an 'as is' basis or issued revised local accounting standards based on the principles under IFRS, with certain carve-outs (deviations) suited to their individual economies.

India has set a roadmap based on the latter approach, for converging with IFRS in a phased manner.

- The first phase covers large companies – companies included in the Nifty 50, Sensex 30, companies which have shares or other securities listed outside India or companies (listed or not) which have a net worth in excess of Rs. 1000 crores. The transition date set for these companies is April 1, 2011.
- The second phase covers all companies (whether listed or not) with a net worth in excess of Rs. 500 crores but less than 1000 crores and the transition date set for them is April 1, 2013.
- The third phase covers all listed companies with a net worth less than 500 crores, with a transition date set for April 1, 2014.
- Banks and NBFCs have a separate roadmap and will begin convergence from April 1, 2013
- All insurance companies will converge from April 1, 2012

Companies which do not fall under any of the criterion above would not be required to follow the IFRS converged standards; however they may choose to do so voluntarily.

This phased manner is intended to facilitate a gradual shift to IFRS principles rather than a sudden change. The intention

seems to be that the larger companies, who have the systems and resources required for such convergence, would converge first and the other companies would then leverage from their experiences in the subsequent phases.

However, currently in India, accounting is not governed by just one accounting body. There are many other bodies that govern or influence it like the MCA, SEBI, RBI, IRDA, judiciary system and still others who are affected by it - Income Tax, Indirect Taxes etc. Hence convergence to IFRS would require a change not only in the accounting principles but also parallel changes to the guidelines issued by these bodies. Of these, the major concern is the reaction of the tax departments to the new fair value recognition and measurement principles of IFRS and whether the converged financial statements would be acceptable to the tax authorities. This is one front where the convergence project still needs to make significant progress.

This brings us to the questions that come to Corporate India's minds: what challenges should a company expect on the path of transition to IFRS? What is the best strategy to approach the transition? What are the major accounting differences that will have a significant impact on the financial statements?

### Challenges to IFRS convergence

The first challenge for individual companies is to identify under which phase of convergence would they be covered? A lot of questions surround this, including the date for determination of eligibility, whether the net worth determination should be based on the consolidated position or the stand alone position of a company etc?

One of the major challenges that is expected, is the scarcity of IFRS expertise in the country today and educating the existing finance personnel of a company in IFRS. This process would be gradual but requires immediate attention not only from the company's perspective but also from the perspective of the accountancy profession itself.

One of the fundamental principles of IFRS is recognizing transactions at fair value. However the measurement of fair

value becomes far more complex in less developed markets. Determining fair value for transactions requires assumptions and estimations and can be a challenge for unquoted instruments.

Managing the expectation of shareholders and investors to the new accounting results also poses a significant challenge. This would entail educating the investors on IFRS.

Lastly, the converged standards would require a change to business processes, systems and the general outlook towards accounting for transactions. The economic benefits of certain transactions may be overshadowed by the accounting consequences.

## Approach to transition

The global experience with IFRS conversions indicates that a phased approach is the most optimal approach in terms of effort, costs and efficiencies.

A company should begin its transition process with high level assessment of areas likely to be affected by IFRS and set up an identified project team covering each business process/entity within a group. After completing this initial scoping and mobilizing the necessary resources, the project team would move to a more detailed impact assessment. Team members should undertake systematic and detailed gap analyses to identify the potential impact of conversion. Time invested at this early stage of impact assessment will contribute to a smoother changeover to IFRS. Doing this work well the first time is essential — it creates the “blue print” for the design and implementation phases of the project and sets the foundation for addressing the project’s impact across the organization.

The end result of the design and implementation phase is the ability of the company to churn out IFRS financial statements on an ongoing basis within the determined timelines i.e. integrate it as part of the entire accounting and reporting systems.

## Key accounting differences

Some of the key accounting differences between the current Indian GAAP and IFRS are listed below:

- Consolidation is based on the concept of control and not ownership interests. This would lead to a change in the group structure by either consolidating more entities as subsidiaries or existing subsidiaries not falling under the definition of a subsidiary under IFRS
- Business combinations are accounted as per the acquisition accounting method which recognizes all identifiable assets and liabilities of the acquiree company at fair values as on the acquisition date
- All financial assets and liabilities are recognized at fair value at inception. All derivatives are marked to market through profit and loss account unless hedge accounting principles are applied.
- Financial instruments need to be carefully evaluated whether they fall under the equity or liability definition under IFRS eg: redeemable preference share capital is treated as a liability and the dividend on the same considered as a finance charge.
- The concept of substance over form which affects revenue recognition, treatment of loan origination costs, lease arrangements etc.

IFRS will definitely impact the net worth and profitability of companies. However the magnitude of impact is expected to be different for various sectors. For example, Real Estate, Infrastructure (Built – Operate - Transfer type arrangements) and Banks are likely to witness a relatively higher impact.

As Winston Churchill said ‘There is nothing wrong with change, if it is in the right direction’. Convergence with IFRS requires an overall change in how financial performance is evaluated. Achieving this change is a challenging task; but India can leverage from the experiences of other countries to smoothen this process. Companies, auditors, governing bodies, government authorities as well as investors and shareholders need to cohesively gear up for this change to effectively implement the IFRS converged standards in India. All stakeholders will need to work together to ensure that IFRS transition emerges as a change in the right direction.

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# 73<sup>rd</sup> CII Northern Region Business Outlook Survey

April - September 2010-11

## Highlights

Strong positive sentiment for growth. 96% of the respondents expect GDP growth of 7% or more as against only 16% in the previous October-March 2009-10 Survey. 39% expect the GDP growth rate of 8% or more as only 2% in the previous survey.

Expectations of high inflation. 90% of the respondents expect inflation to be 5% or more as against 26% in the previous survey.

Outlook for the current six months much stronger than the actual performance in the last six months.

Business prospects on key elements –capital investment, capacity utilization, sales, new orders & production are all expected to improve further in the current six months

Positive sentiment on the export front. Optimism on value, production and new orders.

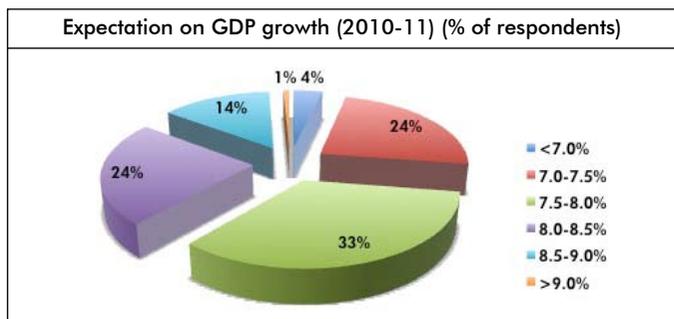
Credit availability remains an area of concern with 76% of the respondents expecting no increase in credit availability. 47% of the respondents expect the cost of credit to increase.

Top three concern areas are Infrastructural & Institutional Shortages; Cost & Availability of Labour and High Interest Rates.

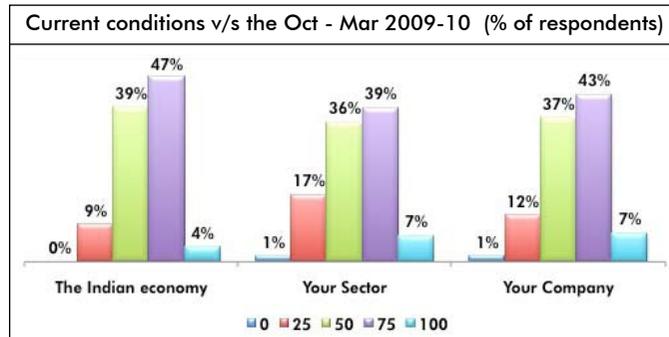
The survey is based on 137 responses received from industry across the Northern Region states and captures the outlook of the industry across the Northern Region.

## 1. Outlook on the Economy

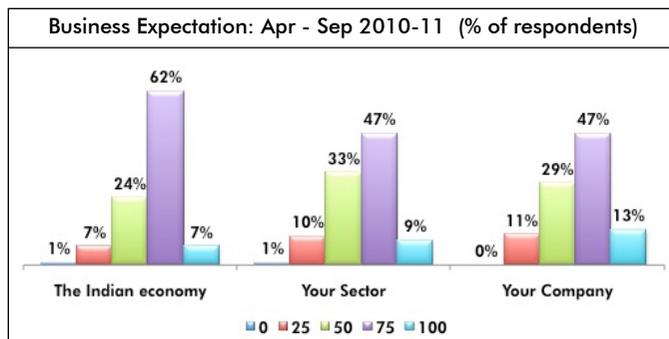
96% of the respondents expect GDP growth of 7% or more as against only 16% in the previous October-March 2009-10 Survey. 39% of the respondents expect the GDP growth rate of 8% or more as against only 2% in the previous survey, reflecting a very strong positive sentiment for the economy.



## 2. Outlook on Business Prospects



Note: Respondents were asked to rate scores ranging from 0, 25, 50, 75 & 100 (0 for significantly worse and 100 for significantly better)



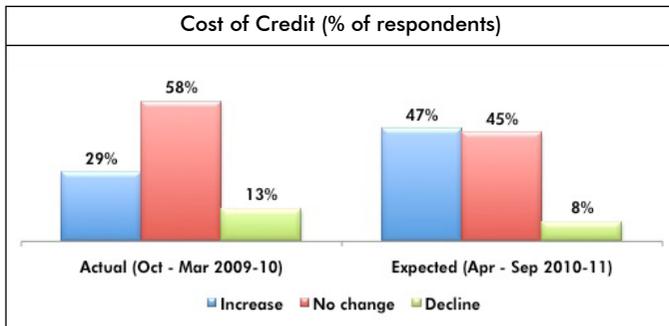
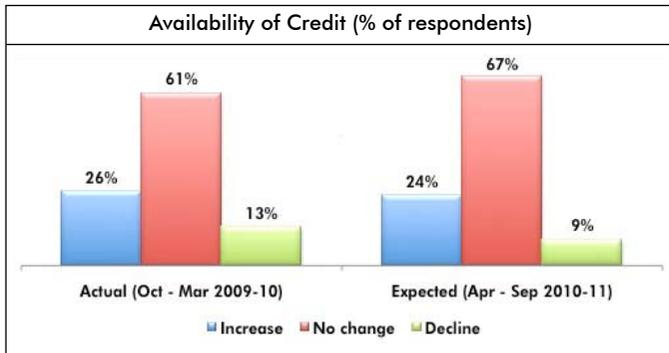
Note: Respondents were asked to rate scores ranging from 0, 25, 50, 75 & 100 (0 for significantly worse and 100 for significantly better)

In line with the bullish growth sentiments, **the outlook for the current six months is stronger than the actual performance in the last six months.** More than 50% of the respondents reported the current conditions as much better than the last six months for the Indian Economy, and also their own companies.

The **expectation for the next six months is even better** with even a greater percentage of the respondents rating the next six months as 75 & 100, as compared to the current conditions.

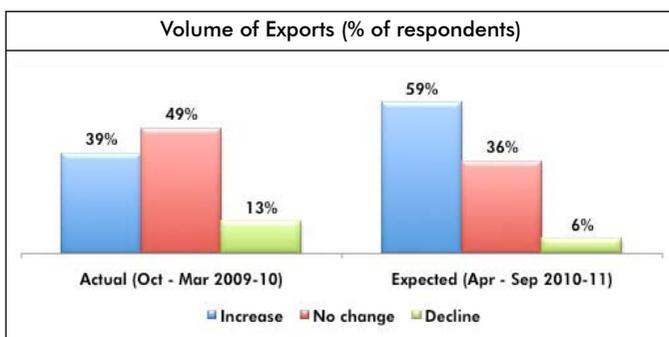
## 3. Availability and Cost of Credit

The survey reveals **credit availability as a concern area.** 74% of the respondents did not witness any increase in credit availability in the last six months. 67% of the respondents expect no change in the credit availability as against 61% reporting no change in the last six months. Percentage of respondents expecting no increase for the next months has infact marginally increased to 76%.

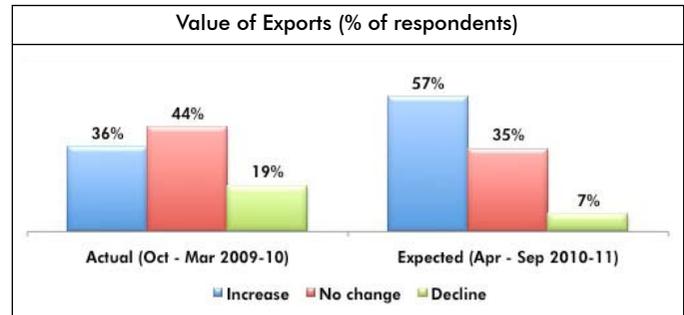


47% of the respondents expect the cost of credit to increase during the current six months. Only 29% of the respondents reported an increase in the previous six months. This is in line with the **expectations of a likely monetary tightening by the RBI to control rising inflation.**

#### 4. Exports

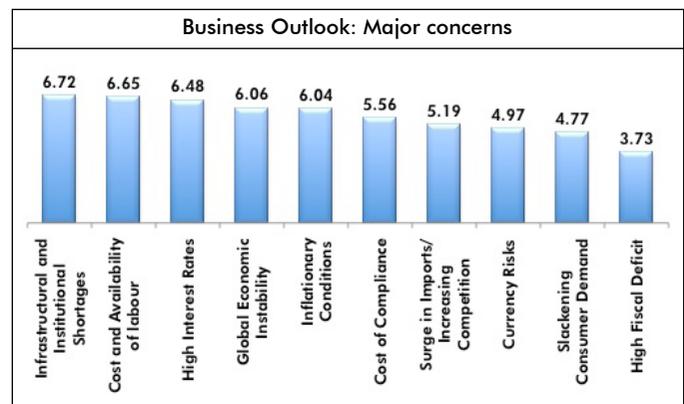


The global meltdown has impacted the Indian exports significantly. However, there is optimism for the future. 59% of the respondents expect an increase in volume of exports and 36% expecting status quo. As against this only 39% of the respondents reported an increase in the last six months.



There is similar optimism in terms of value of exports, with 57% of the respondents expecting an increase. This is higher than the expectation level (49% of the respondents) recorded during the previous survey for the period October-March 2009-10.

#### 5. Key Concerns

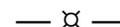


The scores are average scores on ten predefined concern areas. Infrastructure and Institutional shortages has moved to top spot as against being in the fourth place in the previous survey, indicating the **need for addressing infrastructure issues** after having addressed issues related to demand stimulation. Cost & Availability of Labour is the second most important concern in this survey, as against being sixth in the previous survey. This may be due to shortage of skilled workforce and implementation of NREGA. **NREGA has successfully created employment in the rural areas of the country. This has led to some of the industry witnessing a decline in availability of labour.**

High Interest Rates is the third most important concern area indicating **expectations of monetary tightening by the RBI.**

Global Economic Instability is the fourth most important concern for Indian corporate. This was the topmost concern in the previous survey.

*(This is an abridged version of the survey. Requests for the complete document could be sent at erpd@cii.in)*



# Energy Efficiency Trading

## A boon for Energy-Intensive Manufacturing

The manufacturing industry in India accounts for 25% of the national Gross Domestic Product (GDP) and 44.4% of commercial energy use. There is a significant level of coal and oil in the energy mix with the power sector now producing over 700, billion units per annum. The thermal power sector's energy consumption is about 65% of the total commercial energy consumption of the industrial sector. These energy intensive sectors, are, therefore prime candidate for energy efficiency initiatives, and are the target of the Government of India's proposed trading scheme in energy saving certificates.

The National Mission on Enhanced Energy Efficiency (NMEEE) by the Ministry of Power (MOP) has objective of enhancing energy efficiency in the country. One of the initiatives under NMEEE is development of a market based mechanism to drive delivery of additional energy savings cost-effectively. Following on from this, the Government of India has outlined a proposed Perform, Achieve and Trade 'PAT' scheme for Mandatory Trading in energy saving certificates for energy intensive industries.

The proposed Mandatory PAT scheme will cover 714 installations (termed as designated consumers) in 9 energy intensive Indian industrial sectors (Thermal Electric Power Generation, Fertilizers, Steel, Cement, Pulp & Paper, Aluminium, Chemicals (Chlor-alkali), Textiles, and Railways). The designated consumers covered by the scheme have been notified by the GOI. The Energy Conservation Act 2001 allows the GOI to introduce programs that target improved energy efficiency. Alongside major industrial energy consumers (downstream) the proposed scheme includes large power stations (upstream), as these are large users of energy in their own right, and the application of a PAT target serves to provide an additional focus on energy efficiency.

Under the scheme, the Bureau of Energy Efficiency (BEE) would issue energy saving certificates or ESCerts to designated consumers against energy efficiency targets set for them. The ESCerts or virtual share certificates will be tradable and will also be tradable at the two power exchanges. Companies that exceed targets for energy efficiency will be issued ESCerts and the companies that fall short of targets would need to purchase the ESCerts. With targets in place, industrial units will be obliged to meet the targets or buy certificates for not meeting the targets.

The PAT ESCerts scheme is a model with a business perspective and expected to bring transformational change in energy consumption

by the intensive consumers to succeed. It will sustain itself once it is set in motion, however, for PAT to become sustainable, it will need to evolve into a standard and will require regular exchange of data from the manufacturing companies in the identified sectors.

A time frame of three years, beginning April 2011, has been set out by BEE for driving energy-intensive manufacturing companies to adhere to energy conservation norms, and for ESCerts to become a reality. This time frame is justifiable, given that globally many nations have taken much longer to achieve similar objectives.

PAT proposes to follow specific targets which will be set on unit basis for each sector to be covered by the scheme. The consumers exceeding the targets will be eligible for ESCerts while those being unable to meet targets would be penalised.

Indian manufacturing industries, ever constrained for demand and higher energy costs, have already taken several significant steps in reducing energy consumption, particularly in the wake of global competition. By the time the new PAT ESCerts scheme becomes operational, the energy-intensive manufacturing companies with scope to go beyond conventional methods will necessarily have to exploit process oriented changes to achieve energy conservation goals mandated. Those who are unable to achieve the objectives will suffer erosion of bottom lines as the price of ESCerts will have to be paid for.

Applications, such as advanced process control, energy management soft-ware packages, integration of electrical automation with process automation systems, and decision support may be used to optimize processes and coordinate energy management activities across functional areas in a plant environment.

Companies that improve visibility into plant processes and energy use, set goals for energy reduction, and empower workers to have an impact on energy consumption, will tend to achieve the best results. The PAT ESCerts scheme could well usher in host of opportunities for energy-intensive manufacturing in India and usher their transformation into more efficient and globally competitive sector.

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# competitiveness corner



Left to right: Participants at the workshop on enhancing productivity for furniture units through 3M & 5S; Session on 'autonomous maintenance for electrical equipment manufacturing sector' in progress; Panelists at the workshop on effective stores & inventory management

## Enhancing productivity and quality through 3M & 5S

CII organised workshops on 5S & 3M, specific to various industries for improving productivity and performance of employees. These workshops helped the participants develop a comprehensive understanding of this method and its implementation along with acquiring self-discipline, resolving logistical problems, improving work efficiency and ensuring quality. This also helped pave way towards frugal management of scientific application of the low-cost capabilities for innovative sustainable solutions.

- **Workshop for furniture units of Srinagar**  
6 March 2010, Srinagar
- **Workshop for Wire & Cable Industry:** 26 March 2010, Jaipur

## Autonomous maintenance for electrical equipment manufacturing sector

27 March 2010, Jaipur

CII Rajasthan organised an awareness session on autonomous maintenance for electrical equipment manufacturing sector. The programme provided an insight about the potential benefits of autonomous maintenance to small and medium sized enterprises (SMEs). The participants from electrical equipment manufacturers were acquainted with preventive measurements to reduce breakdowns and increase performance.

## Effective stores & inventory management

23 April 2010, Chandigarh

Mr K N Rattan, a leading consultant and TPM Instructor from JIPM, Japan conducted the workshop organised by CII Himachal Pradesh with inputs from Dr A K Saihpal, Adviser to Vice Chancellor, Panjab University, Chandigarh. Highlights of the workshop included importance of stores/inventory management, role of inventory in cash flow, 3C concept, principles of inventory management, forecasting and performance measurement. Mr Rajiv Malhotra, Vice Chairman, CII Himachal Pradesh said that CII was always ready to strengthen industry through its varied services and industry should come forward to utilise these services to make it more competitive.

VMT Spinning Company, Philips Electronics India, and Unichem Laboratories shared their best practices. 60 delegates attended the workshop.

## Contract writing

30 April 2010, Chandigarh

The workshop highlighted the essential financial aspects in contract writing. Mr Rajansh Thukral, President & Chief Company Secretary, Surya Pharmaceuticals Ltd, talked about the precautions to be taken while drafting an agreement/contract. Mr Pradeep Khanna, Sr Project Manager, SAP Practice, Infosys Technologies Ltd shared the best practices for contract writing in service industry with the participants.



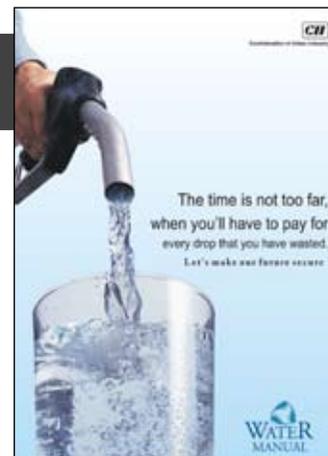
# water & environment

## Water 2010: Waste Water Management and Waste Water Technologies

17 February 2010, New Delhi

The two day conference highlighted various issues pertaining to water sector in India, current and forecast water availability in India and methods to improve the situation through conservation of water, restoration of water and recycling of waste water.

Water Resources Minister, Mr Pawan Bansal released **CII's Water Manual** focusing on efficient use of water, adoption of water minimisation techniques, effective water management and recycling in the areas of – process, utilities, gardening and other areas; and a case study compendium – 'Breaking the boundaries in water management' outlining the best practices used by industries to consume, treat and reuse water in order to motivate other industries.



Water pledge released by Mr Pawan Bansal, Water Resources Minister

### CII Water pledge

This is the first of its kind in India wherein industry pledged to self regulate and validate that water is the most critical resource of all. To create awareness and importance of using 'Water optimally' and to take commitment from industry and other citizens, a Voluntary Water Pledge and Aqua Code was designed.

### RICO signs CII'S AQUA CODE

24 April 2010, Gurgaon

RICO Auto Industries Ltd, Gurgaon realising climate change as the greatest challenge of our times took the CII Water pledge on the Earth Day.

## CII-BEE workshop series to promote energy efficiency

To promote energy efficient practices, CII & Bureau of Energy Efficiency, joined hands to organize CII – BEE Workshops on Enhancing Competitiveness through Energy Efficiency at various industrial locations across Northern region.

Technical experts and professionals from BEE, local industry and institutions were invited to share their experiences and expertise with the participants. This provided an opportunity for the industry especially SMEs to meet, interact, learn from the experts and implement some of the best practices on energy efficient techniques in their organizations.



- In **Punjab** the focus was on 'Revitalising Foundry Sector in Punjab': 19 February 2010, Ludhiana
- **Uttar Pradesh** focused was on Waste Paper and Sugar industry: 25 Feb 2010, Muzaffarnagar
- In **Haryana**, the focus sectors were, Sugar, Utensils and Aluminum: 26 March 2010, Yamuna Nagar
- In **Rajasthan**, the focus was on Limestone, Engineering industry, Guar-Gum and Handicraft: 17 April 2010, Jodhpur
- In **Alwar**, the focused sectors were Oil Mills, Auto Component, CLC Ball Bearing, Transformer and Electrical Equipment 23 April 2010, Alwar

## Environmental Health & Safety for Industry

22 April 2010, Srinagar

CII J & K in collaboration with CII-ITC Centre of Excellence of Sustainable Development (CESD) organised a one-day workshop on 'Environmental Health & Safety (EHS) – Best Practices'.

The objective of the workshop was to sensitize the industry on environmental performance, work safety and protection of their health in a typical work place scenario. The best practices followed across the country on EHS and issues related to waste minimisation, hazardous waste management, chemicals management, transportation of hazardous substances, and other issues were discussed.

The workshop was conducted by Ms Manjree Bhardwaj, an expert on the subject from CII-ITC Centre of Excellence of Sustainable Development, New Delhi and attended by over 35 delegates and students of Kashmir University.

## Climate Change: Promoting Carbon Market

21 April 2010, Lucknow

With an objective to focus on areas of tremendous potential for industries existing in Clean Development Mechanism and discuss State Government's strategy to combat Climate Change, CII Uttar Pradesh in association with Directorate of Environment, Government of Uttar Pradesh organised this national level conference.

"The existence of life on earth will be endangered if the problem of the Climate Change resulting from global warming is not tackled in time," said Mr Nakul Dubey, Minister-Environment, Urban Development, Trade and Entertainment Tax, Government of Uttar Pradesh. The quarterly Newsletter entitled 'GREEN', incorporating valuable findings of 'Study on Environmental Performance Rating for Distilleries' published by the Directorate of Environment, UP, was released.

The session called for six pronged strategies viz. regulatory, legislative, ameliorative, developmental, fiscal and institutional strengthening to address the problem of Climate Change in the State. It was announced by Mr Alok Ranjan, Principal Secretary, Environment, that the State soon would have a State Environment Policy, which will help in addressing environmental problems as well as sustainable development of the state.



The Conference was also marked with the presence of Mr Anil Kumar Misra, Chairman, UP Pollution Board; Ms Veena Upadhyaya, IAS, Director General, UP Academy of Administration & Management; Mr C K Tiwari, Principal Secretary-Forests, Government of Uttar Pradesh, among other 200 representatives from the government, academicians, senior media and industry.



# skills and HR

## Job & Career Fair 2010



With an intent to create a platform for the industry for on-site recruitment of quality manpower and at the same time provide avenues to the youth, Job and Career Fairs were organized in Punjab and Himachal Pradesh in March 2010.

### Job Fair - Hamirpur, Himachal Pradesh: 20-21 March 2010

- Fourth in a row in Himachal
- First ever in Hamirpur in association with Department of Industries, Government of Himachal Pradesh
- 600 candidates were shortlisted and selected in Hamirpur
- 44 companies participated
- Visited by over 3700 students
- University participation for first time ever

### Job Fair - Kapurthala, Punjab: 6 -7 March 2010

- First ever Job & Career Fair in Kapurthala
- 300 onsite job offers in Punjab
- Visited by over 4000 candidates in each fair
- 30 companies participated
- University participation for first time ever
- Participating companies were from various sectors- Hospitality, manufacturing, auto components, textiles, agri & food processing, Information Technology, forging, pharmaceuticals, computer software and hardware, leather, FMCG
- Over 60 candidates were presented with on the spot offer letters by HDFC, IBM, Wipro & Tech Mahindra and few other participating companies in Punjab

## CII propagates fast tracking of ITI's under PPP model



## CII propagates fast tracking of government ITIs under PPP

28 April 2010, Jammu

CII J&K organised an interactive session on Fast Tracking of six Government ITIs adopted by CII under the PPP mode in Jammu & Kashmir with Mr R S Chib, Hon'ble Minister for Technical Education, Youth Services, Medical & Health Education, J&K, Mr B A Runiyal, Secretary Technical Education, Mr M S Rather, Director Technical Education, J&K and other Government officials of Technical Education Department. The industry was represented by all Institutional



Interactive session with Mr R S Chib Hon'ble Minister for Technical Education, Youth Services, Medical & Health Education, J&K, on Fast Tracking of six Government ITIs adopted by CII under the PPP mode

Management Committee (IMC) Chairmen along with Principals / Superintendents of all ITIs running under PPP mode.

In order to give impetus to the conversion of 6 Government ITIs in Kathua, Samba, Udhampur, Ganderbal, Budgaum, Pulwama adopted by CII members into Centre of Excellence (CoE), CII recommended to the Hon'ble Minister that the conversion be fast tracked and outsourced to Nettur Technical Training Foundation (NTTF), Bangalore. The outsourcing is proposed to be completed in two phases:

- **Phase 1:** Preparation and presentation of a preliminary report on the present status of the ITIs and recommendations for improvement
- **Phase 2:** Monitoring and implementation of the recommendations

Both the phases will be completed within one year of being outsourced.

Mr Chib said that the Government ITIs presently were not up to the required standard and to up-scale these into CoEs, there was a need for proper infrastructure, relevant syllabus and trained faculty. While agreeing to the CII proposal for outsourcing, he complimented CII for taking this initiative which would go a long way in imparting employable skills to the youth. Mr Chib also said that the government would seriously consider outsourcing all other ITIs in the PPP mode in the state.

## Workshop on 'Developing communication & presentation skills'

22 April 2010, Haridwar

Effective communication is all about conveying message and receiving feedback from the intended audience. During the one day



Workshop on 'Developing communication & presentation skills'

interactive workshop conducted by Mr Tapas Mohapatra from Think Inc, 50 participants learnt processes & modes of communication, communication problems & breakdown, its components, influencing factors, content development, the 'YOU' attitude in communication and idiosyncrasies in speech, using practical examples.

## Neuro Linguistic Programming (NLP) – Unleashing the Excellence within

28 April 2010, Jaipur

The workshop on Neuro Linguistic Programming (NLP) was conducted by Ms Reena Jabran from Jayakartha Chennai, a Certified Coach in NLP from the National Federation of Neuro Linguistic Psychology, trained under Dr. William Horton, President, NFNLP Florida, USA.

The objective was to give a flavour for NLP practice and improve performance at work, learn techniques of effective communication with co-workers and management, and focused approach for planning. About 30 participants attended the workshop.

During the interactive session the participants learnt:

- The basic principles of NLP and the process of putting into practice some of the attitudes, methodologies and techniques of NLP
- Identification of desired result at all levels
- The urgency of converting knowledge into massive action
- The communication pattern, and the world model to interact in the most effective manner
- Techniques for building basic rapport, improving communications



# expozone

## कूलिंग बगैर नहीं बनेगी बात



कूलिंग बगैर नहीं बनेगी बात

कूलिंग, आजकल संभवतया। सर्दियों की शुरुआत के लिए एक ठोस विकल्प नहीं बल्कि कीर्तमान अर्थव्यवस्था के विकास के लिए एक ठोस विकल्प बन चुका है। और इस बात का विचार करने वाले सभी को जगह-जगहों का पता है। यह दौर के उपकरणों की जगह के अनुसार के सबसे उपयुक्त चुनना ही सही विकल्प बनता है।

कूलिंग 2010

कूलिंग 2010 की प्रदर्शनी में 17 कंपनियों ने पेशा किए उपकरण

विश्व स्तर पर कुशल कुशल की

कूलिंग 2010 की प्रदर्शनी में 17 कंपनियों ने पेशा किए उपकरण

कूलिंग 2010 की प्रदर्शनी में 17 कंपनियों ने पेशा किए उपकरण



## Coolex 2010

2-5 April 2010, Chandigarh; and 16-19 April 2010, Lucknow

The 13<sup>th</sup> edition of COOLEX 2010, CII's exclusive exposition on air conditioning and refrigeration was inaugurated in Chandigarh by Mr Sanjay Kumar, Finance Secretary, UT, Chandigarh.

At Lucknow, the four-day exposition was inaugurated by Mr Anup Mishra, Infrastructure and Industry Development Commissioner.

Perfectly timed, Coolex 2010 presented a host of the latest 'cool' options in refrigeration and air conditioning to counter the soaring mercury. The continued organisation of the Fair for twelve successive years is a testimony to the fact that Coolex represents value to industry and consumers as an established platform. "The fair helps generate exposure for contemporary technology, showcase the latest product offerings, and gear up the local industry for competition," said Mr Nitin Peshawaria, Chairman, CII Chandigarh.

Evincing a lot of interest in the product range displayed at the Fair in Chandigarh, Mr Sanjay Kumar, Finance Secretary, Chandigarh, suggested that companies should come up with offers to exchange low-star rated products with 5-star rated ones, which are more energy efficient and help conserve the environment.

## Kitchen & Beyond 2010

5-8 March 2010, Chandigarh

The 10<sup>th</sup> edition of CII's annual show on modern kitchen concepts equipment & accessories and home appliances featured varied options for healthier, more attractive, user-friendly and smarter kitchens. Ms Anu Chatrath, Mayor, Chandigarh Municipal Corporation, inaugurated the exposition.

Kitchen & Beyond 2010 presented a bouquet of product portfolio catering to the needs of contemporary lifestyles. Attractive, convenient and time-saving gadgets aimed at making cooking a pleasure, were also showcased.

Successfully organised every year, the four-day exposition represented value to industry and consumers and showcased the latest product offerings. Some of the participating companies were Godrej Appliances, IFB, Planet Appliances, Berg, Hilton, Gilma, Pigeon Cookware, Metal Kraft and Eureka Forbes Water purifier.

## KITCHEN & BEYOND 2010

An Exclusive Show on Modern Kitchen Concepts



# exploring horizons



## Visit by Chinese Delegation

14 April 2010, Noida

To help Chinese enterprises understand the trade and investment environment of India and actively push them to develop Indian market, a delegation of Shanghai Pudong, Sub-Council of China Council for the Promotion of International Trade (CCPIT) and Shanghai Pudong Chamber of International Commerce (PCOIC) visited and interacted with industries in Noida. The Chinese delegates were represented by industries such as steel, home furnishing, decorative items, wax & glassware products. The delegation interacted with CII member-companies such as MINDA (Noida), Olympic Zippers (Meerut), Karma Silverware (Noida), Wacorp Hyundai India Ltd (Noida), Subros Ltd (Noida), to discuss common business interests between both the counterparts. The interaction was chaired by Mr Mukesh Malhotra, Chairman, Western UP Zonal Council & President, Interior Automotive Division at MINDA Management Services (P) Ltd.

The session concluded with fruitful networking between the entrepreneurs of the two countries followed by a factory visit to Subros Limited, aimed at understanding the working environment in Indian companies.

## Industrial tour for MBA students

10 April 2010, Jammu

CII J & K organised an industrial visit for the MBA students of Priyadarshini Institute of Management (PIMS), Jammu, to Berger Paints India Ltd at Industrial Growth Centre, Samba.

During the visit, the students were introduced to the organisational structure, production processes, functioning of various technical departments and measures taken to preserve the environment. The visit also provided a unique opportunity to the students to interact with the industrial management and its employees. The visit facilitated the young managers to get a glimpse of the corporate culture which they would soon be embracing.

## Towards expanding international business

CII members explored new opportunities to go global and develop a perspective to expand business at international level. To facilitate this, CII organised various sessions:

**'Fast Tracking Business with China via Hong Kong' for new opportunities of trade**, 16 March 2010, Chandigarh

**'Bavaria, a Strong Location for Business Opportunities'**  
23 March 2010, Chandigarh

**'Doing Business with Australia'**, 22 April 2010, Chandigarh





## CHANDIGARH

Annual Session, 3 March 2010

### Chandigarh: New Direction, New Paradigms



"We all envisage making Chandigarh one of the best cities in the world in terms of quality of life, social infrastructure, green and clean environment along with world class facilities. But it is equally important to maintain the uniqueness of the Chandigarh, for which it is known for, while focusing on the development of the city."

-Shivraj V Patil, Governor, Punjab and Administrator, U T Chandigarh

The annual session envisioned to make Chandigarh the civic capital of India and focus on connectivity and coordinated development.



Key recommendations:

- Chandigarh needs to look after its neighbouring cities of Panchkula and Mohali and Chandigarh's satellite towns and integrate in economic sense.
- There's a need for higher degree of coordination amongst the three Governments in framing policies and finalising projects for the tri-city to pace development.
- Launch a 'Smart Energy Campaign' in Chandigarh to use Renewable Energy.

### Workshop on industry-led models for improving our cities, 11 March 2010

The workshop focused on drafting a route map for the development of 'City Beautiful'. The participants stressed the need of the citizens and industry coming together to discuss the problems of Chandigarh and then collaborating with the Government in applying better ways and means for developing the tricity.

### Interaction with delegation from National Defence College, 18 March 2010

To strengthen the ties between industry and defence, an interaction was held

with a delegation from National Defence College. It was also stressed by the industry members that defence system should be geared up to enable faster actions and decisions. Private industry and defence coordination was also emphasised.

### India 2039: An Affluent Society in One Generation

16 April 2010

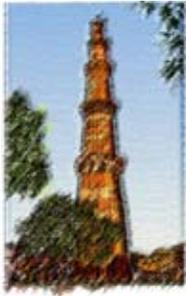
At the discussion on the thought-provoking book 'India 2039 - an Affluent Society in One Generation', the author, Mr Harinder Kohli, emphasised, "To go fast we can go alone, but to go far, we need to go together."

Ms Navita Mahajan, Chairperson Yi Chandigarh concluded by emphasising

that to be successful we need to transform governance.

### Meeting with H E Mr Shivraj Patil, Governor, Punjab & Administrator, UT Chandigarh, 20 April 2010

During the meeting, the Governor emphasised the need for long-term planning of Chandigarh and its surrounding areas. Mr R M Khanna, Chairman, CII Northern Region, apprised the Administrator that CII was working on the Chandigarh specific Smart Energy Campaign and Road show to promote energy friendly measures would be rolled out soon.



DELHI

Annual Session, 15 March 2010

1st Delhi Tourism Conclave: Unleashing the Potential of Delhi



"In light of the upcoming Commonwealth Games 2010, Delhi is poised to emerge as a civic, responsive and sophisticated tourist destination," said Smt Shelia Dikshit, Chief Minister, Government of NCT of Delhi.

She urged private sector participation as an active instrument of change. Delhi is registering monumental transformation in infrastructure, transportation and going green. The Tyag Raj Stadia, near NDMC has qualified as the only true green stadium in the world, which conserves water and power and is made of eco-friendly building material. Urging the participants to share innovative ideas, Ms Rina Ray, Managing Director, DTTDC



said that the aim is to project the best facets of the city in sports as well as culture.

Mr Harpal Singh, the then Chairman, CII Northern Region, listed Delhi as modern, sensitive, pluralistic, responsive and culturally rich. The CII-Institute of Competitiveness Report, 'The Liveability Index

2010' ranked Delhi as the topper in overall quality of life. Ms Rumjhum Chatterjee, the then Chairperson, CII Delhi, pointed that Commonwealth Games 2010 would be the first green event globally, and in this CII's initiatives like Green-a-thon and Nanhi Chaan are very apt.



HARYANA

Annual Session, 4 March 2010

Nurturing New Growth Centres in Haryana



"Look beyond Gurgaon. Rohtak, Panipat, Sirsa, Karnal, Ambala, Kurukshetra... Haryana must focus on these if it does not wish to face social unrest and wants to ensure social equity," said Members of Parliament, Mr Deepender Hooda from Rohtak and Mr Ashok Tanwar from Sirsa. Infrastructural concerns – road connectivity, power and water in place, setting up of an SPV and private sector participation to develop growth centers in a very transparent manner were the focus of discussion. Opportunities in Sirsa



with the coming up of the first Nuclear Plant post the Indo-US Nuclear Deal will be huge, they said.

Mr Nirmal K Minda, the then Chairman, CII Haryana suggested inviting big enterprises, automatically paving way for development. "Such a model will facilitate entrepreneurship, skill

development and empower people at large. PPP arrangements in infrastructural domain will be a win-win situation for the society and business," he added.



## HIMACHAL PRADESH

Annual Session, 13 March 2010

### Himachal Pradesh: The Drivers for Growth



At the Annual Session, the Chief Minister, Prof Prem Kumar Dhumal appreciated CII's support, saying it was on their recommendations that the poly house scheme came into shape in the state. He consented to form a joint committee with CII. The key areas discussed:

- Agri & food processing
- Information Technology
- Infrastructure development
- Education: Himachal to become first state to formulate 'right to education' from 1st April 2010



- Climate Change: CM apprised of the proposal submitted by CII wherein three specific activity areas were proposed to make Himachal Pradesh the first carbon neutral state without compromising on its social and economic development targets

Two study reports, 'Vision Document for Agri & Process Food Industry in Himachal Pradesh' and 'Himachal Pradesh: Information & Communication Technology', were released by the Hon'ble Chief Minister.



### CII-NIFTEM workshop on Opportunities in Food Processing

4-5 March 2010, Shimla

The main focus of the seminar was the development of future food technologists, managers and entrepreneurs and also to attract investments to the state in the food processing sector as this sector is also in the harmony of ecological and geological conditions of the State. The topography, soil, climate rainfall and temperature conditions in Himachal provide the state with a wide variety of opportunity and potential for agriculture and horticulture and there is an immediate need to harness these advantages.



## JAMMU & KASHMIR

Annual Session, 15 March 2010

### Growth Drivers for J&K: MSMEs



Mr S S Slathia, Minister for Industries & Commerce, the Chief Guest said that the Government of J&K was extending full support to industry and was in the process of acquiring more land for setting up of new industrial units. New industrial areas were also being developed at Ghati Kathua, Samba Phase III, Bari Brahmana



& Udhampur. He informed that 20,000 kanals of land was available for setting up new industrial units in the Valley.

Mr Jalil Ahmed Khan, Economic Advisor to Government of J&K was the Guest of Honour. Senior officials were also present at the session along with industrialists and CII members.



## CII Agri Core Group meeting with Mr Omar Abdullah, Chief Minister, Jammu & Kashmir, 21 April 2010, Jammu

A delegation led by Mr Rakesh Bharti Mittal, Chairman, CII Agriculture Council and VC & MD, Bharti Enterprises met Mr Omar Abdullah, Chief Minister, Jammu & Kashmir. Mr Omar Abdullah urged for close co-operation between Confederation of Industry and State to boost allied sectors in the State. Stressing on tremendous scope of improvement, he asked CII for a demonstration on drip irrigation and sprinkler system, investors meet on agriculture and horticulture and a report on cold storage chain framed by CII and accepted by the Central Government.

## Meeting with Mr S S Slathia, Hon'ble Minister for Industries & Commerce to raise industrial issues, 27 April 2010, Jammu

The issues and recommendations to which the Minister assured necessary action included, an extension of the VAT refund in respect of raw material purchases made through SICOP; Issuing necessary SRO at earliest regarding extension of VAT refund on purchases made through SICOP; Taking up issue with the Minister of Steel and Mines, Government of Orissa, regarding supply of raw material to Ferro Chrome industry in Jammu from Orissa Mining Corporation (OMC); and, Obtaining certification from DIC for submission to Excise Department for toll tax exemption on an annual basis, rather than quarterly as is being done presently.



## PUNJAB

Annual Session, 22 March 2010

### Revitalizing Punjab

Mr Manoranjan Kalia, Minister of Industries & Commerce and Local Bodies, Government of Punjab and the Chief Guest at the session said, "To make Punjab revive its glory and be the number one state in the country in terms of quality of life, social infrastructure, civic sense, green and clean environment along



with world class health care and educational facilities, it is critical to have a long term plan and blue print based on and in consonance with the inherent strengths of the state." Mr Kalia also advocated for a public private partnership in the areas of health and education with a 'humanistic concern'.

## Putting Punjab on Growth trajectory

28 April 2010, Ludhiana

CII members' meet aimed at contemplating issues, sharing perspectives and ideas in an open forum and encourage more



SC Agrawal, Chief Secretary, Punjab, interacting with CII members

participation of the local industry in CII's activities. This was followed by interactions with Mr S C Agrawal, Chief Secretary, Punjab, Mr S S Channy, Principal Secretary, Industries & Commerce and Mr Ishwar Singh, Commissioner of Police, Ludhiana. The focus was exploring opportunities for making Punjab a service provider to consolidate its fiscal position in coming times.

## CII welcomes unbundling of Punjab State Electricity Board (PSEB)

A CII Core Group on Energy & Power led by Mr Zubin Irani had met top State Government officials in October 2009 and made a detailed presentation impressing upon the state authorities to move towards unbundling the Board.





## RAJASTHAN

### Annual Session, 19 March 2010 What is Critical for Rajasthan Growth



"Rajasthan has great opportunity as 40% of the dedicated freight corridor will pass through the state. Geographically, we are located very close to the National Capital and NCR doesn't have sufficient land available for numerous upcoming industries, therefore, we must take the strategic advantage to develop industries along the DMIC." said Mr Rajendra Pareek, Minister for Industries, Government of Rajasthan.

Mr Vinayak Chatterjee, Chairman, CII National Council on Infrastructure & Chairman, Feedback Ventures gave a four point agenda to the state for growth: Setting



up Asia's largest Dry Port in the state for export and import; First Land Bank to be worked upon; Infrastructure Development Act; and, Dynamic model of PPP.

Mr Sunil Arora, Principal Secretary – Industries, Government of Rajasthan

mentioned, "Government is very keen to take full advantage of desert areas to produce large amount of energy and for that purpose State Government shall be spending Rs10 thousand crore for non conventional energy sector."

Various key issues discussed during the session were Delhi Mumbai Industrial Corridor; Demographic dividend as an advantage for education & health in India; Connecting livelihood with health and education; Right to Education; Critical Delivery Mechanism of resources and policies; Non conventional energy sector.

### Meeting with Mr S Ahmad, Additional Chief Secretary - Agriculture, Government of Rajasthan, 16 March 2010, Jaipur



## UTTAR PRADESH

### Annual Session, 17 March 2010

### Skilling UP for Sustainable Growth through Innovation



Uttar Pradesh is the land of MSMEs and the cradle of entrepreneurship. The state is a resource rich state and has all the ingredients to be an economic superpower. The focus now has to be skill development in the state and its rightful achievement. Identifying this need, the annual session discussed on 'Skilling UP for Sustainable Growth through Innovation'.

Skill Gap studies is another important CII initiative that assesses the demand supply gap for various skill sets in specific states/ districts which then form the basis for



planning skill development initiatives.

The panel including Mr Harpal Singh, the then Chairman, CII Northern Region, Mr Ramesh Suri, the then Chairman, CII Uttar Pradesh, and, Mr Jayant Krishna, the then Vice-Chairman, CII Uttar Pradesh, concluded that there was a need to skill the youth of UP as per the requirement of the industry so as to bridge the skill gap posing difficulties to the industries in terms of getting the right person to do the desired job. The session was attended by over 80 industry representatives from the industry in NCR.

## Reaching out to Tier-2 cities of Uttar Pradesh

March 2010, Aligarh & Rampur

In its endeavour to reach out to the tier-2 cities of Uttar Pradesh, visits were conducted to Aligarh and Rampur districts under the ambit of Geographical Indications project. CII has taken project of registering traditional goods of Uttar Pradesh for which patch work of Rampur and locks of Aligarh have been identified.

## Technical seminar on concrete roads, 1 April 2010, Lucknow

### Interactive session with key bureaucrats, 26 April 2010, Lucknow

On his maiden visit to the city, newly elected Deputy Chairman, CII Northern Region, Mr Vijay K Thadani had an informal interaction with the senior officials of Uttar Pradesh Government. Skill development, livelihood

for farmers, mega projects in infrastructure development were key discussion points.

The State Government was represented by Mr Atul Kumar Gupta, Chief Secretary; Mr Anup Mishra, Infrastructure and Industry Development Commissioner (IIDC); Ms Vrinda Sarup, Principal Secretary, Technical Education; Mr Alok Ranjan, Principal Secretary, Environment; Dr JN Chamber, Principal Secretary, Excise & Export Promotion.



## UTTARAKHAND

Annual Session, 6 March 2010

### Industrial Development in Uttarakhand: Vision 2020



"Development support to the State of Uttarakhand is a necessity and not just a need," said Dr Ramesh Pokhriyal Nishank, Hon'ble Chief Minister. CII also released its Industrial Vision Document: 2020 with the theme 'Robust, Inclusive Green Growth'. Mr N S Napalchyal, Chief Secretary & Mr P C Sharma, Principal Secretary Industrial Development, were also present



and shared the State Government's perspective. They were also appreciative of CII suggestions made through the vision document and would take them forward. The vision document focused on the future role of the industry which is increased contribution to both growth and employment generation. The document also stressed on inclusive growth with development in the hills.

## Meeting with Mr Bansidhar Bhagat, Minister for Industrial Development, Govt of Uttarakhand

16 March 2010, Dehradun

## Study on Assessment Report on IT Enabled SWS in the State

Meetings were held with key government officials for analysis of the needs and

expectations of the various stateholders regarding the Assessment Report on IT-enabled Single Window System in the State.

### Meetings with

- **Mr S C Nautiyal, Additional Director Industries Directorate of Industries**  
15 April 2010, Dehradun
- **Mr P C Sharma, Principal Secretary Industrial Development:** 16 April 2010, Dehradun

- **Dr Ajay Gairola, Member Secretary Uttarakhand Environment Protection and Pollution Control Board:** 16 April 2010, Dehradun

## CII-Doon University Partnership, 11 March 2010, Dehradun

In continuation of its support to the Doon University's Security Management certificate programme, CII office bearers addressed the trainees and shared views on expectations of the industry from security managers.

Meeting with Mr Bansidhar Bhagat, Minister for Industrial Development



Meeting with Dr Ramesh Pokhriyal Nishank, Chief Minister to present the 'Vision 2020' document



# reaching out

## ABILITY 2010

24 April 2010; 28 April 2010; 5 May 2010, Chandigarh



### Opening new doors towards inclusive employment for differently-abled people

**Ability 2010** is an initiative to deal with livelihood needs of People with Disabilities (PWDs). The ongoing employment process in the corporate sector has several specifications in their hiring process which may not encourage physically challenged, though intellectually capable candidates, to compete with other physically and intellectually capable job seekers. Rising to the challenge, CII Northern Region under its year-long initiative ABILITY 2010 is committed to forge partnerships to create sustainable livelihood to PWDs in its member companies.

### Strategy

- As a first step, a database of vocationally skilled candidates with various disabilities was generated reaching out to various organisations working in the field of differently-abled
- Simultaneously, an advocacy with the member companies was initiated starting from the first quarter of the 2010 to shortlist and identify the prospect employers in view of the varying qualifications (X/XII/Diploma/Degree holders) of PWDs
- 12 companies have expressed interest in hiring 348 differently-abled candidates in various positions

- The first round of the special recruitment drive was organised on 24 April 2010, wherein 42 physically challenged youths from various states of the North participated and 20 were selected by Tech Mahindra
- In the second round with IT giant, IBM on 28 April 2010, about 30 candidates went through 3 rounds of rigorous selection process out of which 10 bagged the joining offer
- In the third round, organised on 5 May, 2010, 7 more candidates were selected taking the total number to 37

### Panel discussion on employment opportunities for differently-abled

20 March 2010, Dehradun

The aim of the workshop organised by Rural Litigation & Entitlement Kendra (RLEK) was to bring about awareness on International Convention on Rights of persons with the disability and also to update about the various provisions mentioned in the Act. CII film on disability 'Beyond Barriers' was also screened with an objective to sensitise private sector and promote private sector's engagement with differently-abled persons.

### CII's health initiatives...

- **HIV/AIDS awareness sessions**, 8 March 2010, Bakshi ka Talab & 27 March 2010, Hardoi, Uttar Pradesh
- **World Health Day celebrations**, 7 April 2010, Lucknow
- **Roundtable discussion on health issues**  
21 April 2010, Lucknow



# Young Indians

## Annual session

5 April 2010, Chandigarh

### Role of youth leadership in building India

Aimed at empowering the participants with practical knowledge on diverse aspects and challenges of leadership, the event was a huge success with a number of action-oriented ideas being presented by the eminent panelists from diverse fields including Ms Bhairavi Jani, National Chair, Young Indians & Director, SCA Group of Companies; Prof Manoj Datta, Director, PEC University of Technology; Mr Dinesh Mongia, Cricketer; Mr Jyoti Kamal, Bureau Chief, CNN-IBN; Mr Mohit Chitkara, Chairman, Yi Chandigarh Chapter & Vice President, Chitkara Education Trust and Ms Navita Mahajan Co-Chair, Yi Chandigarh Chapter & Director, Northern India Rubber Mills. "As a nation, we must learn to enjoy 'failure' in order to really succeed in life. We miss thousand opportunities to

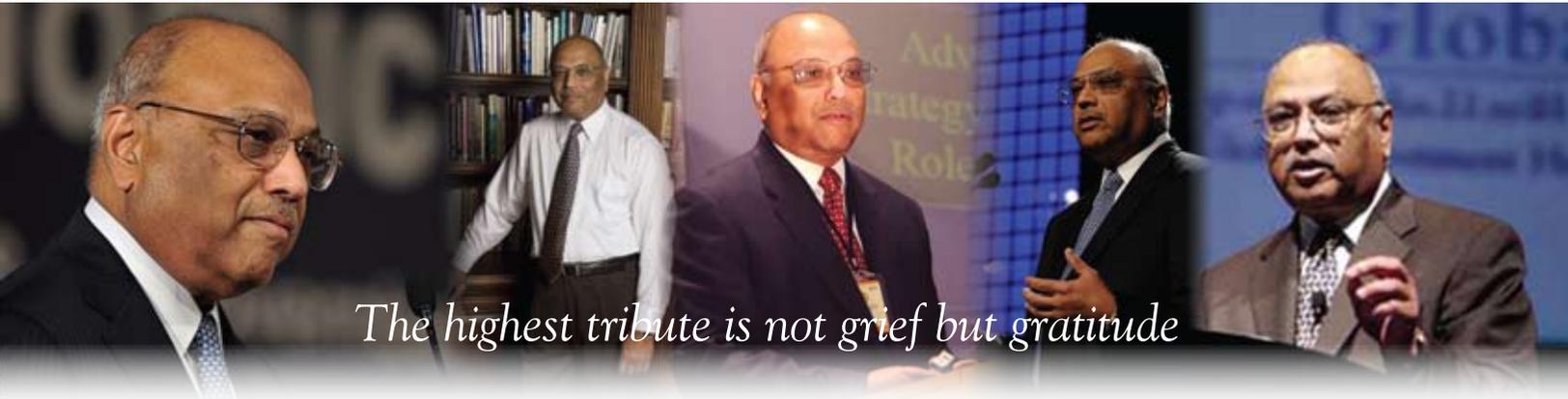


achieve success because of the fear of failure," stated Ms Bhairavi Jani, sharing her leadership mantra. Bringing his perspective straight from his experiences at the cricket field, Mr Dinesh Mongia, said, "A true leader is one who leads by example."

## Creating in-depth understanding: Yi takes its Net Students to Ranbaxy

9 April 2010, Chandigarh

Providing an opportunity to CII's Yi Net students to build a stronger foundation by adding practical knowledge to the reserve knowledge, Yi Chandigarh has associated with Ranbaxy Lab Ltd, Mohali. As a part of first series, students from Yi Amity Net visited the Ranbaxy Lab Ltd at Mohali. The industry visit was an eye opener for more than 50 students, who accorded this opportunity to relate their theoretical knowledge to the shop floor processes and procedures in the company.



*The highest tribute is not grief but gratitude*

"CKP changed the mindset of the Indian Industry. He taught us to engage the world with confidence. He helped make Manufacturing Competitive. He was a transformation/thought leader. His work will guide India and the Indian Industry for generations. He leaves a void which cannot be filled."

- Tarun Das, Former Chief Mentor, CII

"CII has had a long association with Professor Prahalad. Inspired by his vision for an economically vital, technically innovative, socially and ethically vibrant India turning 75 in 2022, CII evolved 'India@75- The People's Agenda' as its Mission in 2009 to create a movement wherein everyone contributes towards the development and growth of India. We will miss him."

- R M Khanna, Chairman, CII Northern Region

"Over decades of close association, for the Indian Industry and CII, with Prof C K Prahalad. Many learnings – Manufacturing, Competitiveness, the "Power at the Bottom of the Pyramid", the Vision for Developed India through his India@75 initiative and many more. We have lost an outstanding Management Guru, a visionary, a great soul who was highly committed to contribute towards India's growth and development. CII will continue to work on CKP's India@75 vision and shall continue to drive this initiative.

- Chandrajit Banerjee, Director General, CII







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