Children get up and run after every fall...

Children spring back with buoyancy from life’s setbacks.

Children smile spontaneously, and give generously.

This, they do naturally...

As our nation of young people steps with confidence into a future full of promise, the child within us moves forward...
A year of RESILIENCE & GROWTH

INDIA CAN TRULY BE PROUD of the sound macro-economic fundamentals it has built over the years. As economy after economy crumbled in the global economic crisis, India stood firm and steady on its growth path. A few years earlier, we could not have believed that 7% growth would be maintained during the worst global economic crisis in 80 years! It was a rich and multifaceted experience to lead CII during this tumultuous year.

As India successfully managed the largest-ever exercise in democracy, the re-elected government reiterated the theme of inclusive growth. The first priority was to stabilize the economy through stimulus measures and monetary management. Exports and MSMEs were given special attention. Aggressive measures were taken to pump liquidity into the markets, compensate for plunging overseas demand and boost domestic consumption.

As manufacturing and exports growth returned to positive territory, despite a poor monsoon, India attracted global attention for its robust recovery. Through the slowdown, CII worked closely with the Government and the RBI, to ensure that suitable stimulus measures were opportunistically announced for industry.

Our theme this year stressed on Economy, Infrastructure and Governance. Stabilisation of the economy was on top of our agenda, supported by attention to infrastructure to alleviate India’s competitive disadvantage. New rules and laws for companies also placed governance centre stage. Other areas of focus were agriculture, internal security and membership services, especially for MSMEs. These, plus the usual momentum of activities, were coordinated by 25 Councils, 55 Committees and 3 Missions.

CII interacted closely with the new government and received a warm response for its initiatives and suggestions. Many of our recommendations found place in the full Budget and the new Foreign Trade Policy. Our suggestions for the proposed Company Law, the draft Direct Tax Code and the Goods and Services Tax drew the government’s attention.

This year, CII brought out the report of the Task Force on Corporate Governance, which outlined measures for listed companies to adopt voluntarily to further improve the standards of governance in Corporate India.

Besides policy recommendations on various issues, CII accompanied the Commerce and Industry Minister, Mr Anand Sharma, on many of his overseas visits, as WTO negotiations were reprised. We also set up a task force with the Ministry of Road Transport and Highways and arranged overseas investor meets with Minister Kamal Nath; Mr Kapil Sibal, Minister for Human Resource Development, launched the CII-BESU Industrial Research, Innovation and HRD Center in West Bengal. The Skills Development Mission is gaining momentum.

A CII delegation travelled to Copenhagen for the Summit on Climate Change, even as Indian business is becoming a leader in green buildings and renewable energy.

Continuing our interactions with global leaders, CII accompanied the Prime Minister on his landmark visit to USA. The annual mission to USA took place soon after President Obama took charge. The Singapore mission highlighted the India ASEAN FTA, while focused missions visited USA, Israel, Egypt, Oman, Sweden and Saudi Arabia, among other countries. We also met with the Presidents of Bangladesh, Germany and Korea, and the Prime Minister of Malaysia.

The annual India Economic Summit celebrated 25 years of partnership between the World Economic Forum and CII, and drew over 800 participants from across the globe. The Partnership Summit, held in Chennai, was addressed by 25 overseas ministers. The India Africa Project Partnership was held for the sixth time to great success, and the Pravasi Bharatiya Divas brought together 1300 overseas Indians. Among other major events, the Auto Expo once again showcased just how well the Indian automotive sector is moving up!

CII met the Prime Minister along with the representatives of MSME associations to address issues facing MSMEs, and presented a detailed set of recommendations for the development of this sector. I cannot stress enough how crucial it is to the overall inclusive growth agenda for industry to integrate historically disadvantaged sections of society into its strategies. Companies must sign on to the CII Code on Affirmative Action. CII is striving to include Affirmative Action in the agenda of all national committees. More funds are needed for various projects and I urge members to contribute generously.

Last, but not the least, our focus on manufacturing was well recognised this year with the government officially undertaking the formulation of a National Manufacturing Policy, based on our recommendations. We hope this proposed policy will help industry overcome the various hurdles that constrain growth.

Mr Tarun Das retired as Chief Mentor this year, after over four decades of dedicated service to CII. I would like to acknowledge the immense role he played in steering CII to its present position. We wish him all the best and will continue to seek his advice.

As my Presidential term ends, I am pleased to note that the economy is on a stronger wicket. From next year onwards, we can envisage a return to the high-growth trajectory. Industry has a major role to play in India’s growth effort and must take the lead in driving inclusive development.

Venu Srinivasan

President’s Review
The greatest challenge confronting India in this century is managing water resources, particularly in the agriculture sector. The drought-affected agriculture sector remained stagnant, pushing food inflation to new highs. CII organized a conference on managing water resources, while promotions of the food processing industry were also made. Without the integration of agriculture with the markets, the sector will continue to under-perform.

CII actively worked with the Ministry of Corporate Affairs to revamp underperforming sectors. CII and BCG brought out a joint report on the way forward for the manufacturing sector in India, identifying aspirations, potential roadblocks, opportunities and imperatives for the development of this sector.

Corporate Governance Summit. The President of India acknowledged our role in the growth and development of India’s corporate sector at the concluding function of the India Corporate Week and organized the Corporate Governance Summit. A set of Voluntary Guidelines on Corporate Governance were also released, which received wide publicity. CII also made extensive representations to the Government and the Parliamentary Standing Committee on the Companies Bill that is awaiting enactment.

Our continued to spearhead our seventh centre in Kolkata, to hone leadership skills in various aspects of enterprise and administration. The ASCON CII-ITC Centre for Sustainable Development participated in the Copenhagen Summit and is rapidly becoming a key interlocutor for business in climate change efforts.

Overall, while the economy recovered, CII facilitated new initiatives and interventions, helping member organisations deal with rapid developments in the economy and in business, and realign their policies to the changing circumstances. In my endeavour to steer the activities of the Councils, I am thankful for the guidance from Venu, as well as the Past Presidents.

I look forward to an exciting period ahead for India, the Indian economy, Indian Industry and the CII.
‘Do not follow where the path may lead.
Go instead where there is no path and leave a trail.’
During 2009-10, CII set out with an agenda of translating the vision of India@75 into action. PricewaterhouseCoopers Pvt. Ltd. collaborated as the knowledge partner and the chosen focus areas were Inclusive Urbanisation, Skill Development and Sustainability.

Under Inclusive Urbanisation, the focus was towards building an institutional framework for industry to get and stay involved in the development of cities. Workshops on industry-led models of urban governance were held in Ahmedabad, Vadodara, Chandigarh, Gurgaon, Pune, Kolhapur and Madurai. A national workshop is also contemplated along with the Planning Commission.

In Skill Development, the thrust was to build demonstrable pilots with extensive use of Information Technology to enhance reach in a cost-effective manner. Some innovative and experimental initiatives for skill development in various stages of implementation:
- a technology-based training module using animation and webex tools
- Two programmes in retail, and contact centres, using technology based training modules. CISCO provided free use of technology for this pilot
- Pilots for development of skills in the logistics and agriculture sector were undertaken by the Young Indians
- Advocacy with employers and government on creating demand for skilled and certified resources
- Creation of a Skill wikipedia is in progress to serve as an open access platform for exchange of information and access to tools/techniques on skill development

On the Sustainability front, a larger mission encompassing environment, social and economic sustainability, besides reduction of emission intensity of Indian Industry by 2020, is being created in sync with the national objectives set by the Government post the Copenhagen Summit. Achieving a substantial emission intensity cut is a challenging goal that warrants intervention in Power, Industry, Buildings, Transport and Forest segments at the corporate, community and individual level. A core group is being created from within CII to work closely with the various...
committees of CII to mainstream India@75 related activities. Progress made thus far and envisaged initiatives are:

- 500 companies have signed the Mission on Sustainable Growth (MSG) and 44 have declared their carbon emissions. The aim is to ensure that at least 250 signatories to MSG capture their baseline carbon emissions and 100 companies prepare a plan for emission intensity reduction.
- Workshops with MSG signatories to sensitize staff on mapping their carbon emissions.
- 500 companies to be convinced to sign a pledge to adopt Individual Social Responsibility practices within their jurisdiction.
- Awareness building on climate change.
- Training of households, domestic workers, etc., in water and energy conservation practices to make local action a national movement.

**BEYOND 2010 – THE ROAD AHEAD**

Towards creating a framework, beyond CII, within which India@75 would operate until 2022, an Apex Council is envisaged, comprising eminent personalities to provide a high level of thought leadership. The initiatives and activities of CII will be progressively realigned so that they meet the stringent criteria restated by Prof CK Prahalad in “The People’s Agenda.”

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**THE DEMISE OF PROF C K PRAHALAD**

Paul & Ruth McCracken Distinguished University Professor at the Ross School of Business, University of Michigan, in April 2010, sent waves of shock and disarray across the management world.

Described by The Economist as ‘the most creative management thinker of his generation’, Prof Prahalad was one of the most influential persons not only in management but in economic development. His radical ideas entered the realm of conventional wisdom with concepts such as ‘core competencies’, ‘strategic intent’ and ‘co-creation’ being adopted as management mantras by top companies across the world.

Prof Prahalad’s most enduring contribution to management thought will be the concept of ‘bottom of the pyramid’ consumers. The poor, he pointed out, are a huge market, but innovative strategies have to be instituted to meet their requirements. This powerful idea changed the way business looks at the poor and has the potential to dramatically change hundreds of millions of lives for the better.

For CII, Prof Prahalad was a true friend, mentor and guide. Building on his inspirational concept for India@75, CII launched a series of interactions with him, to help evolve a national vision of India as a developed nation by 2022. Prof Prahalad participated in nine interactions, with chief ministers, administration officials, business, civil society and students, to spread the message.

He also addressed all the seven annual CII Manufacturing Summits, and brought world-class management practices to India. Prof Prahalad was truly fortunate to have experienced Prof Prahalad’s boundless genius and affection at close quarters. His ‘vision for India’ will continue to guide our aspiration to contribute effectively to society and industry.

Prof Prahalad’s ideas, thoughts and strategies are his very special legacy to CII.
CII’s work on economic policy and taxation during the year focused mainly on suggesting measures to help economic recovery from the most severe recession in recent global history. Engaging regularly with the government and RBI on policy related issues, CII played a proactive role in speeding the recovery process.

ECONOMIC POLICY AND TAXATION

CII TOOK A LEADERSHIP ROLE in representing the views and suggestions of industry to the government and RBI to help reverse the deepening slowdown during the global financial crisis. This involved comprehensive and sustained policy advocacy to the government on monetary and fiscal issues. A large number of measures suggested by CII found resonance in policies that were aimed at tackling the slowdown.

Once the economy started exhibiting signs of bottoming out in the second quarter of last year, the challenge was to sustain and accelerate the recovery momentum. By monitoring industry and the economy closely, and identifying emerging concerns, CII has been active in ensuring a faster pace of economic recovery. Our pre-Budget memorandum 2010-11 stressed on continuation of fiscal stimuli until the economy returned to self sustainable growth momentum, accompanied by a sharp reduction in fiscal deficit. In line with these broad suggestions, Budget 2010-11 announced an extension of most fiscal stimulus measures along with substantial reduction in fiscal deficit for the current year. CII has also been advocating a soft monetary policy until the economy recovers completely. RBI has kept in mind industry concerns while framing monetary tightening policies.

Besides helping the economy march back to recovery, CII’s policy work on economy and taxation last year also encompassed the Direct Taxes Code [DTC] and Goods and Services Tax [GST]. A comprehensive memorandum covering broad recommendations of industry on the draft DTC was submitted to the government. In addition, we organised...
adopted an open and transparent approach for finalizing the implementation guidelines for executing merger control, and CII presented the case of industry cogently. The Committee has also submitted a draft of Guidelines to the Competition Commission on the pre-merger notification.

Representations were also submitted to the Minister of State for Commerce & Industry, and the Secretary, Department of Industrial Policy and Promotion (DIPP) on the issue of downstream investments by companies with FDI highlighting the need for certain clarifications under Press Notes 2, 3 & 4 of the 2009 Series.

To discuss ways to enhance Venture Capital and Private Equity Investments in the country and create a conducive eco-system for VC/PE funds, CII’s Private Equity & Venture Capital Committee met with Mr C B Bhave, Chairman, and Mr Prashant Saran, Whole-Time Member, SEBI. A detailed submission based on the discussions has been submitted to SEBI.

A representation for facilitating further investments in the country was also discussed with the Secretary, DIPP, and the Joint Secretary, Finance.

Members of the Committee also met Dr. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, and Dr. C Rangarajan, Chairman, Economic Advisory Council of the Prime Minister, and presented suggestions for a facilitative regulatory framework to augment private equity investments in Indian companies.

At the Conference on Competition, Public Policy & Common Man in New Delhi: Mr. R Bandyopadhyay, Secretary, Corporate Affairs, confirmed the Government’s commitment to convergence with IFRS by 1 April, 2011 and indicated that enabling steps will be taken by the government. The discussion with senior CFOs highlighted the need for immediate preparation in training people, conducting an impact assessment and having a clear roadmap for convergence with IFRS.

Representations
CII’s Regulatory Affairs Committee deliberated on the concerns of industry vis-a-vis the proposed Companies Bill, 2009 and the implementation guidelines of the Competition Commission of India with respect to regulation of mergers.

Detailed comments and suggestions on the Bill were submitted by CII to the Parliamentary Standing Committee on Finance and the Ministry of Corporate Affairs for consideration. CII also availed of the opportunity to present its case to the members of the Committee as well.

The Committee has also sought an amendment to the Competition Act, 2002, to make the competition law suited to industry’s needs and conducive to India’s industrial and economic growth. The Government has regularly met with Mr C B Bhave, Chairman, and Mr Prashant Saran, Whole-Time Member, SEBI. A detailed submission based on the discussions has been submitted to SEBI.

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ECONOMIC RESEARCH
The CII Economic Research Group works with the mandate to keep members updated on the economic, political and business conditions across the country and abroad. The responsibility of the CII Economic Research Group is spread across:

- Commenting on the domestic and international economic scenario relevant to India’s corporate sector
- Tracking Policy
- Developmental Policy
- Comprehensive Industry Analysis to understand industry dynamics and assess the growth potential and profitability in the broad regulatory and policy environment
- Conducting Surveys to reflect business conditions and sentiment. The results of our bi-annual Business Outlook Survey are quoted by RBI and keenly watched by analysts
- Our publications available to subscribers include CII Economy Update, a weekly newsletter, and CII Economy Watch, a monthly in-depth analysis.

The CII Industry Series is a comprehensive report on a key sector of Indian industry. It focuses on the strategic considerations of the sector, including competitiveness, risks and other issues that provide valuable insights to various stakeholders. The report highlights the industry structure, domestic demand-supply scenarios, international developments, structure, industry financials and the regulatory and competitive landscape, to assess the sector’s attractiveness.
2009-10 WAS A VERY eventful year for India’s external sector. The precipitous fall in India’s exports demand, which began during the latter part of 2008-09, continued until October 2009. This sharp drop brought about a rethink among policy makers, about India’s globalisation strategy and the new line of thinking shifted towards diversification of India’s exports market and exports basket.

The Foreign Trade Policy, announced in August 2009, had imprints of this new line of thinking. In an attempt to arrest the exports slowdown, the Government announced the addition of 26 new countries under the Focus Markets scheme and increased incentives for exports to the emerging markets of Africa and Latin America.

Mr. Anand Sharma, Union Minister of Commerce & Industry, in an interaction with CII members post the announcement of the Foreign Trade Policy, described the expansion of the Market Linked Focus Products Scheme (MLFPS) to 13 new markets and 1700 products as the highlight of the new policy.

The successful conclusion of the Doha Development Agenda of the World Trade Organisation has continued to elude WTO members for more than eight years now. During 2009, India showed intense vigour and commitment to push the stalled negotiations towards their logical conclusion. India organised a mini-Ministerial meeting of 25 Trade Ministers from major WTO member countries. On the sidelines of the meeting, CII organised an interactive session with Mr. Pascal Lamy, Director General, WTO. Mr. Lamy informed that WTO member countries had decided to restart Doha negotiations from mid-September 2009 and announced a new deadline of end-2010 for a successful Doha conclusion.

CII delegation visited Geneva for the WTO Ministerial Meeting in December 2009, and actively interacted with negotiators from India and abroad to push for an early and a successful Doha conclusion. The CII delegation also interacted with their counterpart business associations in major economies like the EU, US, Japan, and South Africa.

Over the past few years, India has been aggressively negotiating bilateral and regional Free Trade Agreements (FTAs). Currently, India is negotiating FTAs with 50 countries. An FTA with the ten-member ASEAN, covering goods, and a comprehensive FTA with South Korea, have been successfully implemented from January 2010. To generate greater awareness among Indian industry about the benefits of FTA with ASEAN, CII organised workshops across India.

We also held an interactive session with Dr. Khullar informed that FTA negotiations with the European Union and Japan would most likely be concluded by December 2010. He also encouraged Indian industry to play a more proactive role in the negotiations.
CII’s Public Policy initiatives create an interface with Members of Parliament, state legislators and other political leaders about the state of the Economy and Industry, while building broad consensus on social, national and international issues.

MEMBERS OF PARLIAMENT IN JAPAN

CII and the Sasakawa Peace Foundation launched the second phase of the Indian Members of Parliament visits to Japan, with the visit of a 5-member multi-party delegation to Japan in October-November 2009. The delegates, Mr. B. J. Panda, Mr. Anurag Singh Thakur, Mr. Ijyaraj Singh, Ms. Mausam Noor and Mr. Muhammed Hamdullah Sayeed, visited Tokyo, Nagoya, Ofuna (Kamakura) and Nagareyama city, and met representatives of political parties, industry and other institutions. They also had the opportunity to meet and interact with the Indian Diaspora.

DISCUSSIONS WITH PARLIAMENTARY STANDING COMMITTEES

The following Parliamentary Standing Committees invited CII members for discussions:

- Finance
- Defence
- Commerce

SESSION WITH MAHARASHTRA MPs

CII organised an interactive session with Members of Parliament from Maharashtra in July 2009 in New Delhi. The Members were apprised of CII’s agenda, and discussed the need to facilitate new investments into the State, create jobs and improve infrastructure.

‘There exist limitless opportunities in every industry. Where there is an open mind, there will always be a frontier.’

Indian Members of Parliament with Yoshio Mori, Former Prime Minister of Japan; Ijyaraj Singh, Yosutoshi Nishimura, EIE T Member; Hamdullah Sayeed, B.J. Panda, Yoshio Mori, Anurag Singh Thakur, and Mausam Noor, in Japan

Indian MPs with Tetsuro Fukuyama, State Secretary, Ministry of Foreign Affairs, Japan, and Hemant K. Singh, Indian Ambassador to Japan

Members of Parliament from Maharashtra: Bhaskarrenew Katwe; Anant Geete; Anand Paranjape; Shivaji D Adhalrao; Rajaram W akchaure; Sanjay S Dhotre; H.H. Jwaale; and H. M. Jamalde
The vision of CII’s National Council on Agriculture is to create a thriving and sustainable Agribusiness in India, so as to rejuvenate India’s agriculture growth and raise farm incomes.

THE ACTIVITIES OF THE various national-level committees constituted under the Agriculture Council this year centered around the CII theme of Economy, Infrastructure and Governance.

GOVERNANCE

- CII submitted a 10-point agenda for Wealth Creation in Farm Sector of India to Mr. Sharad Pawar, Union Minister of Agriculture, in August 2009. The suggestions envisage policy interventions to accelerate reforms in order to strengthen productivity issues and link Agriculture to markets, as well as build a nationwide consensus and positions on a range of contentious issues.

- An Expert Group on Pulses and Oilseeds was constituted to work out a long term strategy for attaining self sufficiency in Pulses and Oilseeds which are as important as cereals in the Indian food pattern. The group will focus on strategies to bring about a ‘New Green Revolution in Pulses and Oilseeds.’

- To resolve the current crisis in agriculture due to the growing shortage of water, CII has set up a National Task Force on Agriculture and Water. The Task Force has come out with a report on its recommendations.

- A CII delegation met Mr. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, to present ‘Ideas to Rejuvenate Indian Agriculture.’ An Agri-Renewal Mission was proposed and it is believed that designing this scheme and launching it would be critical to triggering the long overdue rejuvenation that Indian agriculture needs.
New Delhi. It was highlighted that the two countries can collaborate in the areas of new technologies, harmonizing food regulatory and safety standards, etc.

- A French Delegation led by Ms Anne-Marie Idrac, Minister for Foreign Trade, France, met CII members in New Delhi in October 2009. The discussions focused on business models for dairy, interface with public and private industries on policy framework, dialogue on standards guidelines for quality and safety, and links with French R&D institutes.

**ECONOMY**

- CII submitted a Model Land Leasing Act to Dr. C P Joshi, Union Minister for Rural Development, in September 2009. The Model Act is aimed at enabling the private sector involved in Agriculture to access and use larger land areas, which is extremely critical for achieving economies of scale by application of modern technologies on farms.

- CII, in association with the Union Ministry of Agriculture, organised the Agri Marketing Summit 2009, in December in New Delhi, bringing together all the stakeholders in diversified Indian agriculture to review and create awareness about recent developments, catalyze private sector investments and enable integration.

- The Cold Chain Summit, organised in December 2009 in New Delhi with the full support of the Ministry of Agriculture, helped bring to the fore the bottlenecks surrounding the development of cold chains in India and identified the factors that will help in starting development.

- With a view to facilitate greater cooperation between India and USA in Agriculture, an interactive session was organised with Mr. Dan Glickman, Former Secretary, US Department of Agriculture, in September in New Delhi. It was highlighted that the two countries can collaborate in the areas of new technologies, harmonizing food regulatory and safety standards, etc.

**INFRASTRUCTURE**

Cold Chain development initiatives undertaken:

- Establishment of National Centre for Cold Chain Development.
- Establishment of Special Purpose Vehicles.
- Convergence of various schemes and resources to develop an integrated pan-India cold chain network.
- Road Shows in the states of Maharashtra (Mumbai) and Tamil Nadu (Chennai) to attract investments in the Terminal Market complexes being developed in these states.

**Papers/Reports**

- Wealth Creation in the Farm Sector of India: A 10-Point Agenda.
- Model Land Leasing Act.
- Report on Agriculture and Water.
- Farm-to-Fork, An update on Agriculture & Food Issues (bi-monthly newsletter).
ANNUAL REVIEW 09/10

Climate Change is now at the centre stage of discussion for governments, industry and civil society the world over. For businesses, climate change has developed from a fringe concern to a core topic for strategic deliberation and decision-making.

THE CONFEDERATION OF INDIAN INDUSTRY has taken leadership in developing an understanding of climate change issues among Indian businesses and devising strategies and approaches to combat climate change. Activities spanning policy advocacy, advisory services, events, reports and projects have been undertaken by the CII Climate Change Council.

Further, CII, through its Centres of Excellence, the CII Sohrabji Godrej Green Business Centre and the CII ITC Centre of Excellence on Sustainable Development, also provides key services in the climate change space, such as energy audit, energy management, green building consultancy, water management, technology incubation, renewable energy services, among others.

ADVOCACY

- Partnering government in devising mitigation and adaptation strategies to combat climate change.
- Promoting renewable energy, energy efficiency technologies/approaches.
- Spearheading the Green Building movement
- Working with State Governments to develop low carbon policies.
- Green public procurement guidelines.
- Devising strategies and an industry position for international climate change negotiation.
- Forming international partnerships towards voluntary reduction of GHG emissions.

ADVISORY SERVICES

- Green Building Certification.
- Energy Audits.
- Energy Management Services.
- Water Management Services.
- Environment Management Services.
- Connecting green entrepreneurs to markets & finance.
- GHG inventoryisation base line development and target setting.

RESEARCH

- Estimating carbon footprints of the States and recommending amendments in industrial policy to help reduce carbon emission.
- Quantifying carbon reduction potential in Indian industry.
- Study on ‘Role of ICT in meeting the objectives of the NAPCC mission’.
- 2nd National Communication on GHG inventory from India to the UNFCC-industrial processes & product use sector.
- CDP report with CDP-UK and WWF-India
- Research study on ‘Sustainability as a Driver for Innovation and Profit’.
- Developing and administrating green building rating systems.
- Developing manuals on global best practices in the energy sector.

TRAINING/CAPACITY BUILDING

- Corporate Climate Change Strategies.
- Sustainability-driven innovation.
- Green House Gas Emission inventory development

EVENTS

- Seminar on Business Response to Climate Change with Mr. Shyam Saran – New Delhi, March 2009.
- Interaction on Climate Change with Mr. Jairam Ramesh, Minister of State for Environment and Forests – New Delhi, September 2009.
- CII partnered the Government of India’s ‘Delhi high-level conference & exposition on Climate Change: Technology Development and Transfer’ – New Delhi, October 2009.
- 4th Sustainability Summit – New Delhi, November 2009.
- CII CEO’s Delegation to the 15th Conference of Parties – Copenhagen, December 2009.

PUBLICATIONS

- Discussion Paper: Building a low-carbon Indian Economy.
- Bi-monthly e-newsletter: Sustainability Outlook.
- Film: Climate Change and how it affects our Health.
- Corporate GHG Inventory Programme Guide.
- Case-study Booklet: Renewable Energy.
- Directory: Green Building Material & Service Providers.
- IGBC Green Homes Rating Systems.
- IGBC Green Factory Building Rating Systems.
BRINGING THE INDUSTRY and Defence establishments on a common platform so that issues of mutual concern can be successfully resolved, we work proactively with the Ministry of Defence (MoD) and the Armed Forces to facilitate formulation of various policies related to design, development and production, procurement procedures, offsets policy and exports of Defence products. We represent Indian Industry on various committees and during bilateral/government to government meetings to present the industry perspective on various policy and procedural issues.

This year, the committee focused on pending issues like FDI in defence, integrated project management teams for Make projects, and defence offsets. A defence sub-committee on SMEs was set up to give an impetus to the small and medium enterprises in the sector.

CII also set up a National Task Force on Internal Security under the Chairmanship of Ambassador Naresh Chandra, former Cabinet Secretary, Government of India.

Policy Advocacy is an important area of the Committee’s work. Our constant advocacy over the years has led to the opening up of defence production for private industry.

This year, Offset Facilitation remained a thrust area of the committee. CII worked very closely towards effective implementation of the Indian Defence Offset Policy, providing policy inputs to government on one hand, and building Offset awareness in Industry, on the other. CII, in partnership with the Global Offset and Counter-trade Association, USA, and the Defence Manufacturers Association, UK, organises International India Regional Offset Conferences every alternate year. The next conference is scheduled for 2010.

CII also brought out a reference guide on Defence Offsets this year.

Promoting Public-Private Partnership is a priority agenda. Some key sectoral events organised in partnership with the Armed Forces to enable business development for member companies included seminars on Battlefield Management Systems, DEFCOM India, Naval Self-Reliance, Energising the Indian Aerospace Industry, and Army Air Defence in the 21st century.

CII conducts regular Studies to project trends, competencies and opportunities within the defence market in India. This year, two strategic reports were published: a CII-Ernst & Young study on ‘Enhancing Role of SMEs in Indian Defence Industry’ and a CII-KPMG report on ‘Opportunities in the Indian Defence Sector.’

Advisory Services to industry, such as DTAAS (Defence Technical Assessment & Advisory Service) include assessment of current manufacturing capabilities, and advice on doing business with defence organisations.
Our Defence Acquisition Management Courses help the participants understand various aspects of defence procurement and offer technical clarification on policies and procedures. We organised two such courses in 2009.

The mandate of the committee is continuously evolving. Our scope of activities now incorporates and too. Three Internal Security sub-groups have been constituted to focus on Policy Advocacy, Spreading Awareness of Technologies and Drawing Guidelines for Industries to maintain adequate security environment within their premises, and to synergize industry efforts in this regard. The committee has carved out a comprehensive long-term action plan on Internal Security to support governmental initiatives to modernize the state and paramilitary forces. Two international events – a technology seminar on Internal Security and a conference on Net-Centricity in Homeland Security, were held this year.

To provide international exposure to the Indian Defence Industry, regular interactive sessions and visits were organised between the industry members and our MoU partners such as the US-India Business Council, USA, Defence Manufacturers Association of UK, Polish Chamber of National Defence Manufacturers, Association of the Defence Industry of the Slovak Republic, Association of Italian Defence and Aerospace, GIFAS, GICAT and GICAN of France and the Korean Defence Industry Association. We facilitated defence industry delegations to and from various countries, including USA, Italy, the UK, France and Canada.

CII signed a MoU with A|D|S, the UK's Aerospace, Defence and Security trade organisation, for increased co-operation between the two bodies.

CII is actively engaged in the development of India’s energy sector through policy research, analysis and advocacy, business networking, sectoral events and international linkages to promote sharing of experiences and exchange of best practices.

Fostering international linkages, CII participated in the NELP VIII and CBM IV roadshows organised by the Ministry of Petroleum and Natural Gas across the world. In its presentations in Mumbai, London, Houston, Brisbane, Perth, Calgary and Singapore, CII projected India’s hydrocarbon sector as a lucrative investment opportunity.

The Renewable Energy Committee engaged with Government and other concerned agencies on policy issues towards speedy deployment of renewable energy projects. The Committee strove to facilitate development of competitive energy markets with a regulatory framework for maximum exploitation of India’s renewable energy potential. The Committee also mobilized industry views on implementation of the Jawaharlal Nehru National Solar Mission aimed at achieving 20 GW of solar energy by 2022.

A six member CII-CEOs Mission accompanied
Financial Services

CII works in the Financial Services sector to promote best practices in the Banking, Capital Markets & Insurance arenas.

Dr. Farooq Abdullah, Union Minister of New and Renewable Energy, to Oman and Abu Dhabi in January 2010 to explore and exploit opportunities for bilateral cooperation in clean and green energy.

The National Committee on Biofuels embarked on a focused agenda for mainstreaming biofuels and integrating them into the energy infrastructure with special reference to policy advocacy, technology intervention and market linkages.

The Climate Change Council worked towards strategic implementation of the National Action Plan on Climate Change and deployment of clean energy technologies.

Over the year the Energy Policy Division also undertook various projects and study reports on energy issues supported by its membership, government and multilateral agencies, such as:

- Energy as a Factor in India’s External Policy - A National Interest Project
- Analysis of the Potential of Mandatory Trading in Energy Saving Certificates to drive Energy Efficiency in the Indian Industrial Sector
- Analysis of the Potential of a Voluntary Trading Program to Deepen and/or Broaden the Proposed Indian Mandatory Energy Saving Certificates Market
- Fuel Cells Development in India
- Green Energy Blueprint
- Strategy for Power Sector Reform in J & K
- Harnessing Renewable Energy in J & K
- Accelerating Power Sector Growth

The year 2009 marked the completion of a decade since liberalization of the insurance industry in India. The Indian insurance sector has come full circle, from being an open competitive market to nationalization and back to a liberalized regime again.

At the Risk Management Summit in Mumbai, G N Rangan, Member, Advisory Board, MCX Stock Exchange, Chandra Kochhar, MD & CEO, ICICI Bank Ltd; U K Sinha, CMD, UH Asset Management Co., Pvt. Ltd; and B. Sudhanshu, Past President, CII, & MD, Ashok Leyland attended Insurance Summit so far with participation of over 600 delegates from India and abroad. The discussions focused on the sector’s achievements over the past decade and its contribution to the development of India’s emerging economy – providing long-term funds for developing physical and social infrastructure & strengthening of risk-taking abilities.

The Chief Guest, Mr. J Hari Narayan, Chairman, Insurance Regulatory Development Authority, noted that effective growth requires effective and efficient regulation, which ensures that market conduct is aligned to the policy holders’ interest. A CII-Ernst & Young report on ‘Insurance Sector: Evolving Dynamics’ was also released.

RISK MANAGEMENT SUMMIT

Against the backdrop of the global financial crisis which had its origins in the disregard of adequate risk management framework in companies, CII organized the first Risk Management Summit on the theme ‘Building Risk Resilience: An Imperative for Success’ in August 2009 in Mumbai. The Summit underscored the importance of assessing risk, modifying models for monitoring risks during a dynamic external environment and aligning incentive structure to risk management. A CII-Ernst & Young report on the theme was also released.

INSURANCE SUMMIT

The year 2009 marked the completion of a decade since liberalization of the insurance industry in India. The Indian insurance sector has come full circle, from being an open competitive market to nationalization and back to a liberalized regime again.

CII’s 12th Insurance Summit held in September 2009 in Mumbai was the best
FOOD PROCESSING & FOOD REGULATORY AFFAIRS

The CII National Committee on Food Processing & Food Regulatory Affairs has the vision of positioning India as a major global player in the Processed Food Sector and has set its missions to resolve viability issues, infrastructural bottlenecks, promotion of investment and creation of a uniform tax structure for a single market.

FOOD PROCESSING

A CEOs Interactive Session was held with Mr. Subodh Kant Sahai, Union Minister of Food Processing Industries in June 2009 in New Delhi, to brainstorm on strategies towards positioning India as the Food Factory of the World. CII requested for a broad-banded definition of the sector to remove anomalies and other taxation issues, abolishing of FBT, setting up of incubation centres across the country, viability gap funding and venture capital for infrastructure projects, as well as funding for promotion of Indian processed food globally.

CII, in partnership with the Ministry of Food Processing Industries, organised the 2nd Food Technology Summit – 'Innovative Approaches and Technical Solutions for Sustained Profitability' in June 2009 in New Delhi. The Summit was also a B2B forum for post harvest technologies, byproduct utilization, packaging solutions, quality assurance and capacity building.

CII, in collaboration with the Ministry of Food Processing Industries, celebrated World Food Day in October 2009 across the country by hosting 44 programmes in 36 cities to create widespread national awareness on Food Safety and Quality.

Ms. Sheila Dikshit, Chief Minister of Delhi, flagged off the Food Safety Run & Walkathon in the Capital, in which 2,500 people, including school children and senior citizens, participated. The first-ever Conference of State Ministers for Food Processing, was inaugurated by the Prime Minister in October 2009 in New Delhi. CII played a critical role in the recommendations for Institutional Strengthening and Capacity Building. Mr. Piruz Khambatta, Chairman, CII National Committee on Outsourcing, and Mr. M K Jalan, Chairman, CII National Committee on Dairy, presented the private sector perspectives.

CII and the Ministry of Food Processing Industries organised a high level delegation visit of Indian agriculture and food processing companies to Paris in February 2010. The delegation was led by Mr Subodh Kant Sahai, and Mr Rakesh Bharti Mittal.

The visitors had strategic meetings with Mr. Bruno Le Marie, Minister for Food, Agriculture and Fisheries, and Ms. Anne-Marie Idrac, Minister for External Trade, France. They visited the French Food Safety Agency, ADRIA, and several food-processing companies.

With the mandate of promoting technology across the country, CII, in association with the National Institute of Food Technology Entrepreneurship and Management and the Ministry of Food Processing Industries, organised six seminar cum training programmes in Assam, Arunachal Pradesh, Himachal Pradesh, Jharkhand, Maharasthra, and Rajasthan. The programmes highlighted the opportunities in food processing in the respective states.

FOOD REGULATORY AFFAIRS

The CII National Committee elevated its agenda from purely ‘notification-centric’ work to proactive interventions and contributions in policy advocacy matters and took up issues and concerns with the Government and its allied bodies related to Food Regulation.

CII held various brainstorming sessions to develop an Action Plan for developing the contours of Rules & Regulations under the Food Safety and Standards Act. The Chairpersons of 14 Technical Expert Groups met in November 2009 and presented detailed recommendations for the formulation of new rules and regulations.
Infrastructure

In the year 2009-10, the CII Infrastructure Council and Sector Committees continued to play a focal role in facilitating the development of infrastructure in the country. The activities ranged from engagement with the government on policy framework, to raising issues of concern, to promotion of investment and international cooperation.

THE CII INFRASTRUCTURE Council and the National Committee on Transport Infrastructure this year placed a strong focus on Roads and Highways. For the first time, the Ministry of Road Transport and Highways constituted a CII-MoRTH joint Task Force to identify issues of concern and suggest solutions to the government. The Task Force, chaired by the Secretary, Ministry of Road Transport and Highways, and co-chaired by Mr. Vinayak Chatterjee, has membership from the Ministry of Finance, Planning Commission, NHAI, and stakeholders from the private sector, with CII as the Secretariat.

The Council and the Committee on Transport Infrastructure also actively worked on the changes required to promote greater participation of the private sector in Roads and Highways. These include changes in the bidding documents and process. The Urban and Housing sector also featured prominently in CII’s infrastructure agenda this year. The Urban Development Council and the National Committee on Housing and Real Estate took up several issues, including ‘industry status’ for integrated township development, ‘affordable housing,’ and the ‘Real Estate Regulation Bill.’

The Council and the Committee on Transport Infrastructure also actively worked on the changes required to promote greater participation of the private sector in Roads and Highways. These include changes in the bidding documents and process.

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The National Committee on Civil Aviation prepared a detailed paper on ‘Rationalisation of Sales Tax on Aviation Turbine Fuel (ATF)’ and based on data collected from Delhi, Maharashtra, Karnataka and Tamil Nadu, proved that imposition of a uniform sales tax on ATF could be gradually brought down to 8% without affecting the sales tax revenue of the state governments. CII also submitted its recommendations/comments on the Airport Economic Regulatory Authority.

Policy Position Papers prepared and submitted to the Government:
- Paper on Land Acquisition.
- Proposal for modifications in the provision of Conflict of Interest (increasing the crossholding limit) and timely implementation of NHDP.
- Paper on Rationalizing Sales Tax on ATF.
- Recommendations for Airport Infrastructure Regulatory Framework through comments on AERA’s White Paper on ‘Regulatory Objectives and Philosophy in Economic Regulation of Airports and Air Navigation Services’.
- Paper on MRO industry in India.
- Discussion Paper on ‘Legal framework for the Urban Sector,’ calling for uniform and speedy implementation of 74th CAA across all the states.
- Note on ‘Tax Exemption on Housing – Fuelling Economic Growth’.

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PILLARS
CII facilitates building world class ICT infrastructure and ICT interventions for business and societal growth.

**BROADBAND/ICT INFRASTRUCTURE**
- The CII Study ‘India 2009-2014: Broadband Roadmap for Inclusive Growth’ was released by Mr A Raja, Union Minister for Communications & Information Technology in September 2009. The Study presents a strong case for Government intervention in Broadband growth and also makes specific recommendations for key stakeholders.
- CII submitted a five point recommendation for telecom & broadband growth to Mr. Raja in June 2009.
- Accelerating Broadband to reach 695m users by 2014: Broadband infrastructure creation for equitable use and completion of 27 National Governance Mission Mode projects in a phased and time-bound manner.
- Growth of Wireless Broadband through 3G & BWA: recommended planned 3G and BWA spectrum auction to be completed expeditiously.
- Telecom Infrastructure to be developed as a priority for rural reach: need to address issues related to tower, backhaul, electricity availability and alternate power, and collection and usage of USD Fund
- Rationalization of Taxation and Levies for affordable tele and mobile telecom services

**IT FOR INCLUSIVE GROWTH**

**ICT in MSMEs:** Workshops held in 12 cities to enhance the competitiveness of MSMEs. Creating IT solutions in partnership with industry for homogeneous MSME clusters via ‘Hosted Data Centres’.

**E-Agriculture:** Worked towards improving the application of IT in agriculture.

**E-Invoicing:** CII’s task force on e-invoicing is working towards formulation of a comprehensive framework.

**E-Governance:** Initiatives in e-Education, e-Agriculture and e-Health.

**OTHER INITIATIVES**

**CTOs Roundtable:** A high level CXO roundtable focused on collaboration, virtualization and optimization for IT-BPO, Manufacturing and Finance sectors.

**IT Amendment Act 2008:** CII is working closely with industry to provide inputs to the Department of IT for creating rules and continues to engage with Industry and Government to help build regulations for the implementation of the IT Amendment Act 2008.

**BROADBAND/ICT INFRASTRUCTURE**

**NETWORKING PLATFORMS**
- A CII Mission visited the Bio International Convention 2009 in Atlanta, USA, in May 2009. India had a significant presence at BIO 2009, the world’s premier event for Life Sciences and Biotechnology. The India Pavilion was jointly organised with the Association of Biotechnology Led Enterprises (ABLE) with strong support and encouragement from the Department of Biotechnology. The mission participated in a seminar, trade show and an India networking reception. The Mission also visited the Parker H Petitt Institute for Bioengineering and Bioscience, Georgia Tech, the Centre for Disease Control, Emory University, the Winship Cancer Institute and the Emory Vaccine Research Center. The India session on ‘Insights into success stories related to tower, backhaul, electricity availability and alternate power, and collection and usage of USO Fund’ was well attended.
- IT Amendment Act 2008: Two sub-committees were created to work in the area of Regulatory Requirements for the Indian Biotech Industry and Plant Protection and GM Crops. Both the committees prepared recommendations for subsequent submission to the concerned ministries and would work for their effective implementation.

**BIOTECHNOLOGY IS THE EMERGING**

**PILLARS**

**LIFE SCIENCE**
- CII facilitates a conducive policy environment and provides services for the Indian life Sciences industry to be globally competitive in quality and innovation.

**PILLARS**

**LIFE SCIENCE**
The CII Manufacturing Council interacts closely with government and members to boost the growth of the manufacturing sector in India.

OVER THE YEAR, THE COUNCIL had regular discussions with the Ministry of Commerce and Industry, National Manufacturing Competitiveness Council (NMCC), the Planning Commission and various sectoral ministries. Many recommendations were made to the government for boosting growth of manufacturing sector.

▶ An interaction was held with Mr. Anand Sharma, Union Minister of Commerce and Industry, after the formation of the new government, in June 2009 in New Delhi to provide him with feedback from CII members and update him on the overall scenario of the manufacturing sector in India.

▶ A Roundtable on the Indian Paper Industry, held in November 2009 in New Delhi, addressed the key issues facing this industry, with Mr. Ajay Shankar, Secretary, Department of Industrial Policy & Promotion (DIPP), as the chief guest.

▶ The M-ASCION Survey, covering over 100 sectors, was conducted every quarter to provide a comparative performance analysis with the same period of the preceding year.

▶ A Capital Goods Summit on ‘Opportunities in Emerging and Existing Sectors’ in New Delhi in February 2009 deliberated on the opportunities in sectors such as process plants, textile machinery, mining & metallurgical equipment, machine tools, electrical equipment, railways, defence, space, aeronautics and highways.

▶ The national seminar on Engineering, Procurement & Construction of Power Projects, organised in collaboration with the Department of Heavy Industry in New Delhi in December 2009 focused on the timely completion of power projects, highlighting the best practices globally, as well in the domestic sphere. Dr. S N Dash, and Mr. Rakesh Nath, Chairman, Central Electricity Authority, were the Chief Guest and Guest of Honour respectively.

▶ The Boston Consulting Group (BCG) was commissioned to undertake a study on ‘Indian Manufacturing: The Next Growth Orbit – Aspirations and Roadmap for Indian Manufacturing’ to set an achievable yet aspirational target growth rate for manufacturing to increase its share in the nation’s GDP, identify impediments and roadblocks for growth, define new avenues and opportunities of growth and recommend policy priorities for the manufacturing sector in India. The report was released by Mr. Anand Sharma in March 2010 in New Delhi.

▶ The annual ‘M-ASCON Survey’ with the same period of the preceding year.

▶ Mr. Sontosh Mohan Dev, the then Minister, Heavy Industry and Public Enterprises, was the Chief Guest and Mr. Anwarul Huda, Member, Planning Commission, was the Guest of Honour. Dr. S N Dash, Secretary, Heavy Industry & Public Enterprises, made the keynote address while sectoral sessions were chaired by the respective Secretaries.

▶ An Interactive Session of the CII National Capital Goods & Engineering Committee was organised with Mr. Vilasrao Deshmukh, Union Minister, Heavy Industry and Public Enterprises after the formation of the new Government in July 2009 in Mumbai, where all major sectors of Capital Goods made presentations.

CAPITAL GOODS & ENGINEERING

▶ The Capital Goods Summit on ‘Opportunities in Emerging and Existing Sectors’ in New Delhi in February 2009 deliberated on the opportunities in sectors such as process plants, textile machinery, mining & metallurgical equipment, machine tools, electrical equipment, railways, defence, space, aeronautics and highways.

▶ With Indian cities growing rapidly and the consequently burgeoning road traffic, conventional road building techniques may not suffice to meet the demand. CII, jointly with the DIPP, organized two seminars on Concrete Road...
Projects, one with a focus on City Roads in September 2009 in New Delhi, and the other on Highway projects in January 2010 in New Delhi. Ms. Sheila Dikshit was the Chief Guest at the seminar on city concrete roads, while Mr. Kamal Nath, Union Minister of Road Transport & Highways, was Chief Guest at the event on highway projects. The seminars showcased road construction successes and discussed issues relating to the adoption of new concrete road-building technology, the role of equipment manufacturers and government initiatives on city roads and highways.

CONSTRUCTION EQUIPMENT

Excon 2009, a conference on Construction Equipment Industry, was organised in association with the Indian Earthmoving & Construction Industry Association Ltd (IECIAL) in Bangalore in November 2009. The focus was on developing India into a regional export hub of the earthmoving and construction equipment industry. The key opportunities for the Indian industry include sustained investments in infrastructure including roads, irrigation and urban infrastructure; likely recovery in residential real estate and increasing industrial investments.

ICTE MANUFACTURING

- High Transaction Costs are amongst the factors of concern in the ICTE manufacturing sector as they erode competitiveness. A workshop examining the Impact of Transaction Costs in the ICTE Manufacturing Sector, focusing on the issues in indirect taxation arising out of various policy/procedures. The workshop, held in August in New Delhi, was inaugurated by Mr. V. Sridhar, Chairman, Central Board of Excise & Customs, while Mr. R Chandrasekhar, Secretary, IT, Ministry of Communication & IT, delivered a special address.

- The ICTE Committee took up various issues and submitted recommendations to the government pertaining to deemed export status for the domestic sales of ICTE products which are permitted for import at zero duty, expanding the coverage of focus product scheme for exports, correction of inverted duty structure, and creation of cluster parks for ICTE manufacturing.

- A study on Collaborative R&D for moving up the Value Chain in ICTE manufacturing was also initiated, with financial support from the Department of IT.

METALLURGICAL EQUIPMENT & INDUSTRIAL FURNACES

Members from the metallurgical equipment industry and industrial furnaces sector held an interactive session in August 2009 in Mumbai with Mr A V Murudjadharn, Chairman, Export Credit Guarantee Corporation of India Ltd. and Mr. S Prahladhan of EXIM Bank.

MINING

- Mr. B K Handique, Union Minister of Mines & Minister for Development of North Eastern Region was Chief Guest at the seminar on ‘Indian Mining: Strategies for Growth’ in August 2009 in New Delhi. The seminar deliberated on issues relating to the current policy structure, appropriate technology, environment and social responsibility.

- In collaboration with Coal India Limited, a national seminar on Coal Mining: Partnership for Growth was organised in Kolkata in November 2009 with focus on policy initiatives in the coal mining sector, captive mining, regulatory and infrastructure issues, adoption of state of the art technology, environmental and safety issues. Mr. Sriprakash Jaiswal, Union Minister of State for Coal, who was the chief guest, stressed on deregulation and opening up of the sector to private players with the help of State-owned organizations.

- A 22-member Indian Mining Delegation visited Australia in September 2009. The delegation had a series of interactive sessions and business meetings with senior officials of Australian mining companies, R&D centres, equipment manufacturers and government departments. Over 50 Australian mining companies and technology solution providers made presentations at the various meetings organized for the delegation, which was led by Mr. R K Saha, Chairman & Managing Director, Central Coalfields Ltd. The Mission was organised by CII in collaboration with the Australian Trade Commission.

PUBLIC SECTOR ENTERPRISES

- An interactive session with Media Leaders and CEOs of Public Sector Enterprises was organised in September 2009 in New Delhi, which was attended by 20 CEOs of PSEs and over 30 senior media personnel.

- The PSE Council commissioned Hewitt to prepare a Report on HR Strategies for Public Sector Enterprises for attracting and retaining talent. An interactive meet on the CII-Hewitt Report was held in Jan 2010 in New Delhi, with Mr Bhaskar Chatterjee, Secretary, Public Enterprises, as the chief guest. The meet was attended by 50 CEOs & senior HR personnel of PSEs.

RAILWAYS

- CII, with inputs from its members, prepared and submitted a Pre-budget Memorandum for Railway Budget 2010-11 to Ms. Mamata Banerjee, Union Minister of Railways.

- The CII Railway Equipment Division organised an International Railway Conference jointly with the Railway Board, Ministry of Railways, in August 2009 in New Delhi. Addressing the conference, Dr Sam Pitroda, Chairman, National Knowledge Commission, suggested that Information and Communication Technology would help bring in substantial change in the Indian Railways.
330 delegates attended the conference held concurrently with the IREE 2009, which covered a broad array of topics including technology for the Railways, security and disaster management concerns, and development of infrastructure.

STEEL

- The Steel Summit 2009, held in November 2009 in New Delhi, had wide discussion on issues relating to fierce competitive pressures on performance, productivity, and customer satisfaction. It also provided expert insights and practical strategies for the industry to grow. Based on the outcome of the Summit, CII proposes to conduct a study in partnership with the Ministry of Steel to identify innovative products made of steel for utilization in the rural areas. This time-bound study is intended to be released at the Steel Summit next year.
- Mr. K Mohandas, Secretary, Shipping, met members of the Steel Sub-committee on Supply Chain to discuss logistics issues and explore ways to use coastal shipping, at an interactive session in Mumbai in January 2010. The Sub-committee will submit its specific recommendation to the government soon.

VALVES

The Valves Conference 2009 in December at Mumbai was well attended by delegates from the user industry, consultants and manufacturers.

WATER EQUIPMENT & MANAGEMENT

- The increasing scarcity of clean and safe water calls for appropriate technology and management of the available and already endangered water resources. With Ms. Sheila Dikshit, Chief Minister of Delhi as Chief Guest, and Mr Vincent Paia, Union Minister of State for Water Resources as the Guest of Honour, a National Seminar on ‘Water Equipment & Management 2009 – Water for All’ in November 2009 in New Delhi discussed issues like wastewater treatment management, standardization of domestic and commercial water quality levels, recycling of treated wastewater, public private partnerships in water and desalination of sea water, etc.

CII accords a high priority to the development of MSMEs, a dynamic segment of the Indian Economy. With a strength of approximately 5700 MSME direct members, our efforts over the year were directed towards capacity-building and competitiveness of MSMEs across diverse industry sectors.
EVENTS

- The India Global Summit on MSMEs, organised jointly with the Ministry of MSMEs in November 2009 in New Delhi, with the theme ‘Building the Next Generation MSMEs’ drew delegates from more than 30 countries of Africa, East Asia, Europe and Latin America. The key focus areas for the next generation MSMEs were identified as Innovation, Incubation, Marketing, ICT Adaptation, Finance & Micro-entrepreneurship.
- Mr Arun Maira, Member, Planning Commission, and Mr Dinesh Rai addressed the Summit.
- The Conference on Finance Availability for MSMEs in New Delhi in October 2009 highlighted the best lending practices for MSMEs by various banks and the alternate options for raising finance. Dr K C Chakrabarty, Deputy Governor, RBI, announced that “no bank shall refuse credit” to viable and transparent enterprises.
- The Conference on SME Exchange in New Delhi in July 2009 was addressed by Dr. K P Krishnan, Joint Secretary, Economic Affairs, Ministry of Finance, and Mr. Jignesh Shah, Chairman, CII Task Force on Indian Financial Markets, and Chairman and Group CEO, Financial Technologies, among others.

INTERNATIONAL LINKS

- Mr Dinesh Rai led a SME Mission to the Czech Republic in January 2010.
- A roundtable discussion on Fostering Canada-India Trade: Role of MSMEs, organised in association with the Indo-Canada Chamber of Commerce in January 2010, in New Delhi, showcased opportunities for mutual cooperation between the SMEs in both countries.
- Mr Harinder Takhar, Minister of Government Services, Ontario, Canada, Dr Ruby Dhalla, MP, Canada, and Ms Asha Luthra, President, Indo-Canada Chamber of Commerce, addressed the roundtable.
- A Seminar on Opportunities in Romania for MSMEs was organised in October 2009, with a visiting industrial delegation from Romania, led by Mr Radu Zaharia, Director General, Ministry of SMEs, Trade and Business Environment (Foreign Trade Dept), Romania.
- CII, with the Association for Overseas Technical Scholarship (AOTSI) organised a training programme on Production Management (Japanese Concept) for SMEs, in New Delhi in December 2009, covering Japanese production methods such as Toyota Production System and TQM.
- CII, in collaboration with AOTSI, also organised two training programmes in Japan for Indian MSMEs, on Production Management and Enterprise Management, in October 2009 and January 2010 respectively.

AWARENESS

- A Journal of Small Business and Enterprise was launched, focusing on areas such as Finance, Technology and Human Capital in the MGSE sector in India.
- A series of MSME Outlook Surveys were conducted over the year, on General Business Prospects, Policy Impact & Future Scenario, Export and ICT for MSMEs in India.

AWARDS

THE CII SERVICES COUNCIL represents associations affiliated to CII, Industry Divisions serviced by CII, and National Committees of CII in the arena of Services. The Council focuses on:
- Reviewing data on Services industry performance and monitoring the health of different sectors of the industry on a regular basis.
- Consensus-building among the different industry sectors, particularly with respect to fiscal and other government policy areas.
- Projecting a positive industry image through sectoral conferences, exhibitions, missions and export developmental work.
- Promoting exports from Indian Services.
- Identifying industrial segments which have potential for growth.
- The Services Council organised two National Conferences this year, in July 2009 in New Delhi:
  - Service Exports.

HEALTHCARE

The 6th India Health Summit, in November 2009 in New Delhi focussed on ‘Taking Quality Healthcare to the Masses’. Mr. Sam Pitroda, Chairman, National Knowledge Commission shared a 10-point agenda towards this goal. Dr. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, emphasized the need to devise India specific technologies in healthcare. The important takeaways and recommendations from the Summit were submitted to the Ministry of Health and family Welfare and the Finance Ministry.

The 3rd Health Insurance Summit with the theme ‘Enhancing Consumer Experience,’ held in New Delhi in August, 2009, saw the release of the report of the three CII working groups which were formed to address the main issues faced by the health insurance industry, i.e. high loss ratios, lack of awareness, and lack of standardization. Mr. J Hari Narayan, Chairman, IRDA, and Mr. B K Chaturvedi, Member, Planning Commission, attended the Summit.

At the 2nd Medical Technology Conference held in October, 2009 in New Delhi, Mr. Dinesh Trivedi, Union Minister of State for Health and Family Welfare, described the role of the Government in providing the requisite impetus for the medical technology industry in India. Mr. Sam Pitroda, Chairman, National Knowledge Commission, emphasized the need to preserve traditional practices.

CII and the Apollo Hospitals Group constituted the CII Corporate Wellness Awards in 2009 to...
recognise corporates that provide health and wellness opportunities to their employees. Under this initiative, Apollo Hospitals conducted preliminary health assessments of around 2 lakh employees of 500 corporate organisations in 32 cities. Next, an overall analysis on a company to company basis, identified the healthiest companies in each segment, in terms of employee health and wellness. The Awards were given away by Mr. Omar Abdullah, Chief Minister of Jammu & Kashmir, in March 2009 in New Delhi.

The CII Healthcare Committee, jointly with the Indian Council for Research on International Economic Relations prepared a research report titled ‘Towards a Sustainable Private-Public Partnership in CGHS and ECHS: Issues and Concerns’ which was launched at the 6th India Health Summit.

LEGAL SERVICES

The CII National Committee on Legal Services advises the National Council on pertinent legal issues facing industry, especially with respect to labour law reforms, resolution of commercial disputes, and faster redressal of national and international commercial disputes.

Believing the key to successful economic reforms and the competitiveness of a nation lies in effective and efficient human resources, the committee organized a seminar on ‘Human Resource and Employee Relations’ in the context of global competitiveness.

The committee also gave its inputs on ‘The Commercialization of High Courts Bills 2009’ to the Select Committee of the Rajya Sabha for enforcing international investors on the efficiency of India to enforce commercial contracts.

MEDIA & ENTERTAINMENT

CII organised the participation of several Indian entertainment companies at the Cannes Film Market, France, in May 2009. CII, with the UB Group, also organised an ‘India Party’ at the residence of Dr. Vijay Mallya, Chairman, UB Group, in Cannes to provide networking opportunities with business and creative professionals from across the world.


CII organised its Annual Conference ‘India-The Big Picture’ in partnership with the Ministry of Information & Broadcasting in November 2009 in Goa. The Conference, with the theme ‘Strengthening Domestic Film Business & IPR’, coincided with the 40th International Film Festival of India.

A CEOs Roundtable on Broadcast, with Ms. Ambika Soni, Minister of Information & Broadcasting, was organised by CII in March 2010 in New Delhi, to shape a favourable broadcast policy. The roundtable focused on the key issues of management & development of the broadcasting sector and the challenges of measuring TV audiences in India. Further to the forum, CII has formed a Broadcast Committee comprising all the stake-holders for continual dialogue with the Government.

PUBLISHING

The CII Publishing Cell undertook initiatives to bring key concerns of Indian publishers to public attention in order to influence policy decisions relating to publishing and allied activities, besides showcasing the strength and capabilities of Indian publishing houses.

The Cell made a special effort in the area of Piracy and protection of Intellectual Property Rights by taking complaints to the necessary governmental authorities.

A short-term course for university students was organized to address copyright and piracy issues, increase awareness of Publishing as a career option, and improve skills in this area.

Showcasing Indian publishing overseas, at the London Book Fair 2009, CII organised and participated in three seminars on Publishing Services opportunities in India, bilateral trade between India and the UK, and Children’s Publishing in India. The seminars highlighted the advantages of high quality and very competitive costs that India offers. We also brought out a Directory of Members of the Publishing Cell on this occasion.

RETAIL

The CII National Committee on Retail represents a collaborative platform with all stakeholders in
the retail ecosystem, working for the growth of the Indian retail sector.

The National Retail Summit in January 2010 in Mumbai, with the theme ‘Modern Retail: Towards Sustainable Growth and Profitability’ hosted the release of the CII-IMRB ‘India Consumer Confidence Report 2009’ by Mr. Subodh Kant Sahai, Minister for Food Processing Industries.

CII organized an Interactive Session with Dr. Montek Singh Ahluwalia Deputy Chairman, Planning Commission. The discussions, led by Mr. Thomas Varghese, Chairman of the Committee, and Chief Executive Officer, Aditya Birla Retail Ltd. focused on policy issues towards recognizing Retail as an industry.

TOURISM

The CII National Committee on Tourism aims to promote Tourism as a ‘mainstream industry’ and a major driver of economic growth, representing all the disciplines of tourism: hotels, tour operators, airlines, state governments, etc. Over the year, the committee worked in tandem with the Ministry of Tourism and other stake holders, as well as with the various State Tourism Departments to promote niche areas for tourism.

Core Groups

Within the National Committee, four core groups were formed to facilitate issues and concerns of the industry:

- Skills for Tourism
- Heritage Tourism
- Responsible Tourism
- Infrastructure

Advocacy

During the year, the Tourism Committee had several meetings with Government officials on important matters. It also participated in various meetings of the sub-committee for ISO/TC 228 under the National Mirror Committee of COPOLCO, Consultative Group on Tourism Sector for the Mid Term Review of the 11th Five year Plan, National Tourism Advisory Council, Indian Council for Cultural Relations, etc. and gave its inputs on key issues for improving the tourism scenario in the country.

Events

- 9th Annual Tourism Summit: Integrating Tourism into Mainstream Development, Bengaluru, February 2009
- Seminar on Rural Tourism: A new Perspective, Bhopal, June 2009

The Government of Jammu & Kashmir has formed the J&K-CII Task Force on Tourism with Mr. Omar Abdullah as the Chairman, and Mr. Sunil Bharti Mittal, Past President, CII and Chairman & CEO, Bharti Enterprises, as the Co-Chairman, to bring all round development in the State at a faster pace.

Advocacy

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Events

- 9th Annual Tourism Summit: Integrating Tourism into Mainstream Development, Bengaluru, February 2009
- Seminar on Rural Tourism: A new Perspective, Bhopal, June 2009
CII works to build a sound governance framework in the country, which is implemented both in letter as well as in spirit, engaging both Government and Industry to collectively establish Corporate Governance benchmarks.

**CAPACITY BUILDING INITIATIVES**

During the year, CII embarked on a tri-partite initiative with the Global Corporate Governance Forum (an IFC initiative) and the SEBI- promoted National Institute of Securities Markets, to enhance the awareness and standards of governance in the country. Under this partnership, a Round Table: ‘Corporate Governance – A Reality Check’ was organised in April 2009 in Mumbai.

A meeting of senior editors was organised with Mr C B Bhave, Chairman, SEBI in April 2009 in New Delhi to discuss governance challenges and deliberate on strategies for capacity building of media persons for better understanding and reporting of governance matters.

A series of intensive and interactive training modules for directors, ‘Directors’ Colloquium’ at off-site locations near Delhi, Mumbai and Kolkata in November-December 2009, drew upon IFC’s Corporate Governance Board Leadership Training Resources Kit to build leadership skills.

**MEETING WITH MR. SALMAN KHURSHID**

Mr. Salman Khurshid, Minister of State [Independent Charge] for Corporate Affairs and Minority Affairs, met senior representatives from India Inc in July 2009 in New Delhi, to deliberate on the architectural composition of good governance in India. He emphasized the need to engender good corporate governance and build a governance framework in the country, which is implemented both in letter as well as in spirit, and called on Government and Industry to collectively establish Corporate Governance benchmarks. Industry members emphasized that there was no need for more regulation and that the basic framework of the corporate governance code should include the concept of ‘trust and verify’.
CII prepared Corporate Governance Recommendations for Voluntary Adoption by listed companies, articulating voluntary principles that can improve corporate governance in spirit and in practice. The recommendations were formulated by the CII Task Force on Corporate Governance led by Mr Naresh Chandra. The report was released by Mr. Salman Khurshid in November 2009 in New Delhi.

CORPORATE GOVERNANCE SUMMIT

The 5th edition of our flagship event, the Corporate Governance Summit, held in December 2009 in Mumbai, provided an opportunity for an effective interaction on the CII Corporate Governance Recommendations. Addressing the valedictory session, Mr Salman Khurshid emphasized the need for the corporate sector’s contribution to the inclusive growth of the country – the theme of the first India Corporate Week.

INDIA CORPORATE WEEK

The Ministry of Corporate Affairs commemorated the third week of December 2009 as the first India Corporate Week to provide positive reinforcement to the contribution of the corporate sector in the economic and social development of the country. CII partnered this endeavour and organized more than 15 events across the country during the week.

CII’s Recommendations

The inaugural session of the India Corporate Week, in Kolkata, on the theme ‘Going Beyond Compliance: Fostering a Culture of Good Governance’ was addressed by Mr R Bandopadhyay, Secretary, Corporate Affairs, and senior industry representatives. Deliberations on the CII Corporate Governance Recommendations were held in Delhi, Ahmedabad and Bangalore. At the concluding function of India Corporate Week in New Delhi, CII was honoured for its excellent contribution to the growth and development of the corporate sector in the country by Dr. (Mrs) Pratibha Devisingh Patil, President of India.

CII DESIGN INITIATIVES

focus on building the competitiveness of Indian Industry by
- Design Branding (Promotion of Design through the media)
- Design Education
- National and International Partnership
- Capacity Development
- Awareness and promotion
- Design for Culture, Society and Environment
- Implementation of Design Policy and the formation of an India Design Council

Over the year, CII organised interactive sessions along with the National Institute of Design (NID), IDC, and the Srirhti School of Art and Design, to carry forward our key Design initiatives. Other Indian partners include Design India and the Association of Indian Design Industry (AIDI).

On the international front, the Industrial Designers Society of America (IDSA), the Turin Chamber of Commerce, UK Design Council, DBA, the Association of Dutch Designers (BNO) and the International Council of Societies of Industrial Design (ICSID) have been strong partners in our Design activities and initiatives.

expressed interest to be the secretariat of the proposed Indian Design Council, the apex body of Design in India.

CII has established vibrant partnerships with NID, IDC, and the Srirhti School of Art and Design, to carry forward our key Design initiatives. Other Indian partners include Design India and the Association of Indian Design Industry (AIDI).

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

THE COUNCIL, OVER THE YEAR, interacted with all the stakeholders: the Labour Ministry, Trade Unions and Industry members to understand their respective views on the current IR situation in the country, and formulate CII’s view on what steps need to be taken to create a healthy IR climate in India. CII believes that there are many areas where Industry can work together with Trade Unions without any conflict of interest.

Some of the issues which the CII IR Council focussed on were:
- Simplification and Rationalisation of Labour Laws
- Contract Labour
- Health
- Occupational Safety

Under the guidance of the Council, CII is now represented on several key government bodies pertaining to Industrial Relations. Some of these include:
- Central Board for Workers Education
- National Safety Council
- Central Advisory Board (CAB) under Section 6 of the Minimum Wages Act, 1948
- Tripartite Committee on Jute Industry
- Central Advisory Committee under the Equal Remuneration Act, 1974
- Central Apprenticeship Council

A Seminar on Paradigm Shift in Employee Relations (IR) in Changing Business Scenario, held in July 2009 in Gurgaon, covered topics such as:
- Workers’ Participation in Operational Decisions/Processes
- Breakthrough Concepts in ER (IR)
- Success Stories on Positive Employee Relations
- Contract Labour

CII plays an important role in the transformation of India into an innovation driven economy. Our aim is to promote a culture of innovation among the youth, facilitate the formation of an India-specific model of the Innovation Ecosystem and facilitate innovation-led entrepreneurship.

CII BELIEVES THAT THE WESTERN model of the Innovation Ecosystem may not be suitable for India given its unique challenges like education, health, clean water, energy, infrastructure, etc. CII, in partnership with the Planning Commission, has initiated the development of an India-specific model of the Innovation Ecosystem.

The Global Innovation Index (GII) 2009-2010 was successfully brought out jointly by CII and the renowned international business school INSEAD. The GII is an analysis of the competitiveness of various countries based on certain innovation parameters prepared by Prof Soumitra Dutta of INSEAD.

CII has emerged as a leader in promoting innovation. Programmes were undertaken over the year to promote technology use and adaptation, boost R&D by the industrial sector, facilitate R&D partnerships and ease technology trade. CII worked in partnership with the Department of Science and Technology (DST), universities in India and overseas, and leading global professionals for disseminating appropriate technologies.

The Initiative on Research & Innovation in Science (IRIS), which completed its 4th successful year in 2009, continued to promote inventions and innovations among the youth of India. This joint initiative of CII, INTEL and DST helps promote science and scientific research among school students below 18 years. The winners get an opportunity to participate in international events.

India Innovation Initiative (i3), a joint initiative of Agilent, DST and CII, in its second edition this year, is a nation-wide innovation competition for all innovators above the age of 18. Select innovations are awarded and supported for commercialization or connected to the Industry.

The CII-Raunaq Singh Innovation Grid, a web-based networking portal, a joint initiative of CII with Sona, facilitates networking of all stakeholders in the innovation eco-system for a quicker and more effective innovation-to-commercialization process.
INTELLECTUAL PROPERTY RIGHTS

CII works to promote Intellectual Property Rights through capacity development, policy advocacy/research and IP service facilitation. Our objective is to foster an ‘IP Culture’ to enhance Intellectual Capital, which is vital for economic development.

OUR NATIONAL INITIATIVES in IPR aim to
- Serve the interest of all intellectual property owners in all sectors
- Advocate effective and affordable IP ownership rights and provide IP services
- Support members’ interests relating to legislative and international issues
- Analyze current IP issues
- Provide capacity development services
- Build public awareness on the importance of IPR
- Create an eco system fostering innovation

These initiatives are driven by:
- The CII-National Committee of Intellectual Property Owners, with representatives from industry, law firms, international agencies, academic institutes and policy making bodies.
- The CII-Andhra Pradesh Technology Development & Promotion Centre, jointly promoted by CII, TIFAC and the Government of Andhra Pradesh.

POLICY ADVOCACY
- Inputs and suggestions to the Parliamentary Standing Committee on Science and Technology on protection and utilization of the public funded IP Bill 2008
- Inputs on National Innovation Policy
- Inputs and comments on the Protection, Conservation and Effective Management of Traditional Knowledge relating to Biological Diversity Rules, 2009

RESEARCH/REPORTS
- ‘Anti-Counterfeit Packaging Technologies: A strategic need for Indian Industry’
- ‘Border Measures to Protect Intellectual Property’

CAPACITY DEVELOPMENT
- The CII-DIPP Nationwide Awareness

EVENTS
- 6th IP Summit, February 2009-New Delhi.
- Annual Intellectual Property Awards 2009: On World Intellectual Property Day, in April 2009, CII, in partnership with the DIPP, felicitated Hindustan Unilever Ltd, Bilcare Ltd, and Reliance Industries Ltd., for their work in IP at a function in New Delhi. As a special recognition to grassroots innovations, Mr. Venkat Reddy, a progressive farmer from Alwal, Andhra Pradesh, was also awarded. Justice Sanjay Kishan Kaul from the Delhi High Court and Mr. N N Prasad, Joint Secretary, DIPP, attended the event.
- The 3rd International Conference on Combating Counterfeiting & Piracy in Mumbai
- The CEO’s roundtable on ‘Linking Innovation & Intellectual Property to face Global Challenges in Climate Change, Public Health, Food Security & the Preservation of Biodiversity’ in November 2009 in New Delhi, had Dr Francis Gurry, Director General, World Intellectual Property Organisation (WIPO), Mr. N N Prasad, Chef de Cabinet, WIPO, & Mr Ajay Shankar, Secretary, DIPP, as chief guests.
- CII-MSME Sensitization Workshops on IPR were held in Chandigarh, Guwahati, Bhubaneshwar, Jamshedpur, Srinagar and Bhopal.
- Sessions on Counterfeiting & Piracy-Border Measures were held in Chennai and Mumbai.
CII has been actively involved in the Technology space for more than 15 years. Our initiatives, driven by the National Committee on Technology and Innovation, aim to develop technology projects benefitting society and the common man, to create an innovative eco-system.

**CII INITIATIVES IN THE AREA** of technology and innovation focus on technology promotion, facilitating industrial R&D and industry’s investment in R&D, facilitating partnership developments for technology/R&D collaborations, capacity building and facilitating technology exports, providing advisory and technical services for implementing technology projects.

The Global Innovation & Technology Alliance (GITA) was formed in 2006, as an institutional union between the Government’s Department of Science & Technology and CII to implement bilateral industrial R&D programmes with international partners. The Alliance is now handling:

- Indo-Canada S&T Cooperation Programme with ISTP Canada Inc.
- Indo Israel Initiative for Industrial R&D (I4RD) with MATIMOP, Israel
- In addition, GITA has also been assigned to manage the Indo-ASEAN S&T Development Fund and the Indo-Taiwan Cooperation Programme for Scientific Exchange.

The Technology Export Development Organisation (TEDO), a unique Public-Private partnership between CII and the Department of Scientific and Industrial Research (DSIR), Ministry of Science & Technology, works to enhance the market-linked technology competitiveness of Indian Industry. Started in 2000, the project is building the capacity of 100-120 Indian SMEs and provides market access to EU countries in 6 focus sectors: Auto Components, Process Plant & Machinery, Dies & Moulds, Castings & Forgings, IT-enabled Engineering Services and Agro & Food Processing.

**EVENTS**

- The Andhra Pradesh Technology Development and Promotion Centre (APTDC) was established in 1999 by CII with the support of the Government of Andhra Pradesh and TIFAC (under the DST, Government of India). It is a pioneer in the country for establishing Public Private Partnerships for Technology and Intellectual Property services. Some highlights of the interventions in 2009-10:
  - Technology Refinement and Marketing Assistance to facilitate commercialization of innovative products and services and to facilitate linkages of the developed products and innovative technologies with the market.

**PARTNERS IN TECHNOLOGY**

**APTDC**

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- Technology Refinement and Marketing Assistance to facilitate commercialization of innovative products and services and to facilitate linkages of the developed products and innovative technologies with the market.

**TNTDPC**

The Tamil Nadu Technology Development and Promotion Centre was established in 2005 by CII and the Government of Tamil Nadu.

**IP Protection & Services:**

- Specialized technology interventions for value-added product promotion in Bamboo & Granite
- Waste Land development through Bamboo plantations
- Demonstration Bamboo structure for the Tirupati Urban Development Authority (TUDA)
- IP Awareness/IP Training through in-house training and workshops
- IP Protection & Services: In 2009, APTDC facilitated the filing of 16 Patents Applications, 10 Trademark Applications and 6 Copyright Applications in India and multiple countries across the world.

**PARTNERS IN TECHNOLOGY**

- IP Management & Audit: APTDC conducted an IP Audit of three companies in Pune and Nashik in May 2009. This was part of the Visionary Small & Medium Enterprise (V SME) initiative.
- Municipal ‘Waste to Power’ projects
SME Facilitation: TNTDPC promotes the presence of SMEs both locally and globally through the creation and hosting of a one-page information sheet on the company on its website, offering an email account with the 'tntdpc' domain name. As of now, 85 MSMEs have been registered with the portal.

IPR Services/Assistance: TNTDPC assists SMEs and entrepreneurs in intellectual property assessment and filing of IPR (Patents, Trademarks & Copyright). Till date, TNTDPC has done 5 patent searches, 12 patents filing, 3 Trademark searches and 6 Trademark filings.

TNTDPC has also carried out 19 file inspections and 11 procurements of patent applications/granted patents at the Patent Office.

TNTDPC has also initiated the registration of Geographical Indicators in Tamil Nadu.

Sectoral Initiatives
TNTDPC and UNIDO are working closely in profiling companies in the auto-component sector to facilitate better B2B matchmaking by foreign companies. In the first stage, about 150 automotive companies in Ambattur Industrial Estate have been filed, while profiling of 107 companies in Chennai in the second stage is going on.

In the Agro & Food Technology Sector, a Training Programme on GFSI Core Basic Level Requirements for Food Manufacturers was held in Sept 2009, to help food processing companies gain certification to GFSI recognised schemes.

RFQ, RFP documents were prepared for the Tamil Nadu State Agricultural Marketing Board. TNTDPC also undertook a techno-economical feasibility study of developing cold storage facilities for grapes and also for tomatoes, commissioned by the Agricultural Marketing Board, Tamil Nadu. As a next step, the Centre is also exploring the possibility of establishing market infrastructure complexes.

NANOTECHNOLOGY
CII has become the front-runner in the promotion of Nanotechnology and launched its nanotechnology initiative to enhance the competitiveness of Indian Industry.

The CMTI, together with CII, has initiated the nanotechnology cluster project for four sectors: auto components, electrical and electronics, process plant and chemicals.

The NT cluster initiative seeks to increase the availability of, and access to, R&D and innovation infrastructure in the Nanotechnology sector. It also provides new opportunities to position Indian companies as significant players in emerging technologies.

CII and Santech have signed an MoU to explore the possibility of establishing a CII-Santech Centre of Excellence in Nanoelectronics. The NT Center of Excellence (CoE) would work to create an innovation infrastructure in this sector. It would also provide new opportunities to position Indian companies as significant players in emerging technologies.

Preparation
‘Make people your priority, and then success will make you its priority.’
CII works towards creating a conducive environment for generating quality, employable human resources to turn India into a Knowledge Hub of the 21st century. CII’s education initiatives are primarily driven by industry – being the largest recruiter of Human Resources – and also by those who are keen on making a difference in the field of Education.

**BUILDING HUMAN CAPITAL**

- Education
- HRD
- Skills Development
- Sports

**EDUCATION**

CII-BESU INNOVATION CENTRE

CII, in collaboration with the Bengal Engineering and Science University, Shibpur (BESU) has established a specialized, professionally-managed Centre – the CII-BESU Industrial Research, Innovation and HRD Centre – to facilitate Industry and Academia partnerships for industrial and social benefits in West Bengal. The Centre was launched by Mr Kapil Sibal, Union Minister for Human Resource Development, during the 4th CII University-Industry Council Symposium in August 2009.

**TASK FORCES**

The National Committee on Education has five task forces on:

- Independent Accreditation
- Teacher Empowerment and Development
- Right to Education Bill
- PPP in Schools
- Higher Education Reforms
**RECOMMENDATIONS**

- Right to Education Bill
- ‘ICT in School’ Policy
- CII Response to The National Commission for Higher Education and Research Bill, 2010

**PACTS INKED**

- CII and the Association of Indian Universities (AIU), signed an MoU to enable universities, colleges and industries, especially MSMEs, to develop and research projects. This will lead to establishing a mechanism for institutionalizing joint University-Industry Research at the national level. The mutually identified areas include Research, Faculty Exchange, Governance, Curriculum, etc.
- MoU with Delhi University for University-Industry Synergy Project to provide functional skills and empower students of Open University-DU by offering them professional courses through its various partners
- MoU with AICTE to provide industry’s suggestions on course curriculum and also mechanism for working together
- MoU between CII and PAN IIT with an aim to work together on Indian Higher Education Policy and its implementation
- To facilitate partnerships & tie-ups with universities abroad, CII signed a MoU with Brown University, USA, in March 2010 in New Delhi.

**SHIKSHA**

Shiksha is a non-profit initiative, aimed at bridging the digital divide and enabling schools to make effective use of technology for better and improved education. The project helps schools and teachers to integrate technology effectively and appropriately to enhance their teaching-learning processes and make them more impactful and useful. Some of the major Shiksha interventions include:

- Free resources (multimedia CDs)
- Free training programmes
- Free collaborative online platform for teachers and students

Our proposed new initiatives include an e-teaching certification programme for school teachers, an e-teaching toolkit for rural schools and a consortium of B.Ed. colleges to promote e-Teaching through Open Source and the Web.

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**AN HR EXCELLENCE AWARD** was constituted in 2009 at the national level to promote HR Excellence as an increasingly important element of organisational performance management. The Excellence Award aims to help improve Human Resources and performance practices and capabilities, by providing objective feedback for improvement to each applicant and to facilitate communication and sharing of best practices and information within and among organisations of all types.

Regardless of sector, size, structure or maturity, to be successful, organisations need to establish an appropriate management framework with clear purpose. The CII-HR Excellence Model is a practical tool that can be used in a number of ways, as a gauge for self-assessment by measuring the current status and thus identify the gaps to stimulate solutions; a framework to position various HR initiatives and identify gaps; and as the basis to develop common understanding of various terms used in HR Management.

In collaboration with AdeQuaTE, the world’s only right holder and certification body of ISO 10015+ in Geneva (081), CII organised a Workshop for Senior HR Executives on Managing Talent Risks at Times of Economic Downturn: ISO 10015+ for Strategic Alignment of Training Investment in March 2009 in Gurgaon. The interactive training module updated senior executives about the next generation HRD and high impact training system management tool. It also aimed at providing senior executives with information of the basic tenets of the ISO 10015 Quality Standard and its application to corporate environment.

The HRM Summit 2009, with the theme ‘Looking into the Future: HR’s next 5 years Agenda,’ was held jointly with CII Northern Region in Gurgaon in September 2009.

**PUBLICATIONS**

- The CII Compendium of Corporate Case Studies - Successful Practices in Training and Development, shares the best practices of a number of leading companies who have introduced successful practices in training and development in their organisations.
SKILLS DEVELOPMENT

CII has a vision to make India the Skills Capital of the World. In doing so, CII is a catalyst in bringing about a thought shift in the way India looks at Skills Development.

THE ORIENTATION OF OUR WORK over the year centered around
- Independent assessment and evaluation
- Quality focus
- Employment-orientation
- Global benchmarking
- Levels and progression routes

The CII Skills Initiative is characterised by
- Localised Approach – Relevance to local needs
- Scalability
- Short duration, focused programmes
- Modular pattern
- Licence to practice

Our activities engage with government, both at the Centre and the States, as well as with industry, NGOs and civil society.

ITI UPGRADE

- 249 ITIs were approved and allotted to CII members this year to facilitate their upgradation process
- CII, in collaboration with PAN IIT, organised workshops in all the regions to speed up the upgradation process. CII has identified 80 ITIs to fast track the process and has also commenced a grading system for ITIs

MODULAR EMPLOYABLE SKILLS SCHEME

As the National Assessing Body for the Modular Employable Skills (MES) Scheme, CII assessed over 94,700 trainees in various vocational training centres across the country.

PROJECTS

- The CII-HPCL Project Swavlamban extended skills training to 1100 more school drop-outs from Andhra Pradesh, Chandigarh, Punjab, Maharashtra and Tamil Nadu in various trades
- The Afghanistan India Vocational Training Centre successfully trained over 1100 Afghan men and women in carpentry, welding, plumbing, masonry and tailoring (for women) over a period of one year. The success of the Centre has generated goodwill for India and CII. A short film of the project was released by Mr. Harish Rawat, Union Minister for State, Labour & Employment, and Mr. P C Chaturvedi, Secretary, Labour & Employment, at the National Conference on Skills Development.

STUDY REPORTS

- White Paper on ‘Establishing Independent Accreditation & Regulation System’ conducted by ICRER and NASSCOM.
- CII-Technopak Study on ‘Case for Setting up Sector Skills Council in India’
- Benchmarking English language skills for entry level jobs in the Indian services sector, conducted by University of Cambridge ESOL Examinations
- Imacs Handbook of Skills Scenario in India

WORLD SKILLS INTERNATIONAL

India participated in the World Skills Competition in Calgary this year, where N Priyadarshan of Coimbatore won the Silver Medal. Over 900 competitors from 51 countries participated in 45 skill categories at the event.

Training and Evaluation of an E-learning module for Industrial Control and Welding for World Skills International was organised by CII in Bangalore.

EVENTS

- The CII National Conference on Education – ‘Linking Education to Employability’ in New Delhi in April 2009, was inaugurated by Mr. T K Nair, Principal Secretary, PMO, and Ms Sudha Pillai, Secretary, Labour & Employment
- The National Conference on Skills Development: ‘Strengthening the Delivery System – Understanding the National Skills Policy: Way Forward’ in New Delhi in August 2009, was inaugurated by Mr. Harish Rawat, Union Minister for State for Labour & Employment
- At the 3rd Global Summit on Skills Development, New Delhi, September 2009, with Germany as the Partner Country, World Didac brought in over 90 international companies to exhibit their products and services in vocational training and education. The Summit was inaugurated by Mr. Kapil Sibal, Union Minister of Human Resource Development

MOUs

- MoU with the Union Ministry of Overseas Indian Affairs for Skill Upgradation and Pre-departure Orientation of Emigrant Workers
- MoU with the Swiss-Indian Chamber of Commerce to implement elements of the Swiss dual-based vocational education and training system in India
CII is working closely with the Organising Committee of the Commonwealth Games 2010, Delhi with the purpose of creating a platform for Indian business to leverage the Games for furthering our economic interest.

A WEBSITE FOR Business Club India, www.businessclubindia.org, was inaugurated in February 2009.

CII organised a business outreach programme in London in August 2009. We were also present at the launch of the Baton in London in October last year. The Queen’s Baton relay is a tradition associated with the Commonwealth Games since Cardiff 1958, and has been the curtain raiser at all the subsequent Commonwealth games.

Business missions visited Canada and Australia to promote the Games. Large Canadian and Australian delegations are expected during the Games.

CII is partnering the Commonwealth Business Council for a two-day conference titled ‘Commonwealth Business Games Forum’ to be followed by sectoral conferences on Infrastructure, Mining, Luxury Goods, Medical Value, Green Manufacturing and Skills.

‘Thousands of candles can be lit from a single candle. . . ’
Trade Fairs

Our business fairs provide both the market and industry a platform to meet, interact, network, source and sell.

Promoting Brand India

- Trade Fairs
- Special Events

At the inaugural of Auto Expo 2010 in New Delhi, Venu Srinivasan, President, CII, Guamdhan Kumar, Union Minister of State for Communications & IT, Kamal Nath, Union Minister of Road Transport & Highways, Dr. Pranab Goenka, President, SIAM, Vilasrao Deshmukh, Union Minister of Heavy Industries & Public Enterprises, Jyotiraditya Scindia, Union Minister of State for Commerce & Industry, and Chandrajit Banerjee, President, ACM and Director General, CII, inaugurated the Made in India Fair in Jakarta, as Fahmi Idris, Minister of Industry, Indonesia, looks on.

In Line with the CII Theme, India@75: Economy, Infrastructure, Governance, the Trade Fair Department organised various trade fairs on a diverse array of industry sectors both in India as well as in select markets of the world. Additionally, to value add, we built in concurrent events like seminars and conferences on allied topics, buyer-seller meets, delegation visits etc. Special focused events served as a showcase for the SMEs.

Made in India, Indonesia

The Fair, held from 7-10 August 2009 in Jakarta, helped the Indian automotive industry, majorly SMEs, showcase their potential to Indonesian buyers.
CLIMATE CHANGE

An exhibition cum conference was organised in association with the Ministry of Environment and Forests on 22–23 October 2009 in New Delhi, to highlight this major global concern.

IERE

Organised from 26–28 August 2009 in association with the Ministry of Railways in New Delhi, the 8th edition of the International Railway Equipment Exhibition (IERE) focussed on up-gradation, modernization, electrification and computerization in Indian Railways. IERE is the only international event in India for the Railways and its related sectors. The Indian Railways participated in IERE in a big way, displaying their capabilities and future requirements.

ENTERPRISE MALAYSIA

The Fair showcased the strength of SMEs in the automotive sector to the Malaysian market, from 2–6 December 2009.

AUTO EXPO

This iconic mega-event for the automotive industry, in its 10th edition, had more than 2100 exhibitors with 800+ overseas participants from more than 30 countries showcasing their strengths to the Indian market. It was also a launch pad for several domestic and global car manufacturers to unveil their new offerings to the fast evolving Indian market. Auto Expo, in its silver jubilee year, was held from 5–11 January 2010 in New Delhi.

SPECIAL EVENTS

CII’s special events provide a high-level networking interface for industry, government, thought leaders and civil society, both from India, and around the world, to confer on macro issues.

NATIONAL CONFERENCE

CII convened a gathering of its top membership, government officials, PSU heads, stalwarts of industry and thought leaders to deliberate on Turning Crisis into Opportunity: Role of Governance and Reform to mark its National Conference in March 2009 in New Delhi. Speakers from across the spectrum, while acknowledging the depth and gravity of the prevailing global economic crisis, felt that challenges could indeed be converted into opportunities supported by timely reforms and strong governance.

Dr D Subbarao, Governor, RBI, felt that there were enough reasons for optimism of revival in India, based on strong growth fundamentals, but warned that painful adjustments were inevitable. Indian industry must think long-term to emerge competitive through the slowdown, advised Dr Montek Singh Ahluwalia, Deputy Chairman, Planning Commission. He suggested ... try to maintain India’s growth performance with a well-calibrated economic policy to minimise pain and ease recovery.

Dr Arvind Virmani, Chief Economic Advisor, Ministry of Finance, said the country needs to move still faster on market reforms, and fiscal policy has to address the demand problem of slowdown.
MARKETING SUMMIT

The 10th Marketing Summit, held in New Delhi in August 2009 examined the impact strategy for the Indian market, while providing expert insight and practical strategies for Indian firms to sustain growth in an economically straitened environment.

"India has buffered itself quite well against the global economic tsunami, and is now a force to reckon with, a nation whose voice is heard in every forum,” declared Mr Jyotiraditya Scindia, Union Minister of Commerce and Industry, in his keynote address.

The CII Marketing Summit, which has a tradition of enabling candid debate and discussion between speakers and delegates, probed several issues critical to the market in the presence of some of the most authoritative minds in the field.

INDIA ECONOMIC SUMMIT

Year 2009 marked 25 years of partnership between CII and the World Economic Forum, a journey that began in 1985 with the first India Economic Summit.

By the time the 25th India Economic Summit took place in November 2009, the world and India were beginning to emerge from the impact of the global economic crisis. Over 800 participants from 40 countries gathered to discuss ‘India’s Next Generation of Growth,’... Development and Tomorrow’s India. Dr Manmohan Singh, Prime Minister of India, inaugurated this landmark Summit, where 4 Ministers of the Government and over 100 top Indian and global CEOs shared their perspectives.

PRAVASI BHARATIYA DIVAS—2010

CII, together with the Ministry of Overseas Indian Affairs, hosted the 8th edition of the Pravasi Bharatiya Divas in New Delhi in January 2010. The two-day convention saw record participation of over 1500 delegates from 38 countries, as well as 16 members of the Prime Minister’s Global Advisory Council, 8 PIO Ministers, 12 Union Ministers and 5 Chief Ministers, along with other Indian and PIO dignitaries.

Besides two pre-conference seminars on Nanotechnology and Property-related issues of Overseas Indians, a highlight of this year’s event was the launch of a Distinguished Global Indian

Partnerships: Meeting Challenges drew over 300 participants from 25 countries and included sessions on global trade, regional integration, investment security, and India 2039, among others.

Mr Mohamed Nasheed, President of Maldives, Mr Anand Sharma, Minister of Commerce and Industry, India, and Dato Mustapa Bin Mohamed, Minister of International Trade & Industry, Malaysia set the tone for the deliberations by pitching India as a global leader in the next wave of industrialisation and innovation. Ministers, business leaders, and other senior Government officials focused on what emerged as the three key themes of this Summit – centrality of emerging countries for the future growth of global trade and investment, the need to develop strong business ties between emerging nations with a special focus on regional integration and the need for sustainable development. The shift in global economic power to Asia was reiterated at many sessions.

WEF ANNUAL MEETING

In January 2010, a 100-member strong Indian delegation participated in the World Economic Forum’s Annual Meeting in Davos, Switzerland. Mr Anand Sharma, Commerce and Industry Minister, Mr Kamal Nath, Road Transport and Highways Minister, Dr Montek Singh Ahluwalia, Deputy Chairman of the Planning Commission, and Mr Shyam Saran, the PM’s Special Envoy on Climate Change, led the official delegation, while Mr Venu Srinivasan, President, CII, led the business delegation of over 70 CEOs from India. The Indian contingent joined the over 2600 participant-strong community that included 30 heads of state or government, over 90 cabinet ministers, religious leaders, media leaders and heads of non-governmental organisations from 85 countries, to discuss how to ‘Improve the State of the World: Rethink, Redesign, Rebuild.’

CII and Indian companies organised several events on the sidelines of the Annual Meeting to highlight India’s economic and soft power.
‘We aim above the mark to hit the mark.’
Over 1000 working professionals as well as fresh graduates have enrolled in our PG Diploma in SCM and four certificate programmes in Logistics & SCM in distance mode, towards careers in the Logistics sector.

The Distance Education Council inspection by the joint committee represented by AICTE, UGC, IGNOU and DEC has been successfully completed, and approval is awaited for all our educational programmes.

Academic Council reconstituted with senior members from academia and industry.

Exam reforms like Credit Based Grading System, improved exam materials, etc. for enhanced value to the students.

Extended Virtual Classes for active participation from more students across the globe at minimal cost.

RAISING THE BAR

- CII Institute of Logistics
- CII Institute of Quality
- CII-ITC Centre of Excellence for Sustainable Development
- CII-LM Thapar Centre for Competitiveness for SMEs
- CII-Naroji Godrej Centre for Excellence
- CII-Sohrabji Godrej Green Business Centre
- CII-Suresh Neotia Centre of Excellence for Leadership
Chain Management themes. The programmes were conducted in all the metros and in a few Tier 2 towns like Coimbatore, Puducherry, Tuticorin, Erode, etc. Several new topics were introduced to increase the competitiveness of industry, involving Supply Chain Managers and HR Managers in finalizing the content. These included International Logistics, EXIM documentation, GST, Fleet Management, etc.

EVENTS & SEMINARS
- Indian Coastal Shipping: Opportunities Towards Economical Logistics, organised in coordination with the Kochi Port Trust, February 2009, Kochi
- UK-India Partnership in Ports and Logistics, March 2009, Chennai
- Exploring Business Opportunities in the European Market, organized jointly with UNIDO, Wallonia Export & Investment (AWEX), and Logistics in Wallonia, April 2009, Chennai.
- Shipping Documentation and Its Legal Implications in Global Business, April 2009, Kochi
- World Class Logistics Parks for India, May 2009, New Delhi
- Building Agile & Resilient Supply Chains for 2010 & Beyond: June–November 2009, Mumbai, Chennai & New Delhi
- Building Warehousing Competitiveness: July 2009, New Delhi

PUBLICATIONS
- The future of multi-modal logistics parks in India with Amarthi Consultants
- Warehousing without Walls—A Perspective on the Warehousing Industry and the Way Ahead’ with Ernst & Young
- Competitiveness through Efficient Logistics, with KPMG

FOR THE CII INSTITUTE OF QUALITY (CII-IQ), the year began on a note of caution, with the global economic meltdown still very much part of the boardroom agenda of India Inc. We utilised this period to work with industry to foster zero-error and flab-free re-engineering processes and precision training and retraining for their workforce. By cutting down wasteful processes, inventory management and applying lean methods, Indian industry is almost back on the rails in the shortest possible time, showing a high level of maturity and resilience.

Our services, provided from the ABB-sponsored Institute located at Bangalore, span diverse domains such as TQM, TPM, Manufacturing Lean, Business Excellence and Assessment, Education, Food Safety and Quality, Standards Compliance, Laboratory and Measurement Capabilities, Legal Metrology, Healthcare, Risk Analysis, Business Continuity Management, Road Safety and General Management.

Through the year, CII-IQ organised, pan India, close to 250 competencies building programmes, spreading over 575 training days, to impact more than 8,240 executives from about 1900 organisations. The activities of the Institute are communicated through our monthly e-newsletter —Quality News.
17th QUALITY SUMMIT

Our flagship event - the Quality Summit – was held in New Delhi in December 2009. Mr. Arun Maira, Member, Planning Commission, inaugurating the Summit, spoke of the need for leadership to complement a resurgent India. Local bodies, he said, should not just be empowered but also given freedom and powers to play a proactive role in the present competitive and challenging environment.

In his keynote address, Mr. K N Shenoy, Chairman, CII-IQ cautioned against undisciplined growth, overlooking of risk, grasping for salvation and capitulation to irrelevance and debt. Over 480 industry captains, domain experts and quality professionals joined the deliberations to chart out a roadmap for a resurgent India.

Mr. Shashi Tharoor, then Minister of State for External Affairs, delivered the valedictory address. Two MoUs were signed by CII-IQ, one with the European Foundation for Quality Management to further refine the journey of Business Excellence, and the other with Shell India to launch a Safe Fleet Initiative for Indian roads.

Over the past 17 years, the Excellence Model has been a blueprint for CII members and organisations across India to develop a culture of excellence. The CII-EXIM Bank Award for Business Excellence 2009 was presented during the Quality Summit to 23 large business organisations and four SMEs for ‘Strong Commitment to Excel.’ Eight organisations were recognized for ‘Significant Achievement’ while Bosch Ltd, Diesel Systems Business, Bangalore, bagged the coveted Award Trophy this year. Over 200 CII trained assessors participated in the Award Assessment process.

8th ANNIVERSARY DAY

To commemorate its eighth anniversary, CII-IQ honoured three personalities for their outstanding leadership and contribution to the application of the Quality philosophy: Mr. G Madhavan Nair, Chairman, Indian Space Research Organisation,

Mr. B Muthuraman, Managing Director, Tata Steel and Mr S Vij, Managing Director, Brakes India Ltd. & Trustee, Kuruvilla Jacob Memorial Educational Trust.

QUALITY MANAGEMENT

- CII-IQ launched a comprehensive Certificate Course on Quality Management and Analytical Techniques [Statistical Methods]. Designed as a foundation for a career in Quality Management, the 6 month course comprises one week of contact classes every month followed by hands on exercises and projects at the workplace.
- Initiatives in Public Services: About 50 Govt. officers from Ministries and Departments in Andhra Pradesh & Karnataka were provided training in Quality Management Systems for Public Services as per Indian Standard 15700.
- CII-IQ upgraded its Lead Assessors Course for Quality Management Systems to ISO 9001:2008, and trained 45 quality professionals from industry over the year.

FOOD SAFETY & QUALITY (FSQ)

Significant contributions were made under the guidance of the Expert Group on FSQ this year:
- Pan India celebrations on World Food Day.
- 1st Food Cluster of four tea units awarded ISO 22000 certification.
- Launch of e-enabled CII-Food Safety Rating Matrix for Eateries.
- Food Safety Projects on upgradation of Eateries, Development of Standards, Guidelines and PGDM Course on Food Technology.
- Competency building programmes for mid-day meal organizers for schools in Tamil Nadu and Food Processing Industry.
- Several publications on Food Safety & Quality.
- 4th FSQ Summit in July in New Delhi.

EDUCATIONAL EXCELLENCE

CII-IQ conducted a series of programmes involving more than 800 delegates from over 700 schools, colleges, vocational training institutes and polytechnics, through the year, with the main focus on imparting TQM principles and practices. Many of our Education clusters e.g. Coimbatore, Chennai and Mangalore, have become Centres of Excellence. Recognising the transformation that the Chennai Corporation schools have achieved, the Quality Council of India is keen to award accreditation to these schools.

A 6-member core team from Maharashtra has sought CII-IQ support to scale up quality initiatives in New Delhi in December 2009. Mr. Arun Maira, Member, Planning Commission, inaugurating the Education Summit, spoke of the need for leadership to complement a resurgent India. Local bodies, he said, should not just be empowered but also given freedom and powers to play a proactive role in the present competitive and challenging environment. The annual National Summit on Education with the themes: ‘Quality Education: Scalable with Inclusiveness’ in Chennai in October 2009, was flagged off by veteran industrialist Mr. M V Subbiah of the Murugappa Group.

Two Regional Summits on Education were also organised in Coimbatore with the themes: ‘Managing Higher Educational Institutions: The Quality Way’ and ‘Quality Leadership for Future Campuses.’

TOTAL PRODUCTIVE MAINTENANCE

The TPM Club India continued to offer services to Industry through precision training and consultancy programmes as also key seminars and events:
- Kaizen Conference, August 2009, Pune
- TPM National Conference, Nov 2009, Chennai
- Release of a Book on Quality Maintenance
- 10th TPM Facilitators Course, September 2009
- New, stand-alone programmes on various TPM macro-micro concepts, all over India
- The TPM Award is a coveted recognition in India Inc. In May 2009, 9 Indian companies received the TPM awards in Kyoto, Japan. CII is one of the six international agencies accredited to conduct the assessment process of the Awards.

LEAN MANAGEMENT

Two training programmes on Lean Production System were organised by AOTS & implemented by CII & JMAC with the objective of providing practical tools designed to completely eliminate waste.
Customized in-house training programmes on Laboratory Management & Internal Audit as per ISO/IEC 17025/205 and on Legal Metrology were also held.

**MANAGEMENT DEVELOPMENT**
CII-IQ continued its offerings of Management Development programmes such as Competency Mapping and Assessment; Project Management, Cost Management, Human Resource Management and those related to Excise, Customs, EDW, Documentation, etc. In 2009, 21 such programmes were conducted for 375 delegates.

**INTERNATIONAL FOOTPRINT**
- Participation in GEM Council Meeting and Business Excellence Global Conference, Singapore
- Two Study Missions to Japan
- TPM Consultancy visits to Egypt and Zambia
- Provision of training services in Bangladesh
- CII-IQ team visited Nestle, Switzerland for consultations
- Speakers from Japan, Brussels and UK addressed major events of CII-IQ
- Japanese experts visited India to assess Indian companies for the JIPM TPM Awards
- Japanese experts visited India to help improve manufacturing operations in member companies

**SIX SIGMA**
The 3rd National Conference and Competition on Six Sigma in August 2009 in Bangalore drew participation from 33 organisations. Brakes India Ltd. in the Discrete Manufacturing category and Max New York Life Insurance in the Transactional category were the winners.

**HEALTHCARE**
In addition to competency building programmes on ‘Performance Measurement – Evidence based Healthcare Management’, CII-IQ partnered the Technology Division of CII, to organize a Life Science Conclave in August 2009.

**MEASUREMENT PRACTICES AND LEGAL METROLOGY**
Capability and skill building in measurement practices and legal metrology is critical to attain manufacturing excellence. Programmes were conducted during the year on Producing Zero Defect through Statistical Techniques, Good Laboratory Practices, Achieving Measurement Reliability in Manufacturing, and Method Validation in Chemical Testing.
necessary transformations.

The Centre’s expertise includes training and consultancy on
- Sustainability Assessment
- Implementation of Management Systems like ISO 14001, OHSAS 18001, SA 8000
- Integration of Management Systems
- Advance EMS Auditors Course
- Lead Auditors Training Course of Occupational Health and Safety
- Corporate Strategies for Climate Change

The Centre developed a unique GVPD model to ‘green’ the supply chains of large companies. It is also helping the Sri Lankan food processing industry improve environmental and social practices.

In an effort to identify and recognise Indian businesses with exemplary sustainability performance, the Centre annually presents Sustainability Awards. Eighty-four companies competed for the Awards in 2009.

The Centre focused on the themes of clean, green infrastructure, biodiversity, climate change and sustainable lifestyles through its quarterly magazine, Sustainability Tomorrow.

In July 2009, the Convention on City Development: Sustainability and Legal Interface, showcased how urban agglomerations can lead to economic and social benefits for the masses if they are planned and executed in a sustainable manner.

The annual flagship event, Asia Sustainability Summit in November 2009, explored ‘Winning Strategies for a Sustainable World.’ With specific focus on green economy, climate change, technology development and application, corporate governance and sustainable tourism, it was attended by over 500 stakeholders from diverse sectors.

The Centre, in December 2009, released the Carbon Disclosure Project Report 2009—India 200. It shares interesting and significant insights for the industry to integrate long-term value and cost of climate change. The CDP process has led many companies to adopt a climate change strategy, including emissions reduction targets.

HIGHLIGHTS OF THE CARBON DISCLOSURE PROJECT– INDIA REPORT 2009

- Targeted the top 200 Indian companies by market capitalisation
- 63% of the companies disclosed their GHG emissions in CDP 2009, compared to 33% in CDP 2008
- CDP 2009 respondents reported overall total GHG emissions as 68.9 million metric tones, almost double the GHG emissions reported in the last two years
- 58% of CDP 2009 respondents have reduction plans in place for slashing either their energy or GHG emissions, as compared to 61% in 2008
- 84% of the companies consider existing regulatory mechanisms as an opportunity for triggering long term investment in energy efficient technologies
- 82% of the companies acknowledge physical risks such as damage, disruption and displacement due to climate change as major challenges that could result in financial losses.

Shyam Saran, Prime Minister’s Special Envoy on Climate Change (left), and Deepak Gupta, Secretary, New and Renewable Energy, at the Seminar on ‘Business Resilience to Climate Change’

At the Convention on City Development: Ajit Gulabchand, CMD, ACC, and President, Construction Federation of India (left) and Fali S Nariman, President, Bar Association of India & Ex Advocate, Supreme Court of India

GENERATED SAVINGS (Rs. Crore)

<table>
<thead>
<tr>
<th>Cluster Name</th>
<th>No. of Kaizens Generated</th>
<th>Tangible Reported Savings (Rs. Crore)</th>
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<tbody>
<tr>
<td>Heterogeneous Open Cluster</td>
<td>600</td>
<td>1.82</td>
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<tr>
<td>Hero Cycle Advance Cluster</td>
<td>1103</td>
<td>1.82</td>
</tr>
<tr>
<td>Hero Cycle Vendor Cluster I</td>
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<tr>
<td>Jaipur Open Cluster</td>
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<tr>
<td>Escort’s Cluster</td>
<td>990</td>
<td>1.76</td>
</tr>
<tr>
<td>Bosh Vendor Cluster</td>
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</tr>
<tr>
<td>Leather Cluster</td>
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</tr>
</tbody>
</table>

CII-LM Thapar Centre for Competitiveness for SMEs in Chandigarh works as a one stop shop to provide support to SMEs for enhancing their competitiveness in the fields of Manufacturing Excellence, Energy Conservation, Cost Management, Human Resource Management Corrosion Prevention and New Product Development

Kaizen Gallery, Lifetime Achievement Awards for the cluster movement in India and a Kaizen Competition were the highlights of the Summit. So far, approximately 1889 SMEs have either enhanced or are in the process of enhancing their competitiveness through 170 Clusters formed by CII and its strategic partners. In 2009 alone, the Centre started 19 new clusters covering almost all regions of the country, directly impacting more than 702 companies.

MANUFACTURING EXCELLENCE

Manufacturing Excellence is a set of imperative tools to build internal competitiveness by enhancing and upgrading employee skills through proper training and on-job implementation of concepts, supported by a professionally designed organisation structure and work culture. Over 1100 delegates participated in

SME CLUSTERS

A flagship service of the Centre to SMEs for enhancing internal competitiveness the ‘Cluster Movement’ which is a conscious effort to promote industrial development. Here, the approach is to form a cluster of 10-12 SMEs and help them grow together by learning through sharing. The clusters are sectoral, locational or OEM-vendor. The cluster approach aims at improving competitiveness in an associated group rather than in discrete companies.

The Centre has so far successfully completed 70 such clusters impacting 574 companies across sectors at Jalandhar, Ludhiana, Faridabad, Gurgaon, Jaipur, Vadodara, Pune, Nashik, Kolhapur and Jamshedpur. The various clusters completed in 2009 generated 22,282 kaizens, and the total saving achieved by the participating companies was around Rs 69.7 crores!

This year, the 2nd National Cluster Summit in New Delhi drew more than 350 delegates. A
various SME programmes on topics such as:
- Flow Manufacturing
- Geometric Dimensioning & Tolerancing
- Basic Hydraulics
- Six Sigma Black & Green Belt
- Theory of Constraints by Goldratt
- Becoming Lean
- SMED, Poka Yoke
- Effective Inventory Management
- World Class Manufacturing & Waste Elimination
- Value Stream Mapping
- Cost Reduction via Toyota Production System
- Autonomous Maintenance
- Organization Structure and HRM
- Leadership Challenges & Team Work
- Communication & Presentation Skills
- Empowering Self
- Daily Work Management

ENERGY AUDIT & MANAGEMENT

Energy efficiency involves reducing energy consumption while maintaining current levels of productivity and quality. Energy conservation concentrates on the reduction/elimination of energy wastages in a plant/process. The Centre actively promoted this initiative through over 200 audits, workshops and seminars over the year.

TOTAL COST MANAGEMENT (TCM)

In the changing paradigm, cost management to develop low cost high quality products needs to address not just individual activities or cost centres but the entire value chain. The Centre actively contributed to this initiative through over 200 audits, workshops and seminars over the year.

CORROSION MANAGEMENT

The Centre took up several corrosion prevention initiatives through training and awareness programmes, seminars and conferences, and publications. It also launched corrosion audit services through its Corrosion Management Committee. Some key activities in 2009 were:
- Sectoral Corrosion Awareness seminars for Automotive, Power & Process, Ports & Ship-building sectors
- 2nd Corrosion Management Summit
- Corrosion Control Awareness Seminar
- 3rd International Conference on Surface Modification Technologies
- Corrosion Training Programme on High Performance Coatings

NATIONAL SUMMIT AND SEMINARS

- 2nd National Cluster Summit
- RITEQ 2009
- POWER Q 2009
- New Product Development CAD-CAM

INTERNATIONAL PRESENCE

- 12th TCI Annual Globe Conference in Jyvaskyla, Finland
- SME Delegation to Japan: An SME delegation to Japan visited the SME Expo (Soupouten) 2009 and companies like I-Kanta Auto Works and Yamamoto Seisakusho Co Ltd.
- Malawi Team Visits Clusters in Ludhiana (Bicycles) and Jalandhar (Hand Tools)

IN 2009, THE CENTRE continued to concentrate on various dimensions of management development and manufacturing excellence. Our calendar for the year included:
- 76 Management Development Programmes
- 9 in-company programmes
- 13 Modules under the M.Sc. in Engineering Business Management Programme, University of Warwick, UK (7 in Mumbai and at Bharat Forge, Pune)
- VLFM Programme

The industrial slowdown led to a drop in the number of participants in the first half of the year, which subsequently picked up as the constraints facing industry eased.

MANAGEMENT DEVELOPMENT

- Ignite Boot Camp – Lighting the Spark of Global Enterprises held jointly with the Centre for Entrepreneurial Learning (CIEL) at the Judge Business School, University of Cambridge, UK
- Daily Work Management for Risk Management & Risk Mitigation
- Gaining Competitive Advantage Through Benchmarking
- Improving Value Stream by Mapping
- International Financial Reporting Standards
Streamlining Corporate Processes & Structures to Improve Corporate Efficiency

How to Generate Patentable Innovative Ideas

Legal Aspects of Project Contract Management

ENGINEERING BUSINESS MANAGEMENT

The Quality Assurance Association of UK (a UK Government Agency) visited the Engineering Business Management Programme, University of Warwick, UK programme in India and acknowledged it as ‘Very Good’. The Warwick Manufacturing Group, too, has, in a letter of appreciation, acknowledged that the programme held in India was the best administered among all its overseas centres.

VISIONARY LEADERS FOR MANUFACTURING

By August 2010, the Visionary Leaders for Manufacturing (VLFM) Programme would have created a community of 306 managers skilled to transform over 90 companies that they are working with, or leading. The process of transformation has already begun. Over the last three years, the participating companies have reported 81 success stories in the following areas:

- New Product Development including a new product for the Bottom of the Pyramid (Chatu Kool)
- New Businesses (one single company got new business of Rs. 120 million per annum)
- New Business Processes leading to reduction in manufacturing costs (one company saved over Rs. 6 crores in 6 months)
- Personal Transformation
- New Business Development

These success stories have been documented in a series of four publications.

VLFM has also developed intellectual property through a set of seven textbooks, 9 manuals and monologues based on the sessions conducted by Japanese experts.

At the 2nd Annual Session in Mumbai, 48 participants of Batch 2 of the VLFM Programme and 6 participants of the pilot batch of the Visionary SME (VSME) Programme received their certificates. The 2nd Learning Convention saw the alumni share their successes, while the current batch presented their findings of a project undertaken for the Planning Commission. The research for the project titled ‘What is required to build India’s innovation eco system’ was conducted using the Five Step Discovery Process and other concepts taught in the VLFM Programme.

The VSME Programme is being recast this year on the lines of the Japanese Keiretsu. The 2nd Batch of the programme was launched in December 2009, with the Anand Group taking the lead in building a new model of vendor development. Forty participants from 23 companies are currently undergoing the one year programme in Pune.

The year also saw the launch of the Visionary CEOs programme, with faculty including Mr. Ushikubo, Chairman, Sanden Corp, Japan, and Prof. Shoji Shiba. Dr. V Krishnamurthy, Chairman, National Manufacturing Competitiveness Council (NMCC), Mr. V Govindarajan, Member Secretary, NMCC, and Mr. B Prasad Rao, Chairman, BHEL, also participated in the launch.

In 2009-10, after the Joint Terminal Evaluation of the programme conducted by the Governments of Japan and India, all stakeholders agreed that the programme had successfully achieved many of the objectives it had set out to achieve. The Evaluation Team recommended an extension of support by two years to make the programme sustainable.

At the launch of the CII VSME Programme in Pune

CII–Sohrabji Godrej GREEN BUSINESS CENTRE

The CII-Godrej GBC in Hyderabad facilitates industries in becoming greener and more sustainable through a diverse range of services.

GREEN BUILDINGS

- The CII–India Green Building Council (IGBC) Green Factory Building (Pilot) Rating System launched in July 2009 is a guideline for existing and upcoming industrial buildings which address national priorities such as energy and water efficiency, resource conservation, worker health and productivity.
- The IGBC Examination, a credential for professionals to participate in green building projects, was launched in September 2009.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>2001</th>
<th>Till Date</th>
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<tbody>
<tr>
<td>CEOs &amp; senior people involved</td>
<td>50</td>
<td>5,500</td>
</tr>
<tr>
<td>No. of professionals trained on Green Building concepts</td>
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<td>7,000</td>
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<tr>
<td>No. of registered Green Buildings</td>
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</tr>
<tr>
<td>Built-in Area (million sq.ft)</td>
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<tr>
<td>Green Building products &amp; equipment</td>
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<td>90</td>
</tr>
<tr>
<td>IGBC Membership (Founding Members)</td>
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<tr>
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</tr>
<tr>
<td>IGBC AP</td>
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<td>75</td>
</tr>
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</table>

*As on March 2010

RENEWABLE ENERGY

Dr. Farooq Abdullah, Union Minister for New and Renewable Energy, released a case study booklet capturing the technical and financial aspects of about 20 renewable energy projects implemented in India, during Green Power 2009 held in Chennai in June 2009. The conference examined how to attain energy security through renewable energy.
Hillary Clinton, US Secretary of State, with Chanda Kochhar, Director General, CII, Tarun Das, then Chief Mentor, CII, and Ketan Parikh, Deputy Director General, CII, at the IT Centre, Gurgaon

K Roshan, Chief Minister of Andhra Pradesh, at the Green Building Congress in Hyderabad.

The CII–Godrej Green Business Centre, in partnership with the IVL Swedish Environmental Research Institute, is currently working on Capacity Building on Cleaner Production in the Hyderabad Region. The project, funded by SIDA [Swedish International Development Agency], addresses cleaner production as a tool for efficient industrial emissions and effluent treatment.

ENVIRONMENT

The CII–Godrej Green Business Centre, in partnership with the IVL Swedish Environmental Research Institute, is currently working on Capacity Building on Cleaner Production in the Hyderabad Region. The project, funded by SIDA [Swedish International Development Agency], addresses cleaner production as a tool for efficient industrial emissions and effluent treatment.

TOTAL COST MANAGEMENT (TCM)

► TCM Maturity Model: The TCM model has been designed to evaluate the cost management systems and initiatives of any organisational unit which can be among the five designated levels in the model. The Division successfully executed 9 projects. The 9 rated companies received awards.

► The 8th edition of the flagship Cost Congress 2009 was held in December 2009 in Chennai, with the theme of ‘Achieving World Class Excellence through TCM.’

New Ventures India facilitates investments in green companies.

► Investor Forum 2009: The 4th edition of the Forum, held in October 2009 in Mumbai, focused on ‘Green Entrepreneurship—Opportunities and Challenges.’ The event had a business plan competition where 10 promising green companies pitched their business proposals before investors.

misSion on sustainable growth

► CEOs Meets: As part of the ‘Mission on Sustainable Growth’ initiative, CEOs Meets were held in 17 cities across India till March 2010, where 419 industrial units expressed their commitment to the CII Code. Over 60 organisations have already taken up projects under the code, like improving energy efficiency and water efficiency, increasing the share of renewable energy, GHG emission reduction, etc, resulting in a reduction of about 348,000 tons of CO2 annually.

► A Green Business Summit with the theme ‘Pursuing Growth—Preserving Ecology’ was held in October 2009 in Mumbai.

EW Ventures India

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EnErgy management

► Energy Audits: As on date, the energy team has conducted over 1050 detailed energy audits resulting in annual recurring savings of over Rs. 2000 million (4.0 million tons CO2/yr) covering key sectors

Mission on Sustainable Growth

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Energy Audits: As on date, the energy team has conducted over 1050 detailed energy audits resulting in annual recurring savings of over Rs. 2000 million (4.0 million tons CO2/yr) covering key sectors
The CII-Suresh Neotia Centre of Excellence for Leadership in Kolkata has a focus on leadership and human resource development. It provides expertise and support services to industry, government, entrepreneurs, NGOs, educational institutions, students, teachers and trade union leaders in order to develop their competitive ability and promote inclusive economic and industrial growth.

The Centre, which became operational in August 2009, has initiated a drive for competitiveness in the manufacturing and services sectors through efficiency building, skills development, introduction of new managerial concepts and upgrading of technology. Its support services to industry aim to develop competitive ability and promote business process efficiency and change management through training/retraining and consultancy. Two in-company assignments were undertaken for Balmer Lawrie Ltd in November and December 2009 at Chennai and Kolkata, respectively, on leadership development.

The National Conference on Leadership, held at the Centre in December 2009, highlighted the leadership challenges for the Indian corporate sector and suggested strategies for India to ensure a leadership position in the 21st century. The two-day Conference was addressed by Mr P Chidambaram, Home Minister of India, and a host of eminent national and international thought leaders, including:

- Dr C K Prahalad, USA
- Lord S K Bhattacharyya, Warwick Manufacturing Group, University of Warwick, UK
- Prof Soumitra Dutta, INSEAD, France
- Prof Sugato Bose, Harvard University, USA
- Dr Montek Singh Ahluwalia, Deputy Chairman, Planning Commission
- Arun Maira, Member, Planning Commission
- S Ramadorai, Vice Chairman, TCS
- H M Nerurkar, Managing Director, Tata Steel
- J N Godrej, Past President, CII, and Chairman and Managing Director, Godrej & Boyce Manufacturing Co. Ltd
- Dr Jamshed J Irani, Past President, CII, and Director, Tata Sons Ltd
- Suresh Neotia, Patron, CII–Suresh Neotia Centre of Excellence for Leadership
- Harshavardhan Neotia, Chairman, CII–Suresh Neotia Centre of Excellence for Leadership
- Tarun Das, President, Aspen Institute India

At the National Conference on Leadership in Kolkata:

- Mr P Chidambaram, Union Minister for Home Affairs (for left)
- Harshavardhan Neotia, Chairman, CII–Suresh Neotia Centre of Excellence for Leadership, Lord S K Bhattacharyya, Warwick Manufacturing Group, University of Warwick, and Tarun Das, President, Aspen Institute India

Workshop on Emotional Intelligence in Kolkata

Seminar on the Construction Sector in Kolkata

The CII-Suresh Neotia Centre of Excellence for Leadership, in Kolkata

The CII–Suresh Neotia Centre of Excellence for Leadership, a 35,000 sq. ft. facility on 2.43 acres of land in Salt Lake, Kolkata, is the seventh and newest Centre of Excellence set up by CII. The Centre has a focus on leadership and human resource development. It provides expertise and support services to industry, government, entrepreneurs, NGOs, educational institutions, students, teachers and trade union leaders in order to develop their competitive ability and promote inclusive economic and industrial growth.
‘We all have two choices; we can make a living or we can design a life.’
DEVELOPMENT INITIATIVES

A key concern for policy makers and industry is to include Indians from all strata of society in the country’s impressive growth story. To achieve equitable, inclusive growth, CII promotes public-private partnerships by channeling significant financial resources and best in class technical expertise for social development. The CII Development Initiatives synergize the development programmes undertaken by the government and industry at the state, national and international levels.

OUR DEVELOPMENT-ORIENTED conferences, seminars, interactive sessions, one-to-one meetings, and field visits aim to encourage policy makers, industry heads, thought leaders, media and others to adopt a unified approach towards social transformation with focus on nine critical areas:

- Affirmative Action
- CSR & Community Development
- Disaster Management
- Industry-NGO Partnership
- Public Health
- Rural Development
- Skills Development
- Special Abilities
- Women’s Empowerment

AFFIRMATIVE ACTION

Responding to Prime Minister Dr. Manmohan Singh’s call to CII to pro-actively adopt Affirmative Action, CII’s concrete steps on Affirmative Action set out clear areas for intervention by Indian Industry with focus on the 4 Es of Entrepreneurship Development, Employability Creation, Education and Employment. As more and more initiatives bear fruit, Affirmative Action is becoming a key business strategy, empowering the backward regions and communities of India.

Entrepreneurship Development

- CII and its member companies partnered the Entrepreneurship Development Institute, Ahmedabad, to train 270 SC/ST youth in the fundamentals of entrepreneurship. Already, 90 of them have become entrepreneurs.
- 2,709 candidates have been successfully placed in the process of becoming entrepreneurs and around 200 candidates have already established their own enterprises, creating employment for others too.

BUSINESS RESPONSIBILITY

- Affirmative Action
- CSR & Community Development
- Disaster Management & Relief
- Industry-NGO Partnerships
- Public Health
- Rural Development
- Special Ability
- Special Projects
- Women’s Empowerment
Employability Creation

Many member companies have sponsored/created customised training modules in trades that are in demand in the job market, as also in soft skills like English and IT, in association with the country’s top trainers, like Dr. Reddy’s LABS and the CAP Foundation.

32,922 SC/ST candidates have benefited from training programmes in soft skills, vocational training and skills development, etc. organised by CII member companies in partnership with educational institutions, NGOs and technical colleges, across the country.

Education

158 scholarships of approximately Rs. 6,000 a month are being granted by CII member companies to bright but poor SC/ST students for studying at top-ranking professional (engineering and medical) institutions.

1804 scholarships have been provided by CII and its member companies for students in various institutes of excellence in different parts of the country.

Employment

650 CII member companies have signed a Code of Conduct committing to no discrimination in their employment policies. Many have gone a step ahead to put in place a system of positive discrimination in favour of candidates from the Scheduled Castes and Scheduled Tribes.

150 member companies have provided employee data, and 55 companies have agreed to disclose progress in their annual reports.

CII is conducting regular awareness programmes across the country for greater sensitivity on the issue of inclusion. A large target audience for these programmes is the HR community, which has responded positively.

In addition to the 4Es, CII also pursued the following objectives over the year:

Connecting with nodal organisations/bodies of SC/ST communities like the National Confederation of Dalit Organisations (NACDOR), to work together for the upliftment of SC and STs at the national and regional level.

Working to reflect greater representation of SC/ST candidates in new recruitment at all levels.

Strengthening corporate HR systems for enhancing access and opportunity to applicants from the SC/ST communities.

Setting up mechanisms to track composition of the workforce vis-a-vis those employed.

CSR & COMMUNITY DEVELOPMENT

The CII National Committee on CSR and Community Development works to create a national movement for mainstreaming CSR into an actionable business agenda for sustained inclusiveness. The key focus areas are:

Women Empowerment

CII has institutionalized an annual Woman Exemplar Award for economically-challenged women who have excelled in different fields of work, thereby making a significant contribution to the development process at the grassroots level.

The award is given to three women workers each year, in the categories of Education and Literacy, Health, and Micro-Finance.

The 2009 Woman Exemplar Awards, sponsored by HSBC, were presented to Ms. P Madhavi (Andhra Pradesh) for Education, Ms. Manorama Ben Jaisawal (Gujarat) for Health and Ms. Minakshi Swain (Orissa) for Micro Finance, by Mr. Omar Abdullah, Chief Minister of Jammu & Kashmir at the CII Annual General Meeting in March 2009 in New Delhi.

Industry-NGO Partnership

CII, in partnership with CAPART and Give India, organised the ‘CSR-CSR Bridge: Merging the Growth Story Forward through Inclusive Partnerships’ in October 2009 in New Delhi. The event was held to strengthen the existing links between Industry and voluntary organisations for sustained inclusive growth. The conference brought together thought leaders from the Government, Industry and voluntary sectors to identify strategies, policy interventions and other mechanisms for strengthening such connectivities. The event saw the launch of the CAPART website ‘CSO-CSR Rendezvous’ and the release of an authoritative in-depth report documenting evaluated projects of NGOs from every part of the country. The Bridge also included a ‘Joy Bazaar’ showcasing the projects of NGOs to potential corporate partners.

DISASTER MANAGEMENT

The workshop on ‘Technologies and Equipment Needs for Provision of Drinking Water During Disasters’ in September 2009 was held to catalyse Industry’s active involvement in providing equipment and technologies for provision of safe drinking water during disasters. Mr. JK Sinha, Member, National Disaster Management Authority, elaborated on the challenges, equipment and logistical needs that arise typically during a disaster. Industry players shared innovative solutions ranging from collapsible water tanks to purification techniques that can function effectively without electricity.
Corporation Sector in Disease Prevention and Management-South and West Asia.'

India Business Trust for HIV/AIDS (IBT)
CII began its HIV/AIDS prevention and care programme in 1994 and initiated workplace intervention programmes for member companies shortly thereafter. The focus of the work was advocacy for prevention and rehabilitation. The India Business Trust for HIV/AIDS (IBT) – established in 2000 and headed by Mr. Ratan Tata, Chairman, Tata Group – engages the business community to accelerate their response, provides advisory services and undertakes and supports projects implemented by companies and NGOs.

Global Fund Project Round 4: ‘Access to Care & Treatment’
CII, under this project, is facilitating the setting up of Corporate Anti-Retroviral Treatment (ART) Centres in the six high prevalence states, in a unique model of Public ... & Toubro Ltd. in August 2009 in Mumbai, providing quality testing, counseling and treatment services for HIV/AIDS. The six earlier centres are at Wadi, Karnataka (supported by ACC Ltd.), Vellore, Tamil Nadu, (ACC Ltd. and Christian Medical College, Vellore), Ballarshah, Maharashtra (Avantha Group, earlier Ballarpur Industries Ltd.), Mumbai, (Godrej), Patalganga, Maharashtra (Reliance Industries Ltd.) and Pimpri, Maharashtra, (Bajaj Auto Ltd.).

Round Tables on Experience Sharing
CII in partnership with the Global Fund, organised two roundtables on experience sharing on HIV, TB and Malaria interventions to advocate increased participation of the stakeholders and especially the private sector in Global Fund-led programmes at Kolkata and Hyderabad in September 2009.

A CII-IBT conference on 'Dealing with HIV/AIDS: Business Response to Prevention, Care, Support and Treatment' under the aegis of Project ‘Access to Care and Treatment’ – Global Fund Round 4 in December 2009 in New Delhi highlighted industry contribution to care and treatment for HIV in India, ie. the Corporate ART Centres. Mr. Dinesh Trivedi, Union Minister of State for Health & Family Welfare; Mr. Suresh Neotia, Chairman, Ambuja Foundation, and Mr. Tarun Das, Managing Trustee, IBT.

A Conference on Challenges in HIV/AIDS: Prevention, Care, Support & Treatment – The Case for Partnerships in March 2010 in New Delhi, focused on the enormous possibilities of expanding the coverage of Care, Support & Treatment of HIV/AIDS by leveraging appropriate partnerships in the private sector as well as civil society institutions. Dr. (Mrs.)

PUBLIC HEALTH

CII’s initiatives in Public Health explore and outline the specific mechanisms for programmes and projects with the Government, Industry and NGOs in the key focus areas of HIV/AIDS, Tuberculosis, Malaria, Reproductive Child Health, Non-communicable Diseases such as Diabetes, and Healthy Workplaces. Our objective is to engage the corporate sector to sharpen the business response to issues concerning Public Health.

Friends of South & West Asia
A status paper on HIV/AIDS, Tuberculosis and Malaria in South & West Asia was published, presenting facts and figures on the status of these diseases in all 9 countries of the region (India, Pakistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Afghanistan, Iran, and Maldives), with steps taken by the respective governments to eradicate them. The paper estimates that these three diseases are responsible for at least six million deaths per year, and the number of victims is increasing exponentially. HIV/AIDS, TB and malaria pandemics take their highest toll in developing countries, causing up to 30 times more damage than in wealthy nations.

A study on Best Practices by the Private Sector in Disease Prevention & Management, undertaken jointly with Development Finance International, identified best corporate practices in supporting good health and select global best practices that may be applicable and replicable in the nine countries of the region.

An on-going study of the Socio-economic Impact of Diseases in the SWA Region, again conducted jointly with DFI, is reviewing the literature on socio-economic assessments on the impact of primarily three diseases – HIV/AIDS, TB and Malaria – as well as other major diseases, in the region. Subsequently, a paper will be released summarizing the key findings, and highlighting notable and successful health interventions.

At a conference on ‘Challenges in Public Health in India & South & West Asia: The Case for Developing an Action Agenda,’ organised by CII and FOSWA in March 2010 in New Delhi, Mr B J Panda, MP, delivered the inaugural address and released the report on ‘Best Practices by

Chandrajit Banerjee; Dinesh Trivedi, Union Minister of State for Health & Family Welfare; Suresh Neotia, Chairman, Ambuja Foundation and Tarun Das, Managing Trustee, India Business Trust for HIV/AIDS (IBT), at the conference on ‘Dealing with HIV/AIDS in New Delhi.'
Vehicles for the Orthopedically Disabled

The Rajiv Gandhi Foundation started the Motorized Vehicle Scheme for the Disabled in 1992, under which a motorized vehicle specially designed to suit the needs of people with physical disability of the lower limbs is awarded to select individuals across the country. Six CII member organizations donated such vehicles through the distribution programme this year.

RURAL DEVELOPMENT

CII’s Rural Development Initiatives aim to unlock the growth potential of rural India through corporate sector participation.

- Taking forward the Indian Government’s Bharat Nirman rural development agenda, CII organized a Seminar on Enabling Rural Development via Technology & Connectivity in partnership with Intel Corporation, BSNL and HCL, in October 2009 in New Delhi. The primary objective was to discuss how transformative technologies such as broadband internet and affordable computers can accelerate growth and facilitate socio-economic change by providing easily accessible services to those who need them the most. Mr. Sachin Pilot, Union Minister of State for Communication and IT, was the Guest of Honour, while Mr. Paul S. Otellini, President and Chief Executive Officer, Intel Corporation, gave the theme address.

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The CII Task Force on Healthy and Educated Villages converges the CSR efforts of several leading corporates to create a scalable functioning model of developing villages through corporate-corporate partnership, to minimize cost and maximize impact. Seven villages have been identified in Haryana, Uttar Pradesh, Punjab, and Rajasthan for pilot projects.

CII is the official partner to the Ministry of Panchayati Raj in deploying its Rural Business Hubs (RBH), a first-of-its-kind Public, Private, Panchayat Partnership model, synergistically links rural products, skills and produce with the marketing and professional skills of industry to establish direct business linkages between industry and the rural community, thereby creating a win-win scenario. Around 16 RBH projects were approved during 2009.

District Development derives from the State’s vision and is built on the development agenda and themes from India@75. In 2009, CII commissioned IMACS to formulate the vision at the district level in the focus states – Maharashtra, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and Madhya Pradesh. The development themes include Infrastructure and Urbanization, Health, Education and Skill Development, Agricultural Revitalization, Government Services and Public Administration, Science and Technology, Environment, etc.

CII is involved in a monitoring and evaluation exercise of Ashram Schools: Scheme for Education of Tribal Children, a project supported by the Union Ministry of Tribal Affairs and covering 17 states.

The Renewable Energy for Rural Livelihood Project is being implemented by CII and monitored by a project management team from the Ministry of New and Renewable Energy (MNRE) and the United Nations Development Programme (UNDP) in Jharkhand and Rajasthan, in partnership with Tata Steel, Usha Martin and Lupin Pharmaceuticals, through the Public-Private Partnership mode. It has successfully evolved as a model for replication by UNDP and the MNRE.

NEW INITIATIVES

CII has conceptualized the setting up of a Sustainable Entrepreneurship Centre for providing Resettlement & Rehabilitation Services to Industry, carrying forward the development agenda of India@75.

A proposal has been prepared for providing advisory services to the Madhya Pradesh Government for developing a marketing channel for bamboo products from Madhya Pradesh, undertaking both backward and forward linkages for marketing these products.

WATER MANAGEMENT

- Workshop on CSR & Sustainable Water Management: New Delhi, March 2009, commemorating World Water Day
- National Seminar on Packaged Water Industry in India: Bangalore, June 2009
- National Seminar on Government – Industry Interface for Drinking Water Security: New Delhi, November 2009, organized in partnership with the Dept of Drinking Water Supply, Union Ministry of Rural Development. The recommendations emerging from the seminar were presented to the Ministry of Rural Development
- Seminar on Increasing Water Efficiency in Agriculture Sector: New Delhi, February 2010
- Papers/Reports on Corporate Sector Initiatives on Groundwater Recharging and on Sanitation were prepared

DUNGARPUR INITIATIVE

The Dungarpur Initiative is basically an appeal to Corporates to take business to backward districts, and to Governments to dovetail development programmes with business practices. The Initiative, being implemented in Private–Public partnership mode, is characterized by:

- The Special Projects Division undertakes activities with social relevance and positive impact, aligned with the Inclusive Development agenda of CII. We work in the area of water management, focusing on social aspects such as CSR & Water, Rural Drinking Water Supply, Groundwater, Rainwater Harvesting, etc., while promoting sustainable usage and conservation of water in general. Our Dungarpur Initiative showcases a model for development of a backward district through Public–Private-Community-Partnership (PPCP).

- The Dungarpur Initiative is characterized by:
  - Farmer’s crops grown after drainage treatment in Oda village
  - Canal maintenance work
Mass Replicable Initiatives
Non-Farm Employment Opportunities
Enabler Activities

Corporate initiatives currently underway in Dungarpur include:

- Agri Extension
- Improved rural livelihoods through increased rainwater conservation and use efficiency
- Establishment of NRDMS (Natural Resource Data Management System) centre
- IT training to school teachers
- E-Chopal for providing market access to agricultural produce
- Enabling rural economy through mobile information kiosk (Gramin Vikas Rath)
- Agriculture risk-mitigating mechanism to reduce the overall vulnerability of poor farmers in the District
- Agricultural Development and Agri Business
- Promotion of onion farming as a cash crop to improve rural livelihood of poor tribal farmers

RURAL WATER MANAGEMENT

Our initiatives for rural water resource management target different water typologies such as hard rock areas, groundwater regimes, drought prone areas, high rainfall areas, coastal regions, backward tribal areas, etc. to evolve methodologies for assessing sustainability and capability building of local communities for equitable and sustainable water management. Cropping choices and improved irrigation and crop management are an integral part of these initiatives. Assessing energy gaps in the availability of public supply of water for agriculture and addressing these gaps through area level management systems and renewable energy is a major focus area.

CII has forged partnerships with organisations like the Gram Gourav Pratishthan for community mobilization and institutions building, Advanced Centre for Water Resource Development and Management (ACWADAM) for groundwater hydrogeology and management models, and International Crop Research Institute for Semi-Arid Tropics (ICRISAT) for watershed based agricultural systems. In partnership with these organisations, we offer a comprehensive package for land and water management in rural areas. Some on-going projects include

- Pondhe micro watershed model project near Pune for Aquifer Management by the local community
- Revival and rehabilitation of community lift irrigation schemes in District Ganjam, Orissa
- Bhigwan project near Pune for management of irrigation systems (canals) by farmers
- Assessment of water resource sustainability in Neemrana, Rajasthan
- Assessment of feasibility of groundwater management by communities in the hard rock plateaus of Dhakale in the Western Ghats

Seminar on Packaged Water Industry in Bangalore

Community open well in Wug Annapura
Rainwater harvesting and groundwater recharge structure in Neemrana

Well deepening in progress

‘Go as far as you can see, and when you get there you will see farther.’
Despite a time of sharp slowdown, the International Division was able to make substantive strides in creating and sustaining an environment conducive to the continued growth of industry in India and abroad. In 2009, over 30 trade Missions travelled out of India and over 175 delegations brought 2000 plus businessmen into India. CII organised 15 high level State Visits and 10 CEOs Forum/Missions, in addition to 6 Regional Conclaves.

INDIA BUSINESS FORUMS

The CII India Business Forums, launched in several countries, are a grouping of leading Indian companies with operations in that country, formed to share information on their activities; raise business issues and concerns; support the ongoing business activities of member companies; encourage bilateral trade and investment; and build ‘Brand India.’ Members of the Forums interact regularly with Indian government officials and business delegations visiting the country.

USA: In 2009, IBF-USA members met with the new Indian Ambassador to the US, Ms. Meera Shankar, and flagged issues of critical importance to Indian industry in the US. Members also interacted with Mr. Anand Sharma, Minister of Commerce & Industry, India, during his visit to the US. Several IBF members participated in the CII Business Mission to Houston, Chicago, Detroit and Washington DC, held on the sidelines of Prime Minister Dr. Manmohan Singh’s state visit to the US. Members also attended a luncheon event hosted by the US India Business Council in honour of the Prime Minister.
South Africa: The India Business Forum in South Africa has grown to a membership of 42 Indian companies. Taking advantage of the maiden visit of Mr. Anand Sharma to South Africa in August 2009, CII organized an interactive session for the India Business Forum with him.

China: The CII India Business Forum China was launched in April 2009 by Mrs Nirupama Rao, the then Ambassador of India in Beijing. Mr Wang Jiarhen, Vice Chairman, CCPIT, was also present at the inaugural session. In its very first year, the IBF enabled members to meet with Chinese companies interested in doing business with India, think tanks, universities and policy organisations. Interactions were held with Mr Anand Sharma, and Mr Ghulam Nabi Azad, Minister for Health and Family Welfare, apart from senior government officials, CEOs and business delegations visiting China. The ‘Why India’ Business Forums and the India-China Business cooperation Seminar provided a platform to showcase Brand India.

UK: The CII-IBF-UK was formally launched by Mr Anand Sharma, in June 2009 in London. Mr. Nalin Surie, the High Commissioner of India to UK is the Mentor of the CII-IBF-UK. Since its inception, the Forum has had closed door meetings with Mr Anand Sharma, and Mr Ajay Shankar, the then Secretary, DIPP, to discuss issues concerning Indian industry in UK. The Forum also hosted networking evenings for business promotion as well as panel discussions and seminars on ‘Doing Business with India.’ The first such event in Warrington in December was followed by a networking reception in London.

AFRICA

2009 was a year of several ‘firsts’ in Africa. CII mounted the first-ever business delegation to all the four key geographical hubs in Africa - Kenya (East), Angola, Benin & Liberia (West), Zimbabwe (South); and Sudan and Egypt - the North of Africa, to help increase economic linkages across the continent. Our efforts to keep the Africa agenda on the forefront of Indian exporters saw the number of business visas issued for travel to Africa increase a few-folds.

An interactive session was held to reconstitute the India-South Africa CEO Forum. The forum comes under the aegis of the Ministry of Commerce; CII will provide the secretariat for the Indian side.

The annual CII-Exim Bank Conclave on India-Africa Project Partnership continued to catalyse the India-Africa economic partnership. The 5th Conclave in 2009 drew 29 ministers from Africa, while delegations from 34 African countries participated in the 6th edition in March 2010.

The 11th CII Exim Bank Regional Conclave on India Africa Project Partnership 2009 in August 2009 at Lagos was followed by a business delegation to Kenya.

CII, in partnership with the High Commission of India and the India Brand Equity Fund organized the 2nd Conference on ‘Doing Business with India’ in July 2009 in Johannesburg, South Africa. A 15 member delegation, led by Mr. Hari Bhartia, Vice President, CII, participated in the conference, which was attended by more than 250 delegates from South Africa, DR Congo, Tanzania and Uganda.

Asia

Since the initiation of the Look East policy, ASEAN has become the focal point of India’s outreach to Eastern Asia. The ASEAN-India FTA has the potential to become an important platform for economic relationships.

In 2009, several dignitaries and high level delegations from the region visited India, including the Prime Minister of Malaysia with a 200 member strong trade delegation, and senior ministers from Indonesia, Vietnam and Singapore. CII outbound delegations travelled to Indonesia, Laos PDR, Malaysia, Singapore and Vietnam. The ‘Singapore Symposium’ had Mr Lee Kuan Yew, Mentor Minister, Singapore, as the Guest of Honour, and the ‘Made in India’ show was held in Jakarta. A Handbook on ‘Doing Business in Malaysia’ was released in India and Malaysia.

In East Asia, building on our relationship with China, CII organised several seminars and workshops on ‘Doing Business with China’ and ‘Why India’ Business Forums both in India and in...
China. We received several delegations from different provinces of China and sent business and sectoral missions to China. CII also formed the China Task Force to study the opportunities and challenges of the two countries working together, and initiated the Strategic Track 2 dialogue with China this year.

Our engagement with Japan was on both strategic and business levels, with the highlight being the Prime Minister of Japan’s closed door interaction with CEOs in Delhi and Mumbai in December 2009. The US-Japan-India trilateral strategic dialogue was held in Tokyo in December 2009. We also organised several seminars and B2B meetings with Japanese business delegations.

India and South Korea signed the CEPA in August 2009 opening up trade and investment between the two countries. The India-Korea Business Forum and meetings with the President of South Korea, took place in January 2010.

An India-Mongolia Business Forum and meeting with the President of Mongolia was held in September 2009.

South Asia has huge potential with its combined market of 1.5 billion people, one third of the total population of the world, rich resources and highly qualified workforce. Economically, the region has witnessed many positive developments during the last two decades, such as implementation of SAFTA, a move towards including FTA under services, SAARC Development Fund, SAARC University, and duty concessions to LDC countries.

Apart from promotion of trade and investment in the region, CII has identified Agriculture, Skills Development, Energy, Environment, Education, IT, Healthcare and Tourism as areas of cooperation. This year, we had meetings with Sheikh Hasina, Prime Minister of Bangladesh, Mr Jigmi Y Thinlay, Prime Minister of Bhutan, Mr Mohamed Nasheed, President of Maldives, and Mr Madhav Kumar Nepal, Prime Minister of Nepal.

CII business delegations visited Bhutan and Sri Lanka, Maldives and Nepal. We, in turn, received business delegations from Bangladesh, Maldives, Nepal, Sri Lanka and Pakistan and organised programmes in India to promote Indian investment in the region.

AUSTRALIA & NEW ZEALAND

In 2009, Mr Kevin Rudd, Prime Minister, and Ms Julia Gillard, Deputy Prime Minister of Australia, both visited India. We had a session on WTO negotiations with Mr. Simon Crean, the Trade Minister, and a Session on Education with Mr John Brumby, the Premier of Victoria.

Mr. Tim Groser, New Zealand Minister of Trade, Conservation, and Associate Minister for Climate Change (International Negotiations), New Zealand, met CII in February 2009 during his first visit to India.

EUROPE

The European Union now clearly sees India as an international partner to be taken seriously, and a stabilizing factor in the region. The EU is also benefitting from Indian investments with Indian companies establishing overseas production bases for long term sustainable competitiveness.

Dr Paavo Väyrynen, Minister for Foreign Trade & Development, Finland, and Mr Wolfgang Tiefensee, Federal Minister of Transport, Building & Urban Affairs, Germany, visited India in February 2009.

Mrs Pratibha Devisingh Patil visited Spain and Poland in April 2009, accompanied by a strong Indian industry delegation.

A CII CEOs delegation led by Mr Venu Srinivasan, President, CII, travelled to Switzerland and London in August-September 2009 to present opportunities for investment in the Indian Roads and Highways sector.

A 13 member CEOs delegation, led by Mr. N Kumar, Past President CII, accompanied Mr. Anand Sharma to Sweden in September to explore engagement in Healthcare. Mr Sharma also had a closed door meeting with the CEOs of Indian companies based in the UK.

The 10th India-EU Business Summit, organised by CII in association with the Ministry of Commerce and Industry and Business Europe, in November was attended by more than 200 Indian and European businessmen, and leaders such as Baroness Catherine Ashton, EU Commissioner for Trade, Mr Anand Sharma and Dr. Ewa Björling, Minister of Trade, Conservation, and Associate Minister for Climate Change (International Negotiations), Sweden.

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Delhi with a 120 member business delegation in November 2009. Prof. Dr. Horst Kohler, President of Germany, also visited India.

CII organised an interaction with Rt. Hon. Lord Peter Mandelson, Secretary of State for Business, Innovation and Skills, First Secretary and Lord President of the Council, UK, in December 2009.

The Europe Desk conducted studies on bilateral relations between India and UK, Spain, Poland and Sweden.

GULF and MENA

In 2009, CII business delegations to Turkey, Iran, Saudi Arabia, UAE, Sultanate of Oman and Yemen, participated in various fora like the India-Oman Business Forum in Muscat; the India & Sharjah: Partners in Progress seminar, and the India-Saudi Arabia Joint Commission meeting, the latter during the visit of Mr Pranab Mukherjee, Union Minister for Finance, to name a few.

There was substantial participation from the Gulf Region for the CII Partnership Summit 2010, with delegations from Oman and the UAE, and teams from Saudi Arabia, Kuwait and Syria.

CII organized roadshows on ‘Why UAE?’ in partnership with the Embassy of the United Arab Emirates for the first time in Mumbai, Hyderabad and Bangalore. Ms Sheikha Lubna Al Qasimi, Minister for Foreign Trade, UAE, led a 37 member delegation to these cities.

CII hosted Dr. Hassan Younis, Minister of Electricity & Energy, Egypt; Mr Mohammad Nahavandian, President of the Iran Chamber of Commerce and Mines, and a Buyer-Seller delegation from Iran.

In February 2010, Mr E Abdullah Gul, President of Turkey, met CII CEOs in Mumbai.

LATIN AMERICA & CARIBBEAN

Over the last decade, the Latin America and Caribbean (LAC) region has become an attractive destination for potential investors and multinational corporations. Preferential trade and investment agreements with the MERCOSUR group and Chile are expected to have a ripple effect in developing economic ties with the other LAC countries.

Our engagements during the year included business delegations, workshops, and CII-LAC regional conclaves in Argentina, Uruguay and Trinidad & Tobago. Numerous business meetings were organised for visiting delegations from LAC countries working through a network of MoU partners and the Indian Missions in the LAC region.

During the official visit to India of Ms Michelle Bachelet, President of Chile, in March 2009, CII organised an exclusive business session in Chennai and a special Crafts Exhibition.

The High Commission of India in Trinidad and Tobago in collaboration with India’s Ministry of Commerce and Industry, organised the first ever India-Caribbean Conclave to coincide with the 10th Trade and Investment Convention in Trinidad in June 2009. A CII delegation visited Port of Spain for the Conclave.

In July 2009, CII, in collaboration with the Indian Embassy and the Ministry of Commerce and Industry, organised Business Seminars and Buyer-Seller Meets in Latin America, in Montevideo (Uruguay), Cordoba and Buenos Aires (Argentina), Mr Daniel Martinez, Minister of Industry, Energy and Minerals, Uruguay, addressed the business seminar in Montevideo, while Dr Gerardo Zamora, Governor, Santiago de Estero, joined the seminar in Cordoba. The Indian Ambassador to Argentina as well as the Argentine Ambassador to India, senior government officials and industry leaders participated in the Conclave in Buenos Aires.

In October 2009, Business to Business Meetings were organized in New Delhi, for the high level delegation accompanying Ms Cristina Elizabeth Fernández de Kirchner, President of Argentina, to India.

NORTH AMERICA

In the United States of America, CII continued to strengthen ties with government, industry and think tanks, with a calendar full of missions, meetings, and interactions to widen the collaborative framework. The importance of a strong India-US relationship was emphasized at every interaction, and enhanced cooperation in energy, climate change, education, healthcare, agriculture and infrastructure was identified as the cornerstone of a strong bilateral relationship.

CII organised four high-powered CEOs missions to the USA over the year in March 2009; in June 2009, in November 2009 and in March 2010, to focus on global economic revival through international cooperation and collaborative initiatives.

All these delegations interacted with key members of the US Administration as well as members of US industry through their institutional partners. CII organised meetings with Ms Hillary Clinton, US Secretary of State; Mr Timothy Geither, Treasury Secretary, Mr Gary Locke, Commerce Secretary; Amb Ronald Kirk, US Trade Representative, and Mr Lawrence Summers, Director, National Economic Council, White House, as well as several Members of Congress, to name a few.

The November mission, coinciding with the State visit of Prime Minister Manmohan Singh to USA, saw eight MoUs signed across sectors such as Pharma and Drug Development, Healthcare, Telecom and ICT, Nano-electronics, R & D, Leadership Training and Homeland Security.

The First official visit of US Secretary of State, Hillary Rodham Clinton to India in June 2009
marked the beginning of a strong new phase of partnership, which Secretary Clinton termed ‘US-India 3.0’ or the third, upgraded version of US India relations.

Another landmark of the year was the meeting of Indian Ministers and young Parliamentarians with Mr Bill Gates in July 2009 in New Delhi. Mr Gates now dedicates most of his time to the Bill and Melinda Gates Foundation, focusing on issues like healthcare and education.

In October 2009, Mr Jeffrey Immelt, Chairman and CEO of General Electric, and Mr Mukesh Ambani, Chairman of Reliance Industries, came together to exchange ideas on leadership in a session moderated by Mr Tarun Das, former Chief Mentor, CII, in New Delhi. CII had the honour of organising the first public session of Ambassador Timothy Roemer with members of Indian Industry in October 2009 in New Delhi. Interactive sessions were also held with Amb. Richard Holbrooke, US Special Envoy to Afghanistan and Pakistan, Admiral Mike Mullen, Mr Robert Zoellick, President, The World Bank, Amb. Ron Kirk, United States Trade Representative, and Dr. Steven Chu, Secretary, US Department of Energy, among others.

The Indian American Council (IAC) offers US-based Indians opportunities to contribute their expertise on a pro-bono basis with organisations in India, focusing on Health and HIV, Education, Entrepreneurship and Rural Development. In 2009, IAC continued to link members to opportunities in metropolitan cities as well as smaller towns.

From Canada, a Clean Tech Mission from Ontario, led by Mr Dalton McGuinty, Premier of Ontario, visited India in December 2009, to strengthen India-Canada collaboration in green energy and clean technologies. Ms Sandra Pupatello, Minister for Economic Development & Trade, Ontario, accompanied the delegation of 26 leading Canadian organisations to New Delhi, Mumbai and Hyderabad. A CII Infrastructure Delegation accompanied Mr Kamal Nath, Minister for Road Transport and Highways to Canada in March 2010 to invite Canadian investment into India’s infrastructure sector.

RUSSIA & CIS

A CII business delegation visited Kazakhstan in June 2009 to explore business opportunities in the Central Asian Region. We also met Mr Nursultan Nazarbayev, President of Kazakhstan and the Atameken Union Business Delegation from Kazakhstan, during their India visits.

A CII business delegation travelled to Tajikistan in September 2009, coinciding with the visit of the President of India.

CII organised a CEs Mission to Russia in September, where Mr Anand Sharma, and Mr Prabhat Shukla, Ambassador of India to Russia held a joint briefing session for the visitors. The 27-member delegation participated in the 3rd India Russia Trade and Investment forum in Moscow.

ECONOMY

State Finance Studies were commissioned in all the Eastern States. Industry views and feedbacks on GST were collected and forwarded for consideration, and Pre-Budget Memoranda were submitted to the respective State Governments. Awareness sessions on the proposed Direct Tax Code were held in all the states of the Region.

Events like the Banking Colloquium touched upon the latest issues in the banking industry, while our Conclave on Capital Markets brought together policy-makers and leading players. Forums on Adversity to Opportunity were organised in West Bengal and Odisha. A session on Rehabilitation and Resettlement was held.

A Study on ‘Payment Business: An Enterprise-Wise View’ was unveiled. We submitted a recommendation paper on the West Bengal Industrial Incentive Scheme, as well as our Recommendations on the draft Comprehensive Development Plan of Odisha.

In 2009-10, CII Eastern Region took up the theme ‘Eastern India@75: The Emerging Agenda,’ within the overarching agenda of building Eastern India by year 2022, while showcasing the region’s inherent strengths.
To showcase the industrial potential of the states, CII Eastern Region organised Enterprise Fairs in Bhubaneswar, Raipur and Jamshedpur, and Destination Haldia in West Bengal. We conducted roadshows in Kolkata, Varanasi, Ranchi, Bangalore, Mumbai and Bhubaneswar to promote the Food Processing sector in Bihar. Promoting tourism and industry through sport, the 2nd edition of the CII Eastern Region Golf Cup in Bhubaneswar drew 60 golfers from across the region. Around 20,000 people participated in our Kolkata Marathon, while a walkathon on World AIDS Day in Patna saw participation from over 1000 people.

**TOWARDS SUSTAINABLE GROWTH**

A series of Climate Change Business Forums were held to foster strategies for low-carbon opportunities. HRH Prince Andrew, Duke of York, KG addressed a seminar on UK-India Business Partnership: Low Carbon Economy.

CII is working with SIDBI and the West Bengal Pollution Control Board to promote awareness on environmental hazards and CDM in industrial towns of West Bengal with special focus on MSMEs.

The conference on WaterCon: Unveiling Challenges in Bhubaneswar highlighted the need for timely and proper water management. This was followed by a session on Industry–Defence Partnership – Beyond the Periphery.

The seminar on World Environment Day, was graced by HRH Prince Andrew, Duke of York, KG; and Mukul Somany, Past President, CII; and, Mukul Roy, Past President, CII; and, Sanjiv Goenka, Chairman, Raymond, at a session on UK-India Business Partnership in Kolkata.

**NEW INITIATIVES**

A seminar, Coal Nex in Bhubaneswar, discussed the barriers faced by the mineral and metals sector. A study on the Prospect and Future of Renewable Energy in Jharkhand was released at Coal and Beyond in Ranchi. Our conference on Technology & Innovation in Jamshedpur connected leaders in Metal, Mining & Manufacturing.

The Rural Marketing Conclave saw the release of a Knowledge Paper titled ‘Towards a Better Connect with Rural India.’

KideX, an exhibition for Kids, made a debut in the Eastern Region.

Two new task forces, one on Defence and the other on Internal Security, were created. A conference on Industry–Defence Partnership emphasized on Industry–Defence linkages.

The CII Good Health Series was initiated to spread health awareness and to provide regular check-ups for the members.

Arogya Fair 2010, organised in Bhubaneswar for the first time, showcased various treatment systems including Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy.

**SPECIAL EVENTS**


In our Thought Leaders Lecture Series, Prof. Shoji Shiba, Prof. John D Macomber, Dr. Timothy M Steinans, and Dr. Owen Jenkins shared their thoughts on Breakthrough Management, Sustainable Development in Urban Infrastructure, Entrepreneurship & Innovation and Clean Development Mechanisms.

The 8th edition of the Brand Conclave with Prof. John Philip Jones, international expert on brand management, explored Brands as ‘Safeguards during Recession, Springboards during Recovery.’

A Conference and Exposition on Women’s Empowerment commemorated World Women’s Day.

A Study on Assessment of Automotive Industry in West Bengal was unveiled.

Besides several interactive sessions on credit for MSMEs, the MSMEExpression seminar in Balasore, Odisha, provided a platform for MSMEs to network with large industries and strengthen their market linkages. A conference on Building Competencies for MSMEs was held during Biz Bridge 2009.

Steel Conclave 2009 promoted the steel sector in the region, while the Logistics Colloquium presented Eastern India as a Logistics Hub.

A guide-book on Safety Principles was unveiled during a Symposium & Exposition on Safety.

To showcase the industrial potential of the states, CII Eastern Region organised Enterprise Fairs in Bhubaneswar, Raipur and Jamshedpur, and Destination Haldia in West Bengal.

We conducted roadshows in Kolkata, Varanasi, Ranchi, Bangalore, Mumbai and Bhubaneswar to promote the Food Processing sector in Bihar. Promoting tourism and industry through sport, the 2nd edition of the CII Eastern Region Golf Cup in Bhubaneswar drew 60 golfers from across the region. Around 20,000 people participated in our Kolkata Marathon, while a walkathon on World AIDS Day in Patna saw participation from over 1000 people.
INTERNATIONAL LINKAGES

Twenty two delegations from across the globe visited the region this year. A 10 member delegation from Odisha travelled to Shenzhen, China. Several B2B sessions were organised with international dignitaries, ambassadors and consul generals.

CII in the Eastern Region also provided guidance to members on issues related to policies and procedures concerning exports, imports and customs.

Destination East, a tourism buyer-seller meet, brought in 51 buyers from Malaysia, Thailand and Singapore and 52 sellers from all across India. Coinciding with this event, familiarization trips to tourist destinations of West Bengal, Odisha and Assam were organised.

MAKING GROWTH INCLUSIVE

As many as 168 companies adopted the Code of Conduct on Affirmative Action, and 7 companies agreed to disclose progress in their annual report.

We launched an e-newsletter on Affirmative Action to share best practices and inspire other members.

The second edition of the CSR Meet focused on Engaging Society, Enhancing Competitiveness. For Skills Development, CII Eastern Region is working with 41 ITIs to upgrade them into Centres of Excellence. Short projects on vocational training programmes were taken up during the year. Around 400 candidates were assessed by CII under the MES. The Confederation released a training manual on soft skills for the trainers in association with the Bengal Engineering & Science University.

Sessions on Employment Opportunities for the Visually Impaired were organised in Jharkhand and West Bengal.

A Higher Education Meet facilitated Industry-Academy partnership. This was followed by a Session on Skill Development: Priorities in the Globalised World with UKTI, wherein eight foreign universities participated. Four Skill Gap Studies, for Odisha, Chhattisgarh, West Bengal and Jharkhand were unveiled this year.

A CII study on has identified skill gaps in the existing market to take advantage of Assam’s exciting business growth story, organised by CII with the support of the Assam Government and DoNER, in March 2010 in Guwahati. The Mart also had concurrent sectoral conferences.

MARKET LINKAGES

- Supported by the Union Ministry of Development of the North Eastern Region (DoNER) and the Government of Tripura, CII set up an Industry Pavilion at the Tripura Industries & Commerce Fair in Agartala, in January 2010. The pavilion was inaugurated by Mr. Manik Sarkar, Chief Minister of Tripura. The exhibition focused on the Development Initiatives of CII, besides promoting member companies from within and outside the State.

- Machinery Mart 2010, a first of its kind initiative, designed to take advantage of Assam’s exciting business growth story, was organised by CII with the support of the Assam Government and DoNER, in March 2010 in Guwahati. The B2B Mart also had concurrent sectoral conferences.

EMPLOYMENT GENERATION

A CII study on Mapping Human Resources in Assam has identified skill gaps in the existing
and emerging drivers of socio economic development, to formulate a roadmap to ensure a steady flow of workforce to industry. The draft report has identified eight sectors: IT, Tourism, Healthcare, Agriculture & Food Processing, Construction & Light Manufacturing, Handloom & Textiles, Oil & Gas and Media & Entertainment. Focus workshops have been conducted to finalise the study.

A Roundtable on Skill Gap Analysis was held in November 2009 in Guwahati based on the initial findings of the report.

- CII nominated three institutes towards the upgrading of ITIs in Assam. Proposals for two ITIs for women, as well as another institute in the state have also been presented to the authorities.
- A session on Empowering Youth through Skill Development, in August 2009 in Guwahati, was addressed, among others, by Mr. Toby Burton, Global Education Head, Cisco Systems.

**ENTREPRENEURSHIP DEVELOPMENT**

SIDBI has developed a compendium of 100 project profiles for micro enterprises in the region, and would consider financing entrepreneurs for the listed projects. CII identified EDP trainees of developmental agencies in the region for an initial screening. Twenty entrepreneurs appeared in the interviews, of which 17 were selected for further screening by SIDBI.

**HEALTH**

A conference on ‘HIV/AIDS: Business Response to Prevention Care and Treatment’ was held in March 2009 in Guwahati.

**ASSAM @ 75 – VISION REPORT**

The CII vision document for Assam identifies Agriculture, Healthcare, Environment, Education & Skill Development, Tourism and Infrastructure as sunrise sectors for the state.

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**INTERNATIONAL RELATIONS**

- CII members of Assam met Mr Sanjay Wadvani, British Deputy High Commissioner, Eastern India, in October 2009 to explore collaborations with the UK in higher education, skills training, retail, food processing, tourism, climate change and eco projects.
- A workshop on ‘WTO Agreements: A Capacity Building Initiative’ with the Centre for WTO Studies, Indian Institute of Foreign Trade in October 2009 was supported by the Union Ministry of Commerce and Industries.
- A delegation from Vietnam led by Mr Vu Quang Diem, Ambassador of Vietnam to India visited Guwahati in November 2009 to discuss tie-ups in sectors such as IT, oil and gas, agriculture, fisheries, food processing and health care. The Ambassador asked CII to organise an industry delegation to Vietnam.

**MSMEs**

- CII, with Indian Oil’s Guwahati Refinery and the Tripura Natural Gas Corporation Ltd, organised a Round Table on City or Local Natural Gas Distribution Networks – Authorisation.
- In collaboration with the Ministry of MSMEs, CII conducted an awareness/sensitization programme on IPR in MSMEs in August 2009 to encourage MSMEs to integrate IP in their business planning.
- A seminar on Enhancing Capabilities of Construction Equipment for Up-scaling Infrastructure Development was held in Guwahati in October 2009.

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**AGRICULTURE**

Crossing the ‘last mile’, our four Agri Conclaves, including a mega event in Jodhpur, and the first-ever conclaves in Haryana and Jammu & Kashmir, reached out to over 12,000 farmers in terms of knowledge, technology, credit, infrastructure and inputs to bridge the gap between agri technology and its end user.

Further, as state-level advocacy for the Model APMC Act, three reports were prepared, one on the APMC Act and two on Rural Infrastructure.

**WATER**

CII Northern Region launched the first ever Aqua Pledge along with a Water Manual and Best Practices Compendium at the Water Summit 2010. The Region has been allotted land in Jaipur for the CII Water Institute, which would give a...
stronger focus to water related work pan India, and specifically in the North.

The triple A strategy on Water: Access, Awareness and Action, led us to organize sessions on industrial water management, water conservation and zero water discharge under Project Conserve.

ENVIRONMENT

Recognizing the challenge of climate change, making the state a carbon neutral economy was the focus of discussions with the Governments of Himachal & Uttarakhand. Apart from awareness sessions on climate change, CDM and carbon credits across the region, a state level Green Conclave in Uttarakhand deliberated on the issue of balancing imperatives of industrial development and environmental conservation.

POWER

CII Northern Region led in drafting a ‘Renewable Energy’ Policy for Jammu & Kashmir. The meetings with the Punjab Government focused on Unbundling of the Punjab State Electricity Board. Power tariff revisions in Himachal Pradesh, Haryana, Punjab and Uttarakhand were opposed.

The region has been entrusted by the Bureau of Energy Efficiency (BEE) with the task of championing its year-long energy conservation and efficiency campaign in all the NR States.

With a strong focus on renewable and alternative sources of energy, we met almost all bureaucratic heads of the sector in all states. The discussions culminated in a Conference on Integrated Approach towards Sustainable Power Agenda in the North, with the participation of Mr. Farooq Abdullah, Union Minister for Renewable Energy, as well as Mr. Bhupinder Singh Hooda, Chief Minister of Haryana, and Mr. Sukhbir Singh Badal, Deputy Chief Minister, Punjab. A Report on ‘Renewable Energy: The Next Wave’ was released at the conference.

ENGAGING THE GOVERNMENT

Strong policy dialogue and partnerships with state governments helped build a strong agenda for the states. We worked closely to draft the industrial policy for Chandigarh, Delhi, Punjab, and Rajasthan, and took up infrastructure and taxation issues with considerable success. Some key initiatives included

- Facilitating skill development and food processing projects in Himachal Pradesh
- Submitted to the Union Minister of Commerce
- Setting up a Steel Depot in Himachal Pradesh
- Proposed to the Union Minister for Steel
- IT-enabled Single Window System for industry agreed to in Uttarakhand

SKILL DEVELOPMENT

Skills Development continued to be a focus area. Till date, Northern Region member industries have adopted 117 ITIs. Our ITI Excellence Programme 2009-10 identified 17 ITIs to be fast tracked to create replicable success models. Under the Modular Employable Skills Scheme, offering competency-based, short duration modular programmes to the youth, 1,30,600 candidates have been assessed/certified since April 2009. In addition, the Chetna Career Counselling and Guidance Centre in Himachal Pradesh trained 2443 students in three modules through 55 workshops, while in Uttarakhand, the SGSY Training Programme on Hospitality & Retail Management trained 52 SC, ST and BPL candidates, of whom 17 have been placed. We are also working towards opening Skill Centres in Himachal Pradesh and Alwar, Rajasthan.

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INTERNATIONAL FOOTPRINT

As always, this year too, the Northern Region extended its hospitality to foreign dignitaries and business delegations from various parts of the globe including UK, Israel, United States, Burkina Faso, Canada, Denmark, and Ireland, among others.

The CII–Government of Punjab Business Mission to Israel, Egypt and Dubai explored partnerships in affordable irrigation, water management technologies, waste water management and setting up of a modernized supply-chain infrastructure model for agro industrial development as well as development of world class urban infrastructure in Punjab.
We brought our neighbours closer, with the first-ever country specific show organized by CII, Made in Pakistan. This fair was an initiative to improve trade relations between India and Pakistan, while offering an opportunity for interaction among the people of both countries.

BUSINESS DEVELOPMENT

The mix of business development activities over the year included trade fairs and sectoral conferences and expositions.

Visitors to our successful Chandigarh Fair 2009 included Mr Parkash Singh Badal, the Chief Minister of Punjab. We took our member companies straight to the consumers with sector specific shows like Coolex at three locations and Kitchen & Beyond at two locations.

Notable Sectoral Events this year included:
- Edu Summit, underlining Empowerment, Innovation & Collaboration as critical to change the Indian Education System
- Conferences on Competitive Cities, Infrastructure Management, Realty and Transport Solutions for a World-class City
- Rural Markets Summit, Conferences on Technical Textiles, Organic Farming and Dairy Development
- Control & Automation Technologies, Lean Six Sigma Summit and Engineering Innovation in Manufacturing
- Conferences on Bio Medical Waste Management and Excellence in Patient-care.
- ‘Innovation – the only way to grow in tough times’ was highlighted at the Conference on Strategic Management, with the focus on Real Estate, Agribusiness, Manufacturing and Financial Services
- Two conferences on IT & ITeS Sector

HUMAN RESOURCE DEVELOPMENT

Various HR-based programmes were organised to bring the ‘best’ and the ‘next’ practices on Human Resource Development to the fore.

- The Jaipur HR Conclave with the theme ‘Aligning HR to Corporate Strategy’
- The HR Summit at Gurgaon looked for HR’s next 5 year agenda
- HR related training sessions and HR Study Missions in all the nine states in the region

COMPETITIVENESS

In our CEO Series to help members gain from the personal experiences of eminent CEOs, Mr Subodh Bhargava, Past President, CII, and Mr Tejpreet S Chopra, President and CEO, GE, India, Sri Lanka & Bangladesh, shared their experiences in different sessions.

The Quality Circle Competition, with state preliminaries in eight states and participation from quality circles from all the nine states, focused on empowerment of MSMEs. We took our members to units in Ludhiana for a Learning Mission on Manufacturing.

MSMEs

MSMEs are the backbone of the Northern Region. A conference on MSMEs examined various strategies being developed at the regulatory and policy level to increase the flow of credit and financial services to small enterprises. A Conference on Maximizing Business Opportunities for SMEs, and Missions on Sustainable Growth that focused on the empowerment of MSMEs were organised.

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The CSR Session in July 2009 presented CSR strategies for corporates to mainstream into their business agenda.

- Launch of toll free helpline on HIV/AIDS Towards Affirmative Action, CII Northern Region held a first-of-its-kind ‘Consultation on Inclusive Economy: Perspectives, Programmes and Challenges’ in association with the National Confederation of Dalit Organisations, and reached out to over 150 SC/ST youth leaders.
- Other initiatives include:
  - A livelihood project for SC/ST youth imparting them vocational and marketable skills
  - Computer Lab to enhance employability skills and help juvenile rehabilitation
  - Establishing an Electrotherapy unit for differently-abled children in Chandigarh

MEMBERSHIP SERVICES

CII Northern Region opened an office in Srinagar and re-activated its presence in Shimla. The office in Jodhpur would be opened soon.

Spreading our ambit of activities to newer locations, we saw a 7% growth in membership.

SOME INNOVATIVE PROJECTS

- Celebrating the spirit of Chandigarh, the ‘Wah! Chandigarh convention was a joint initiative of CII and UT Administration to cull out common themes and aspirations, build public opinion and involve citizens and youth in developing the City Beautiful.
- The CII-Yi voter empowerment campaign ‘Baad Mein Mat Bolna’ was designed to energise youngsters in Chandigarh to register and vote.
- Our Swine Flu Awareness Campaign reached over 1000 citizens through a series of five awareness sessions in Chandigarh, and a webinar in Noida.
- World Food Day was observed in Chandigarh, Haryana, Jammu & Kashmir, Uttarakhand, Rajasthan and UP with special sessions and food donation programmes.
Continuing the India @ 75 initiative, CII in the Southern Region focused on the three core elements – Economy, Infrastructure & Governance – with the aim of suggesting specific means of reviving industry and directing it on to a trajectory of sustainable growth.

TO USHER REFORMS AND a conducive industrial environment in the region, CII had over 22 meetings with the Chief Ministers of the Southern States. Power Sector Reforms in the states; the Common Minimum Economic Agenda for Andhra Pradesh; CII - Government of Karnataka initiatives on development of key industry sectors such as aerospace, manufacturing, energy and infrastructure; Industry-Government Consultative Forum in Kerala; and the setting up of the Tamil Nadu Manufacturing Competitiveness Council were some of the milestones achieved during the year.

INDUSTRIAL RELATIONS

Vibrant Industrial Relations are important for sustaining industrial growth. CII called on the Chief Ministers of Tamil Nadu and Puducherry to discuss the labour scenario and industry concerns. The Chief Ministers extended their full support for maintaining a peaceful industrial atmosphere in their States.

Interactive sessions were organised with trade union leaders for understanding and identifying solutions for issues relating to Industrial Relations in the region. The report on ‘Business-Labour Partnership – Working Together for Competitiveness’ highlighted the opportunities for a vibrant industry-labour partnership.

INFRASTRUCTURE

CII worked closely with the State Governments in identifying big-ticket projects for implementation in the States. Suminfra 2009 was an excellent platform to understand infrastructure development projects and opportunities available in each of the Southern States. Infrastructure development sessions were held in Andhra Pradesh, Karnataka and Kerala. The Power Conference in Chennai brought the Government and industry together to discuss ways of ensuring adequate power supply. Round tables on Power were also held in Andhra Pradesh and Karnataka. Excon 2009, the 5-day International Construction Equipment and Construction Technology Trade Fair in Bangalore generated business enquiries worth Rs 10,000 crore; business deals worth Rs 2,000 crore were struck. Estate South 2009 in Chennai analyzed market opportunities and challenges, while sessions on Housing for All in Chennai, Hyderabad and Visakhapatnam, helped identify the changes needed in the regulatory and fiscal framework.

FINANCE AND TAXATION

The Government announced the Direct Tax Code towards building a simple tax system with minimum exemptions and low rates, primarily designed to promote voluntary compliance by taxpayers. An Interactive Session with the Finance Minister of India, Mr Pranab Mukherjee, was organised in Bangalore to address members on the new tax code. Similar sessions were organized in Hyderabad and Kochi, with Mr P V Bhide, Revenue Secretary, India. CII also organised awareness sessions on the Code in the Southern Region for the benefit of members.

Nine interactive sessions were held with senior government officials to help members understand the framework of the proposed Goods and Service Tax structure.

With International Financial Reporting Standards (IFRS) becoming mandatory in India for financial statements for periods beginning on or after 1 April 2011, awareness sessions on IFRS were held in Bangalore, Hyderabad, Kochi and Mysore.

COMPETITIVENESS

Building competitiveness remained a prime focus. CII Southern Region organised more than 440 sessions and 34 missions on key enablers such as Total Quality Management, Energy Management, Manufacturing Excellence, Supply Chain Management, Innovation and HR excellence.

A large number of programmes on TPM, 5S, Kaizen, Regional Quality Circles, Environment, Health & Safety (EHS), and Work Skills helped
companies in the region enhance their manufacturing excellence. The Cluster initiative benefited 129 MSMEs in the southern region. 3 MSME clusters were launched in Erode, Puducherry and Trichy with a membership of around 35 companies who have recorded an annual recurring savings of around Rs 60 crore.

Market Linkage for Excellence & Progress (M-LEAP), exclusive vendor development programmes and buyer-seller meets with large PSUs helped MSMEs build business linkages. FinExe 2009, a first-of-its-kind initiative on Financial Excellence for MSMEs, benefited more than 780 MSME members in nine FinExe sessions. B2B meetings were also organized for MSME members with UNIDO business delegations from Belgium, Italy, Ethiopia, Malaysia, Netherlands and Italy.

More than 1,100 MSME members participated in 16 Webinars, our online membership engagement platform, on topics such as Total Cost Management, Logistics Management, Energy Management, Statutory Compliances, Taxation, Business Excellence, WTO/FTA and Emerging Markets.

AGRICULTURE


Foodpro 2009, the biennial Food Processing & Food Technology Fair in Chennai, generated more than Rs 280 crore worth of business enquiries.

ICT SECTOR

Connect 2009, the 9th edition of India’s premier ICT event, was held in partnership with the Government of Tamil Nadu with the theme ‘Resurgence of the Indian ICT Sector’. To acknowledge the excellent contribution of successful entrepreneurs in the field of Information Technology, CII, in association with ICICI Venture, presented the 4th edition of the CII – ICICI Venture Connect 2009 Entrepreneurs Awards during this event.

HEALTHCARE

The Global Ayurveda Summit in Kochi aimed to create a global market place, integrate health and tourism, and leverage IT for delivering ayurveda services. Workshops on Emerging Trends of IT in Healthcare, Competency Development for the Healthcare Providers and awareness programmes on lifestyle diseases were also held in the states and zones.

INTERNATIONAL LINKAGES

The Southern Region explored bilateral trade and investment in the IT, Pharmaceutical, Auto Components, Healthcare, Electronic Hardware and Agro & Food Processing segments. We received over 40 trade delegations from around the globe, and more than 500 members participated in exclusive B2B meetings with international trade delegations.

CII engaged with the heads of countries such as Bermuda, Chile, Malaysia, Maldives and Namibia and other ministerial delegations to promote bilateral trade.

Outbound delegations such as our Education Mission to Singapore and Malaysia enabled members to interact with academicians and policy makers overseas. A business promotion mission to Sri Lanka explored investment opportunities in various sectors, while the mission to Nepal focussed on the construction sector.

Focused sessions on WTO/FTAs enabled members to understand the impact of trade negotiations on business.

DEVELOPMENT INITIATIVES

Our Development Initiatives focused on skills, education, environment sustainability, and affirmative action. Over 55,000 youth and 35,000 youth from social disadvantaged communities were assessed on Modular Employable Skills.

IT Advisory Services hand-held the Institute Management Committees (IMCs) in capacity building, revising and implementing the ‘Institute Development Plan’.

The Skill Gap Study for Kerala identified the skills training requirements of youth in the State and also mapped the human resource requirement for key industry sectors.

Around 281 rural youth were absorbed in Vocational Education Training. As many as 132 companies in the Southern Region signed the Affirmative Action Code.

Project e-LAWN – neighbourhood sustainability initiatives developed sustainable neighborhoods focusing on energy, land, air, water and noise. Besides advocacy through the Green Brigade movement, sessions on energy management, water management, sustainable development, green buildings and green power were organized all over the region.

CII met the Chief Ministers of Andhra Pradesh and Karnataka and provided support to people affected by the floods in these states. In Andhra Pradesh, more than Rs 20 crore was contributed by our members to the Chief Minister’s Flood Relief Fund, besides, immediate relief material.

INTERNAL SECURITY

The Southern Region Task Force on Internal Security, the first initiative of CII in this area, forged closer coordination among government, industry and community. Awareness programmes on Internal Security were held in all the Southern States. The Task Force also conducted Training of Trainers on Soft Skills, for the Tamil Nadu Police.

MEMBERSHIP

A steady growth in membership, saw our family swell to 2,152. A new Zonal Office in Thiruvananthapuram was inaugurated, and the Erode District Office was upgraded into a Zonal Office.
At CII Western Region, our focus this year was on Higher Education and Skill Development, in the belief that it is imperative to nurture and refine the talent of our potential workforce for long-term competitiveness. Hence, the theme ‘Sustaining Growth through Education’.

HIGHER EDUCATION

- Meetings with Principal Secretaries, Higher & Technical Education, in Gujarat, Madhya Pradesh and Maharashtra, were followed by workshops. Subsequently, CII Western Region conducted assessments of 74 programmes across the region.
- Seminars on Industry-Academia Collaboration were held in Mumbai, Pune and Ahmedabad to brief institutes and industry on the theme of the year.

CORPORATE SOCIAL RESPONSIBILITY

- Antarachakshu-The Eye Within’, an experiential workshop to sensitize industry on mainstreaming the visually challenged in the workforce, was organised at Mumbai in September 2009. A Seminar on Banking Access for the Blind was held in January 2010.

SKILL DEVELOPMENT

- An MoU for Polytechnic Upgradation, signed with the Department of Higher and Technical Education, Maharashtra, plans to upgrade polytechnics through curriculum development, updating curriculum, training polytechnic faculty, from industry and industry exposure for practical training.
- A series of workshops oriented industry members to the Modular Employable Scheme (MES) programme, with detailed information about benefits, criteria and procedures. CII, one of the assessing bodies in the MES scheme, was specially invited to address over 700 Vocational Training Providers (VTPs) from all over Maharashtra in Mumbai in September 2009.
- An awareness session on the Prime Minister’s Employment Generation Programme promoted self employment and entrepreneurship in Chhindwara in December 2009.

GOUVERNMENT INTERACTIONS

- CII members had exclusive interactions with the Chief Ministers of Maharashtra and Madhya Pradesh to address industry issues.
- An interaction with Members of Parliament and Union Ministers representing Maharashtra in New Delhi, in July 2009, discussed key issues including GST and Power.
- Workshops on Service Tax at Indore in September 2009, and GST at Mumbai in December 2009, provided an understanding of these taxes and their implications for industry.

AFFIRMATIVE ACTION

- So far 209 companies have signed the Affirmative Action Code of Conduct in the region.
- In interactive sessions in Ahmedabad and Pune, in January 2010, Dr. J J Irani, Past President, CII, & Chairman, CII Affirmative Action Council, shared the developments in the four key areas of Education, Employability, Employment and Entrepreneurship under Affirmative Action and sought a more
meaningful contribution from members to the ongoing development initiatives for the states.

As part of our Affirmative Action on reservations in the private sector, CII, in association with the Symbiosis Group, conducts Finishing School courses for SC/ST students. Four batches – 5th, 6th, 7th and 8th in the series – were launched this year to provide soft skills to SC/ST students. The Goa Institute of Management will also partner in the conduct of Finishing School Courses.

MISSIONS

Manufacturing Excellence Missions were sent to Gurgaon, Vadodara, Bangalore, Chennai and Dewas. The Region also welcomed 96 international delegations from different parts of the world this year. Some key sessions included:

- Japanese Business In India: Strengthening Ties: Pune, March 2009
- Business Opportunities in Brazil: Mumbai, May 2009
- Opportunities for Indian Companies in Bavaria, Germany: Pune, June 2009
- Invest in Ireland: Pune, June 2009
- Doing Business with the UN: Mumbai, October 2009
- Trade & Investment Opportunities in South Africa: Mumbai, November 2009
- India–Luxembourg: A Joint Venture For Mutual Benefit: Mumbai, January 2010

We had useful interactions with:

- Dr. Yukio Hatoyama, Prime Minister of Japan
- Mr. Madhav Kumar Nepal, Prime Minister, Nepal
- Mr. Hifikepunye Pohamba, President, Republic of Namibia
- Mr. T S Elbegdorj, President of Mongolia
- Mr. Navin Dissanayake, Minister of Investment Promotion, Sri Lanka
- Mr. Michael Froman, Deputy National Advisor for International Economic Affairs, & Special Advisor on Economic Affairs to President Obama, USA

CONFERENCES & SUMMITS

- Ontario Premier’s Clean-Tech Mission to India
- IFRS Summit: Mumbai, March 2009
- Banking Tech Summit: Mumbai, March 2009
- Medi Tech Summit: Mumbai, April 2009
- The RAND Report on Terrorism against India: Mumbai, May 2009
- Water Management & Technology Conference: Mumbai, May 2009
- Conference on Contraband and Counterfeit Products: Mumbai, May 2009
- Awareness Programme on Green Buildings: Panaji, May 2009
- Mutual Fund Summit: Mumbai, June 2009
- Open House on PF, Provident Fund, Labour, ESIC & Industrial Safety & Health: Pune, July 2009
- Session on Indian Economy: Mumbai, July 2009
- Webinar on H1N1 (Swine Flu): Pune, August 2009
- Conference on Energy Conservation, Nashik, August 2009
- Seminar on Direct Tax Code: Ahmedabad, August 2009
- turnaround in the Downtum, an insight into the current Real Estate Scenario: Mumbai, September 2009
- Pharma Summit: Mumbai, September 2009
- India Energy Conclave: Ahmedabad, October 2009
- Manufacturing Summit: Mumbai, November 2009
- Logistics Conference: Mumbai, November 2009
- Biotech Summit: Pune, November 2009
- Chicago: What’s in it for Indian Cities?
- A Dialogue: Mumbai, December 2009
- Teletech: Mumbai, January 2010

EXHIBITIONS

- 4th Energy Expo: Ahmedabad, October 2009
- Krishi Vikas: Indore, November 2009
- MP Exportech: Gwalior, January 2010

NEW INITIATIVES

- Logistics Mission to Antwerp & Rotterdam
- Manufacturing Technology Mission to Germany & Finland
- CEO’s Network Series in Gujarat

ADVOCACY

- CII, in partnership with KPMG, worked closely with the State Government for preparing the draft for the Single Window Clearance Act. This is now being implemented through ‘Udyog Setu’ in various districts in the State. Initial feedback received from industry has been very positive.
- CII, with the support of Government of Maharashtra, Dr R A Mashelkar, Chairman, Maharashtra Biotech Commission, University of Pune, and Paj Industries, launched Phase I of the Biotech Resource Centre in the State. First of its kind in the country, this is a single platform to address the requirements of new entrepreneurs as well as existing biotech industry. A new website was launched.
- Based on CII’s recommendation, the proposed Simplification of Maharashtra Factory Rules Act, 1943 was approved by the then Ministers in June 2009. The file is since undergoing clearances from the concerned departments, before its public notification by the Maharashtra Government.
‘Coming together is a beginning, staying together is progress, and working together is success.’
OUTREACH SESSIONS

- Ten Reasons why India cannot and must not become a Superpower with eminent historian, Dr. Ramachandra Guha
- From Q&A to Slumdog Millionaire with Vikas Swarup, Author
- ‘The Art of Leadership’ with Secretary William S Cohen, Former US Secretary of Defence
- ‘Future Challenges for the United States and India’ with Ambassador R. Nicholas Burns, Professor, Harvard University, and former US Under-Secretary of State
- Session with Nobel Laureate Michael Spence, Professor, Stanford University and Senior Fellow at the Hoover Institution
- ‘Patient Capitalism in an Impatient World: A Novel Idea’ with Jacqueline Novogratz, Founder and CEO, Acumen Fund
- ‘Copenhagen: Explained’ with Jairam Ramesh, Minister of State for Environment & Forests, India
- ‘India China: New Global Players, New Leadership Roles’ by Dr. Vishaka Desai, President, The Asia Society
- ‘China: How it works and what it seeks’ with Dr. Kenneth Lieberthal, Director, John L. Thornton China Center, and Senior Fellow, Brookings Institution, USA
- ‘Indian Democracy: Challenges Ahead’ with Christophe Jaffrelot, Research Director, Centre National de la Recherche Scientifique, France

BOOK LAUNCHES

- ‘The Difficulty in Being Good: The Subtle Art of Dharma’ by Gurcharan Das
- ‘From A Clear Blue Sky: Surviving the Mountbatten Bomb’ by Timothy Knatchbull
The Bharatiya Yuva Shakti Trust is a not-for-profit organisation that assists disadvantaged Indian youth to develop business ideas into viable enterprises under the guidance of a mentor, the main idea being assisting job seekers become job creators. The young entrepreneurs are supported with finance as well as mentoring and a host of business-related activities such as training, monitoring and networking.

PUBLIC POLICY PROGRAMMES

- The Teaching Innovation Program—India, jointly developed by The Aspen Institute, Aspen India and CII, is an international consortium comprising of eight of India’s top business schools and leading businesses. The program helps build the capacity of today’s MBA students to navigate the complex social, social environmental challenges of business.
- The 9th Annual Aspen Institute, Joint Roundtable on Communications Policy in Jaipur in March 2010 discussed ‘eHealth in India – the Issues Ahead.’

LEADERSHIP INITIATIVES

- The graduating fellows of the 2nd batch of the India Leadership Initiative were felicitated by the Aspen Institute India Board of Trustees in March, 2010.
- Aspen Institute India organised the Aspen India Seminar in September 2009 in Gurgaon. The seminar challenged accomplished Indian participants to think more deeply about leadership, values and the good society.

STRATEGIC DIALOGUES

Aspen Institute India organised five strategic dialogues over the course of the year. These include:
- 2nd India-Israel Forum
- 13th US-India Strategic Dialogue
- 7th India-USA-Japan Dialogue
- 3rd India-Singapore Dialogue
- 1st India-China Strategic dialogue.

IDEAS INDIA 2009

Aspen Institute India’s 2nd Ideas India conclave in December 2009 hosted 91 speakers spread over 26 sessions. The conclave discussed issues ranging from healthcare to climate change. The speakers included Nobel Laureate Prof. Amartya Sen, Prof C.K Prahalad, Lord Meghnad Desai, Dr. Raja Kumar, Prof. Sugata Bose, Mr. Arun Maira, Mr. Mark Tully, Mr. Gautam Thapar, Mr. J N Godrej, Mr. N.K Singh, Mr. B.Panda, Mr. Despender Hooda, Ms. Vinita Bali, Mr. Shivinder Mohan Singh, Ms. Anu Aga, Atul Punj, Dr. Suman Bery, Dr. Ashok Gulati, Prof. Akeel Bilgrami, Mr. Paul Bokett and many others.

EMPOWERING MENTORS

- Over 1000 mentors trained through a 6-hour self-paced, interactive, fun and user-friendly ‘Mentor-Online’ tool for potential mentors.
- International Accreditation for mentors who complete MOL courseware and provide on the ground mentoring to entrepreneurs [10 hrs in a year]
- 1000 mentors accredited by City and Guild, UK’s largest and best-known vocational awarding body.
- 21 Networking through Mentors Chapters established in all BYST regions.

AWARDS

- BYST Entrepreneurs win 3 out of 6 Citigroup Awards
- BYST finalist in Youth Business International Women Entrepreneur Awards.
- Entrepreneurs ‘International’ Award, Pune, for

BYST organisation

- BYST entrepreneurs showcased at the GEW conference, Dubai, and in other key events.

EVENTS

- BYST hosted the GEW in partnership with the Kaufman Foundation, where over 2500 entrepreneurs and their mentors took an oath to support entrepreneurship.
- Business Idea Contest in rural Haryana.
- Conference on ‘Public Private Partnerships’ in Chennai with Mr. Lars Thunell, CEO, International Finance Corporation, as the chief guest.
- Dr. M H Ansari, Vice President of India, presented the JRD Tata Awards in New Delhi.

PARTNERSHIPS WITH BANKS

In early 2010 BYST celebrated its successful partnerships with Indian Bank and Bank of Baroda in creating successful business units nation wide.

<table>
<thead>
<tr>
<th>Ventures Supported</th>
<th>1960</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment Generated</td>
<td>20000</td>
</tr>
<tr>
<td>Business Volunteers</td>
<td>3000</td>
</tr>
<tr>
<td>Counselled &amp; Signposted</td>
<td>75,000</td>
</tr>
<tr>
<td>Total Loan</td>
<td>Rs. 270 million</td>
</tr>
<tr>
<td>Turnover</td>
<td>Rs. 2500 million</td>
</tr>
<tr>
<td>Success Rate</td>
<td>95%</td>
</tr>
</tbody>
</table>
CII FAMILY BUSINESS NETWORK

The CII-FBN [India] chapter engages with Indian family-owned business enterprises in promoting their success and sustainability.

FAMILY BUSINESS CONTRIBUTES 60-70 percent of GDP of most developed and developing countries. In India, too, Family Businesses form the backbone of the Indian economy. The Family Business Network is a not-for-profit international network run by family businesses, for family businesses, with the aim of strengthening success over generations.

The CII-FBN [India] chapter brings together like-minded business families from across the world to share experiences about the challenges and opportunities they face.

The landmark XIIth International Convention on Family Business, with the theme of ‘Perpetuating the Family Business’ in New Delhi in March 2010, discussed general management issues as well as governance issues and the ‘Family Constitution’. The leading faculty for the programme was Dr. John Ward, Founder Chairman, Family Business Consulting Group Inc & Clinical Professor, The Kellogg School, North Western University, USA.

‘Family Constitution’. The leading faculty for the programme was Dr. John Ward, Founder Chairman, Family Business Consulting Group Inc & Clinical Professor, The Kellogg School, North Western University, USA.

IN 2009-10, THE INDIA Brand Equity Foundation (IBEF) augmented and strengthened its Knowledge Centre and connected with larger business audiences across the globe.

Besides the regular updation of state and sectoral reports, IBEF expanded its repertoire with the publication of Contribution of Indian Industry to the US Economy, a strategic study that showcases the sinews of Brand India in a globalised world. Released by Mr Anand Sharma, Minister of Commerce and Industry, this was the second in a series of contribution studies.

Consistent Search Engine Optimisation (SEO) efforts through the year resulted in www.ibef.org being ranked number one on google.com and wikipedia.org, as well as by keyword search for ‘Brand India’, ‘Healthcare’, ‘Retail’, ‘Telecom’, etc. Moreover, SEO efforts pushed IBEF sectoral reports/PPTs to the forefront for searches on Indian industry sectors. The focus was on contemporising the IBEF website to include social media and new media tools.

Continuing to showcase the opportunity and progress consistently being made by India, IBEF added a new film to its existing suite, India, It Happens Here! which was launched at the CII Partnership Summit 2010. Further, the knowledge centre brought out five issues of our bi-monthly magazine, India Now, this year, covering subjects such as the ongoing e-commerce revolution in India, the largely untapped rural Indian market, and the burgeoning insurance sector. IBEF also launched an easily downloadable e-version of India Now, in Spanish, French and Chinese this year, to reach out to larger business audiences.

IBEF entered the realm of sectoral branding when it collaborated with the Ministry of Commerce and Industry, to conceptualise and produce marketing brochures for each of the 25 Export Promotion Councils (EPCs) in India, along with an India Product Book–The Best of India, which showcased the diversity, versatility and quality of Indian products. Both these works were produced in the English and Russian languages. The book was released by Minister Anand Sharma at the ‘ITPO India Show’ in St. Petersburg.

IBEF partnered with a series of conferences as knowledge partner by contributing its India business kits. The more notable of these were the Pravasi Bharatiya Divas (where IBEF also set up a booth to showcase Brand India), the CII Partnership Summit, the India Economic Summit, the PanIIT Alumni Meet, the Kellogg Family Business Conference and the Doing Business with India conference held in South Africa. Also, in conjunction with the conference, IBEF facilitated the visit of Ms Mathabo le Roux, trade and industry editor at Business Day, under google.com wikipedia.org,

On the global stage, IBEF led the ‘India Marches Ahead’ message at the Annual Meeting of the World Economic Forum in Davos in January 2010, through strategic advertising, the India Now, a perspective magazine and business information kits.

Impressively, IBEF also effected a statutory change in regional representation at the World Association of Investment Promotion Agencies (WAIPA) of which it holds the co-vice-presidency. An important accomplishment was the allocation of a separate seat for South Asia in the 14 member WAIPA Steering Committee. So far, only a single seat had been allocated for both Central and South Asia in this global agency.
The National Foundation for Corporate Governance (NFCG) works to promote good governance and facilitate voluntary compliance to make a significant difference to the Indian Corporate Sector.

The Overseas Indian Facilitation Centre, a public-private partnership between CII and the Ministry of Overseas Indian Affairs, works to expand the economic and knowledge engagement of Global Indians with India.

THE NATIONAL FOUNDATION FOR Corporate Governance (NFCG) was set up by the Ministry of Corporate Affairs, in partnership with CII, the Institute of Company Secretaries of India (ICSI) and the Institute of Chartered Accountants of India (ICAI) in 2003, to be a catalyst in making India the best in Corporate Governance Practices. The NFCG works to promote good governance, facilitate voluntary compliance and effective participation of different stakeholders, create a framework of best practices, structure, processes and ethics and make a significant difference to Indian Corporate Sector by raising the standard of corporate governance in India towards achieving stability and inclusive growth.

Over the year, NFCG undertook various initiatives to promote and foster a culture of good Corporate Governance, CSR and Sustainability, both at the level of individual corporations and for the economy as a whole, working both in the domestic arena and in the international domain. NFCG supported 33 international/national level seminar/conferences, one faculty orientation programme, one moot court competition and 15 research projects to promote good Corporate Governance practice, CSR and Sustainability in India.

Pratibha Devisingh Patel, President of India, releasing the Guidelines on Corporate Governance at the India Corporate Week celebrations in New Delhi

This year too, OIFC organised its Market Place during the annual PBD 2010. The Market Place Forum served as a one stop shop for effective business networking, enabling PBD delegates to connect and engage with policy makers of the government, key industry players, OIFC knowledge experts and other delegates.

To ease the process of doing business in India, the OIFC has put together an ‘Investment Toolkit’, a simple, practical and step by step guide for global investors.

To showcase the emerging business engagement opportunities in India, OIFC conducted an Investment and Interactive Meet in Dubai in March 2010. A delegation from India, comprising of prominent players from Indian industry, led by Dr A Didar Singh, Secretary, Ministry of Overseas Indian Affairs & Chairman, OIFC, participated in the Meet which was attended by 150 delegates.

Going Global, OIFC participated in a number of diaspora initiatives such as GOPIO’s Annual Convention and Business and Economic Conference in the US in August 2009, and the Conference on Migration Trends in Goa in October 2009.

The Centre continuously works to build up strong back-end support, inviting industry experts and states of India to become knowledge partners. Kerala and Karnataka are already on board.

The Overseas Indian Facilitation Centre (OIFC). The Centre streamlined broad strategies for intertwining diaspora wealth and intellect in India’s progress. Today, it functions with the three fold mandate of:

Promoting investments into India
Catalyzing sustainable business partnerships
Enabling effective knowledge exchange without the necessary relocation of knowledge providers/seekers

Assuming a facilitative role for promoting FDI and intellectual capital from the Indian diaspora, OIFC developed an online business networking portal to help bridge the business and investment ties between India and its diaspora.

The portal includes a live chat service, online ask an expert query redressal, customized FAQs and a monthly e-newsletter. The interactive b2b electronic networking platform was launched by Dr Pranab Mukherjee, President of India, during the 6th PBD Convention in January 2010.

Pranab Mukherjee, President of India, releasing the Guidelines on Corporate Governance at the India Corporate Week celebrations in New Delhi

THE YEAR 2009-10 SAW A complete repositioning of the Overseas Indian Facilitation Centre (OIFC). The Centre streamlined broad strategies for intertwining diaspora wealth and intellect in India’s progress. Today, it functions with the three fold mandate of:

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Young Indians (Yi), an integral part of CII, is a platform for young Indians to realize the dream of a developed nation. Yi is a grassroots organisation that focuses on the nation’s developmental agenda through Advocacy, Awareness and Action across the focus areas of primary education, environment, healthcare and employability.

THIS WAS YI’S YEAR of scaling up. Nine new chapters were launched – at Trivandrum, Guwahati, Erode, Visakhapatnam, Goa, Raipur, Srinagar, Baroda and Madurai. Yi now has a presence in 25 cities with a total of 1200 members. The choice of these new locations demonstrates our commitment to give Young Indians even in smaller towns access to a platform that connects them with Industry and ‘Young in Business’ across India. In addition, Yi has a strong and fast growing membership base of 4000 students drawn from 59 Yi Student Networks across India, 160 members across 3 corporate chapters and 8500 young farmers enrolled through 2 Yi Farmers Nets.

This year, we rolled out a total of 402 events and activities across chapters, close to 2 events a day! All these activities were aligned to Yi’s platforms and initiatives spanning education, environment, employability, governance, art-culture-sport, health, youth affairs, farmer nets and next practices. Yi’s work during the year has directly impacted over 6 lakh people.

Nationally, Yi had a good mix of flagship events. The Indian Parliament Simulation at Kochi was a superb experience for over 300 students from 19 cities who lived the roles of elected parliamentarians and engaged in rigorously researched discussion and constructive debate on 15 issues concerning India, to understand the parliamentary system and find possible solutions to unique Indian problems.

The Yi Retreat at Tirupati blended trekking, adventure sports and spiritual experiences.

Yi’s Overseas Delegation to the United Kingdom met Lord Meghnad Desai at The House of Lords, and Sir Thomas Harris at Standard Chartered Bank, and had an interactive session with the UKIBC Next Gen Entrepreneurs. The delegation also had an interesting session on innovation and Entrepreneurship with students at Oxford University. Yi had its first International Road Show in London and briefed young overseas Indians on engaging with India. Subsequently, Yi hosted a group of exchange students from Oxford, Cambridge and London School of Economics in Mumbai, and interacted with the UK Deputy High Commissioner, Ms Vicki Treadell on the ‘Challenges of Doing Business in India’.

Yi also continuously engaged with key thought-leaders including Mr Rahul Gandhi, Mr Arun Mazra, Mr Nandan Nilekani, Dr Shashi Tharoor, Ms Supriya Sule, and Ms Meenakshi Natarajan among many others. The objective was to keep these key influencers appraised about Yi, its vision and goals and seek opportunities to work together.

We carried out extensive voting awareness campaigns before the National and State elections in five cities, with an interaction with the Chief Election Commissioner of India, Mr Navin Chawla, in Mumbai.

The Green-I - Yi Environment contest once again highlighted ways to make school campuses more environmentally sensitive. Over 100 schools in 25 cities 1200 students of Yi chapters, won the award from K Rockish, Chief Minister of Andhra Pradesh in Hyderabad.

At the session with young parliamentarians in New Delhi
India Innovation Initiative (i3) in partnership with the Department of Science & Technology, Government of India, and CII. Of the several innovations showcased in an exhibition, 10 were picked up by IIM-Ahmedabad for a year long incubation programme. Yi also partnered with Dell and UTV for a year long national business plan contest for students titled ‘Take your Own Path.’

Yi’s work has taken on a structure that begins with building (workshops and conferences that identify things that need to get done), (pilot programmes to ensure that the things identified are feasible), and concludes with scaling up. Moreover, each Yi initiative has contributed to reaching the ultimate goal of India@75: The People’s Agenda.

The achievements of an organisation are the result of the combined effort of each individual.

Partners

Aero Modelling show at Indore.

The three corporate chapters at Infosys, MCX and Impetus Technologies did good work in the areas of women empowerment, life skills to urban poor, microfinance and healthcare. Yi chapters also helped flood victims in Bihar and Andhra Pradesh.

In the arena of Youth Affairs, our 59 student networks conceptualized and executed projects on leadership training, skill building and community service. The Yi Youth Affairs programme trains students, connects them with Industry and young leaders, enables nation building initiatives and challenges them to think big and think different.

Yi Farmer Nets currently involve over 8500 young progressive farmers in knowledge-sharing platforms. The year’s theme was building a dialogue towards evolving a framework for Indian Good Agricultural Practices (Indo-GAP). Over 175 knowledge dissemination activities were undertaken across 11 states, reaching over 11000 farmers. Rural school students in over 65 secondary schools were educated on latest agricultural practices. Yi also surveyed over 800 farmers net members and prepared a comprehensive document on Young Farmers and Climate Change for the Copenhagen Summit.

Two very successful national Agromax conferences were held in Guwahati, Assam and in Hisar, Haryana. Together, these events drew close to 4000 young farmers and involved 5 State Governments, 9 Agricultural Universities and many agribusiness corporates. Farmers were also provided with commodity prices, crop advisories and weather alerts throughout the year using mobile phone text messages. Yi has also begun an iterative process of identifying 10 farmers each year who have achieved superlative levels of productivity and documenting and evangelizing these innovative crop management methods as Farming Next Practices.

The pursuit of Innovation and the identification of game changing ideas is the key to ensuring development, and also offers investment opportunities for companies. Yi Next Practices energized young inventors to showcase their path breaking technologies and prototypes with the India Innovation Initiative (I3) in partnership with the Department of Science & Technology, Government of India, and CII. Of the several innovations showcased in an exhibition, 10 were picked up by IIM-Ahmedabad for a year long incubation programme. Yi also partnered with Dell and UTV for a year long national business plan contest for students titled ‘Take your Own Path.’

Yi’s work has taken on a structure that begins with Awareness building (workshops and conferences that identify things that need to get done), Action projects (pilot programmes to ensure that the ideas generated solve specific problems and serve specific development goals) and ultimately focusses on Advocacy (identifying partners and working with government and NGOs to enable scaling up). Moreover, each Yi initiative has contributed to reaching the ultimate goal of India@75: The People’s Agenda.
DURING 2009-10, CII continued its focus on enhancing membership engagement. The Regions introduced newer and interesting formats for engaging members. These have been documented as the ‘regional best engagement practices’ and shared amongst all offices of CII.

In order to reach out to members in Tier 2/3 towns and expand the membership in these locations, 50 districts in India have been identified as the Top 50 Districts with High Potential for Membership Growth.

To engage more with members and deepen their involvement, 44 Members Meets were held at 31 locations, and attended by 1827 members from CII member companies.

To help new members understand and better utilize our services, 8 new member induction sessions were held at 8 locations, and attended by 92 members.

As a part of the ‘Outreach Initiative’ of meeting members at their premises, we visited 150 member companies this year.

Building robust membership growth, 16 Road Shows were held at 16 locations and attended by 908 participants from 617 companies. Between April 2009 and March 2010, CII clocked a net growth of 484 new members.

To understand and help deal with the issues faced by member companies, all state and regional offices are compiling monthly Membership Issue Trackers and tabling them at the respective state and regional council meetings. Currently, 70 issues concerning members are being pursued.
We will either find a way, or make one!
THE CONFEDERATION OF INDIAN INDUSTRY (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 115 years ago, it is India's premier business association, with a direct membership of over 7800 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 385 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

With 65 offices in India, 9 overseas in Australia, Austria, China, France, Germany, Japan, Singapore, UK, and USA, and institutional partnerships with 221 counterpart organisations in 90 countries, CII serves as a reference point for Indian industry and the international business community.