



Confederation of Indian Industry

CII THEME FOR 2024-25

GLOBALLY COMPETITIVE INDIA

Partnerships for Sustainable and Inclusive Growth



The world economy is experiencing a marked slowdown, the third consecutive year of sluggish growth momentum, projected at 3.1 per cent in 2024. India stands resilient as the fastest-growing large economy for the fourth consecutive year, with an expected growth rate of 7.2 per cent in 2024-25. India's economic resurgence has emerged as a beacon of hope and opportunity, driven by the collective efforts of the Government, Industry, academia, and society.

As a key pillar of the Indian economy, Industry across sectors is positioned beyond being an engine of commerce to act as a dynamic catalyst of change. India Inc. is weaving a narrative of inclusive growth, empowerment, opportunity for all, and sustainability actions.

In the journey of India's economic resurgence, the Confederation of Indian Industry (CII) has undertaken a key role in facilitating the multifaceted contributions of the Indian Industry, charting a path towards a prosperous and sustainable future. Through its advocacy efforts, Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII continues to play a transformative part in shaping the future of the nation.

With this backdrop, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its Theme for 2024-25. During this year, it would align its policy recommendations, initiatives, and activities with this overarching framework to facilitate strategic actions for driving India's global competitiveness and growth through a robust and resilient Indian Industry.

The key priorities for the year are outlined below.



DRIVING GROWTH

India is an essential player in the global economy, contributing approximately 16% to global growth in 2023-24. Indian Industry stands at the forefront of this economic ascent and will continue to be instrumental in accelerating growth, innovation, and socioeconomic development.

The manufacturing sector is a cornerstone of India's economic growth, making significant contributions to GDP, employment generation, and exports. Against all odds, the agricultural sector has demonstrated significant resilience with positive impact on food, nutrition and livelihood security of the people. With a vast pool of skilled professionals, the Indian services Industry is embarking on a new wave of growth, exports, job creation, and technological innovation.

Indian businesses are increasingly focusing on R&D, innovation and new entrepreneurship, as well as leveraging global opportunities. Sustainability has emerged as a key preoccupation for Indian Industry as a business strategy.

CII during the year would step up its policy advocacy through analytical and data-based recommendations, developed with inputs from its members and other key stakeholders. CII's policy work cuts across overarching issues such as ease of doing business, infrastructure creation, financial sector, exports, and state-level business ecosystems, among others.



PARTNERSHIPS WITH THE WORLD

With India keen to expand its external economic engagement and work with the world for sustainable and inclusive growth, Indian Industry has embarked on an endeavour to drive new collaborations across multiple dimensions including trade, inward and outward investments, sustainability, technology, and emerging sectors. Through such engagements, India can expand its access to newer and larger markets, acquire access to advanced technology, leverage its comparative advantage in products and attract greater investments, and thereby enhance its global competitiveness.

CII plays a crucial role in strengthening Indian Industry's engagement overseas. It maintains a close partnership with governments and institutions across the world. CII with its global reach and Industry-focused research engages in policy advocacy to strengthen India's global position in trade and commerce.

CII will strengthen Industry's engagements globally and facilitate market access through its international offices and also strengthen international presence and initiatives. In the coming year, new international offices would be opened and collaborations across sectors would be intensified to strengthen the connect between Industry across the country and the world.



GLOBAL COMPETITIVENESS

The key to India's economic success lies in fostering global competitiveness across Industry sectors and enterprises of all sizes. The country stands at a critical crossroads where it must prioritise enhancing its competitiveness and establishing itself as a global leader. This necessitates continued focus on ease of doing business and relentless attention to lowering costs of doing business, while at the same time ensuring high productivity and better efficiency within firms.

CII's Centres of Excellence (CoEs) provide a range of capacity-building services for Industry, which will be further expanded. CII would leverage its institutional experience for further building the competitiveness of the Indian Industry through quality and standards, logistics, capacity building, manufacturing excellence, compliance capabilities, and knowledge dissemination interventions.

Enabling higher productivity of MSMEs will be prioritized to reach the next level of success through a range of learning programs. The CoEs will make their services available in key industrial hubs to develop competitiveness at the grassroots. CII will facilitate MSMEs to adhere to compliances, to ensure their suitability to leverage the Global Value Chains.

On the technology front, CII will work towards catalysing Industry - Academia partnerships. CII proposes leveraging IP as a driver of innovation and technology through our IP services and "Promote One Company – One IP Mission".



SUSTAINABLE GROWTH

In an era marked by environmental degradation and climate change, sustainability has emerged as a critical imperative for businesses worldwide. From reducing carbon emissions and adopting renewable energy solutions to implementing circular economy models and promoting ethical supply chains, Indian businesses across sectors are aligning their operations with the principles of sustainability. Such sustainable actions in turn promote global competitiveness by lowering production costs, improving resource allocation and mitigating climate change risks.

CII has emerged as a leading institution for driving sustainability practices among Indian businesses, expanding its engagement in areas such as environmental, social, and governance (ESG) matters, circular economy and waste management, biodiversity, regenerative agriculture, and carbon emissions. CII is playing a particularly important role in strengthening the Industry-farmer connect to deliver sustainability goals in the critical agricultural sector where climate change has a notable impact on the lives of people. With a strong footprint of 12.6 billion square feet of green buildings, it will continue to drive sustainable development, green practices, energy efficiency, water management, and other priorities through its Centres of Excellence.

CII has been a pioneer in corporate governance and has successfully launched several landmark codes of conduct for businesses to adhere to on a voluntary basis. It has contributed to sensitizing Indian enterprises on corporate governance and the need for meeting international best standards and practices.

CII will continue to work towards promoting green practices amongst Industry through the CoEs. CII will encourage Industry to work with its value chain partners specially the MSMEs and help them embrace ESG, decarbonization, adaptation, amongst others, through the CII Climate Action Charter.



INCLUSIVE GROWTH

The rise of social enterprises and impact-driven businesses is transforming the traditional paradigm of corporate social responsibility. Industry is addressing pressing societal challenges such as poverty, education, healthcare, agrarian challenges, and environmental conservation while simultaneously generating sustainable livelihoods.

Skill development programs, microfinance schemes, and community engagement projects, among other interventions are helping to uplift marginalized communities and foster inclusive growth. By harnessing the power of entrepreneurship and innovation, India Inc. is not only creating jobs but also equipping individuals with the tools needed to thrive in the 21st century.

During the coming months, CII will remain dedicated to enhancing the quality of life, developing talent, and boosting livelihood creation. In particular, it would drive its initiatives in skill development

to align with emerging technology advances and equip youth, especially women, to engage in entrepreneurship and startups to generate new jobs.

CII will strengthen its work in the areas of skill development through its Model Career Centres (MCCs) to prepare a future ready workforce.

MSME activities would be intensified to engage with local communities as well as global markets.

CII's developmental and community work through Indian corporates stands as a focal point of its overall priorities. Engaging with local communities, rural areas, farmer collectives and underserved regions, it would expand activities for empowerment, strengthening capacities, encouraging sustainable practices, and disaster relief. New Centres of Excellence will initiate work on skill development and employment and livelihood development. CII's work on women leadership is set to jump with a new Centre commencing its widespread programs.



BUILDING TRUST

CII believes that an ecosystem based on trust can take the nation a long way. The organization has been a pioneer in promoting good corporate governance practices and has launched several landmark voluntary codes of conduct for business.

Building trust will encompass bringing about an alignment at Centre-State and District levels in reforms and regulations. CII will continue its emphasis on moving towards faceless assessments, self-declarations, and audit approaches, wherever feasible. Alternative Dispute Resolution and Settlements need to be strengthened to deal with the problem of prolonged litigations and difficulties in contract enforcement.

CII will also work with the Industry to encourage compliance in the true spirit of the law.

Working towards transparency and speed in public service delivery will be another important area of advocacy.

CII as a key player in national development would accelerate and expand its strategic partnerships with Industry and all stakeholders to build a globally competitive, inclusive and sustainable India and contribute to the progress of Indian Industry and all Indians.

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Published by Confederation of Indian Industry (CII), The Mantosh Sondhi Centre; 23, Institutional Area, Lodi Road, New Delhi 110003, India, Tel: +91 11 45771000; Email: info@cii.in; Web: www.cii.in



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9,000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 294 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness, and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Through its dedicated Centres of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

For 2024-25, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its Theme, prioritizing 5 key pillars. During the year, it would align its initiatives and activities to facilitate strategic actions for driving India's global competitiveness and growth through a robust and resilient Indian industry.

With 70 offices, including 12 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 300 counterpart organizations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

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