



KNOWLEDGE **PAPERS**

Series 3/2014-15



CAPAM 2014: The Experts' Voice

The publication is divided into four broad sections. The section on regime for foreign investments deliberates on the overall policy framework for FDI and Foreign Portfolio Investors (FPIs) in India including taxation issues and approval process and the incremental steps that may be considered to improve the overall foreign investment climate. The second section focuses on the role of domestic institutional investors including mutual funds, insurance funds and pension funds in channelising domestic institutional money into capital markets. The articles in this section review the steps being taken to encourage domestic savings and channel such investments into capital markets. The third section focuses on real estate and infrastructure financing in light of the recent policy announcements on Infrastructure Investment Trusts (InvITs) and Real Estate Investment Trusts (REITs) norms. The last section provides a glimpse of the extensive policy and regulatory work that this Committee has undertaken in recent years.

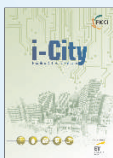
<http://www.ficci.com/publication-page.asp?spid=20435>



Productivity in Indian Banking: 2014, Digital Banking Opportunity for Extraordinary Gains in Reach, Service, and Productivity in the Next 5 Years

The report 'Digital Banking: Promise of disruptive gains in reach, service and productivity in next five years' was published amidst widespread optimism in the Indian economy even as some concerns regarding the health of Indian banking linger. It also happens to be at a time when digital technology and its potential to transform banking is capturing the imagination of banking leaders across the world. The enormity of the potential in digital is fortuitously accentuated in India with the new government of India articulating a bold vision for a digital India. Progressive regulatory moves have ideally positioned Indian banking for digital transformation. With rapid growth in penetration of smart phones and high speed internet, it is a matter of a few years before every possible customer will be reachable on the internet. This report highlights the enormous possibilities to reduce costs, improve customer service and reduce risks. It also identifies a few more initiatives that the Government of India and the Reserve Bank of India have to undertake to accelerate this transformation.

<http://www.ficci.com/publication-page.asp?spid=20413>



i-City: Enabling Cities for Citizens

In "i-City: Enabling Cities for Citizens" paper, effort has been made to promulgate the potential for ICT enablement in the realms of management, monitoring, planning and administration of basic urban infrastructure services in order to promote the interests of sustainability, livability and work ability in our cities of tomorrow.

The report provides the way forward for the Government to plan for smart cities by introducing technology in various infrastructure domains. The paper attempts to highlight challenges faced by a traditional city in becoming an i-City with regard to three parameters: stakeholders, infrastructure and services, and enablers. It explores the potential use of ICT for governance and planning, infrastructure and citizen services. It also captures the structural changes and policy decisions to be made for promoting an i-City.

<http://www.ficci.com/publication-page.asp?spid=20401>



Creating Synergies, Erasing Boundaries- When CPG Companies and Retailers Collaborate, Everyone Wins

Challenges in the Consumer Packaged Goods (CPG) and retail landscape—including declining margins and escalating operating costs—have made it necessary for these two sectors to explore alternatives to their traditional silo-based approach. Collaboration has become critical for firms interested in creating differentiated tactics that will meet shoppers' fast-changing demands. The experiences of leading companies across the globe bear testimony to the step change that collaborative initiatives can bring. The primary benefits take such forms as revenue enhancements, cost reductions, process improvements, and customer satisfaction. In multiple cases, the companies involved have enjoyed 20-30% increases in category sales and 10-15% improvements in operating margins. The report "Creating Synergies, Erasing Boundaries- When CPG Companies and Retailers Collaborate, Everyone Wins" provides an in-depth view on the status of collaboration in India, opportunities, challenges and short-term as well as long-term action areas for both CPG firms and retailers. The findings in the report are based on a survey conducted across more than 500 FICCI FMCG & Retail members, interviews with leading decision makers across organizations in both sectors, market visits to traditional and modern trade outlets as well as in-depth discussions with leading e-commerce players.

<http://ficci.com/publication-page.asp?spid=20444>



FICCI - KPMG Report on Skilling India

The Indian skills ecosystem is maturing; and there is a strong intent from the new government to get all stakeholders aligned to the new ecosystem. However, coordination remains a key challenge. There is need to identify skilling models that are workable at ground zero and learn from the practitioners who made a real difference and from projects that are innovative and scalable. The report traces the evolution of skilling in Independent India – which include various players such as policy makers, regulators, training providers, financiers and beneficiaries. The discusses the opportunities available to the stakeholders of skills ecosystem to work in collaboration. This further highlights the challenges and possible solutions for stakeholder to play their role more aggressively and contribute in making India a skills reservoir.

<http://ficci.com/publication-page.asp?spid=20405>

Healthcare Innovation & Medical Technology: reaching the unreached



Medical technology market is largely import oriented in India, primarily refurbished market contributing close to 75% of the market. Imports in India have grown from US\$1.3 bn in 2007 to US\$2.4 bn in 2012 and the exports have stagnated. Taking cognizance of the Prime Minister's dream of making digital India and promoting "Made in India" concept, the Paper analyses the challenges, inter-linkages and barriers around innovation and domestic manufacturing and recommends an enabling environment required to promote innovations and indigenous manufacturing of medical technology in India. There is need to create a world class manufacturing hub in India for medical technology products, similar to Information Technology and Pharmaceuticals. The Paper emphasizes the need for a 'vibrant and sustainable ecosystem' which can be achieved through growth of med-tech manufacturing sector under the stewardship of a strong risk-category specific regulatory environment steered by experts to mentor innovation, co-created in collaboration with all stakeholders nationally and internationally, to ensure accessible, affordable and quality healthcare in India.

<http://www.ficci.com/publication-page.asp?spid=20428>



Medical Value Travel in India

India has emerged as one of the most sought after destination for medical tourists across the globe owing to its high value proposition in terms of cost effective quality healthcare, pool of specialists, no language problems and availability of alternate treatment options such as ayurveda and yoga. The medical tourism market is expected to expand at a CAGR of 27 per cent to reach USD3.9 billion in 2014 from USD1.9 billion in 2011 with inflow of medical tourists expected to cross 320 million by 2015 compared to 85 million in 2012. The cost of treatment in India is considered to be the lowest in Asia, much lower than Thailand, Indonesia, Singapore and Hong Kong. With the emergence of newer needs and as India establishes a firmer footprint as a healthcare delivery destination, medical tourism is bound to gain impetus.

Yet, there are several hurdles that have stood as roadblocks resulting in the slow growth of this sector. The Paper aims to capture a holistic view of medical value travel as an important value proposition, access India's capability in leveraging the opportunity and the competition, and identify the hurdles that stand in India's path as it looks to build a strong medical value segment. The Paper also provides recommendations that may play an important role in bridging these gaps and can go a long way in shaping the path of medical value travel in India.

<http://www.ficci.com/publication-page.asp?spid=20427>



MSME Definition in India: The Present State and the Imperatives

The paper on "MSME Definition in India: The Present State and the Imperatives" talks about whether the MSME definition limits as per the MSMED Act 2006 need to be increased considerably given the current context or other means of defining MSME could be looked into such as turnover and / or employment based definition or combination of any with current way of defining MSMEs. The paper speaks of a need for a demystifying and operationally meaningful concept which can clear, one and all, what an MSME is and of significance as in the budget, Finance Minister has announced that the definition is being revised on Higher Capital limit.

<http://www.ficci.com/publication-page.asp?spid=20431>



Nurturing Entrepreneurship in India

The Knowledge Paper titled "Nurturing Entrepreneurship in India" focused on the challenges faced by startups including analysis of Government policies and regulations faced by a startup. The paper dwells upon the ease of starting a business as well as exit if it does not succeed, the stigma associated with the failure of carrying on the business. Also includes problems faced by startups in raising capital, besides administrative support from the government. The report also includes a survey conducted by the FICCI, with entrepreneurs who have started small businesses in the past three years in order to understand the impact of the measures taken by the government to develop SMEs.

<http://www.ficci.com/publication-page.asp?spid=20432>



Challenges in growing market linkage: Indian MSMEs' perspective

Globalization of market and faster turnaround time of products/solutions have opened up opportunity for innovation in the portfolio of offerings and delivery models.

This opportunity can be harnessed by knowing customer better and improving competencies faster at competitive price points. In order to get respectable share within domestic or international value chain for our MSMEs understanding and accepting the current situation is the first step. The paper on "Challenges in growing market linkage: Indian MSMEs' perspective" aims to deliberate on the market growth challenges faced by the Indian MSMEs.

<http://www.ficci.com/publication-page.asp?spid=20434>



New Age Technologies for Business Development and Ease

Technology brings innovation, cost reduction, and efficiencies have potential to do product diversification and can help in domestic and international market expansion.

The emerging key areas for MSMEs in technology adoption are Mobile Technology to help customer base, supply chain, Business Management Software to catch up and compete with big companies. The paper on "New Age Technologies for Business Development and Ease" focused on up gradation of IT product and services among MSMEs with low investments so that MSMEs can enjoy benefits of latest technology. It also talks about the account of technology status among MSMEs and how it can impact their productivity and efficiency. The basic objective of the paper is to identify benchmark for the technology adoption among MSMEs to make best use of "New Age Technologies for Business and Ease".

<http://www.ficci.com/publication-page.asp?spid=20433>



Agrochemicals for ensuring food and Nutritional Security for the Nation

Agrochemicals are recognized as an essential input for increasing agricultural production and preventing crop loss before and after harvesting. Indian agrochemical industry has contributed significantly towards increased agriculture output and improved public health. Besides catering to domestic requirements it is also export oriented and makes substantial exports even to the developed countries. The Indian crop protection industry is currently valued at USD 4.3 billion and is expected to grow at a CAGR of 12% over the next five years. The Knowledge Paper discusses issues and the way forward for the sector.

Besides catering to domestic requirements it is also export oriented and makes substantial exports even to the developed countries. The Indian crop protection industry is currently valued at USD 4.3 billion and is expected to grow at a CAGR of 12% over the next five years. The Knowledge Paper discusses issues and the way forward for the sector.

<http://www.ficci.com/publication-page.asp?spid=20404>



Handbook on Chemicals and Petrochemicals Industry 2014 : Spurring the Growth of Indian Chemical Industry

The Indian chemical industry is a critical part of the Indian economy. It stood at INR 819,000 Cr.(USD 140 Bn) in 2013 which accounts for 3% of the global chemical industry. The industry contributed approximately 6% to the country's GDP and accounted for 13% of the total Indian exports in 2013. The sector has huge unrealized potential which needs to be facilitated. The Handbook provides an overview of the Indian Chemicals & Petrochemicals Industry and provides the strategies for onward growth.

<http://www.ficci.com/publication-page.asp?spid=20441>



India LCA Directory

India LCA Directory is a first-of-its-kind initiative in India to compile the Life Cycle Assessment/Management (LCA/M) work being done by academia, researchers and companies in the country. The overall objective of the Directory is to provide a general idea on the work being done in India on LCA/M and how the companies are striving to create a sustainable value chain. It will act as a reference book demonstrating the experience gained from the application of Life Cycle based tools and approaches for sustainability. The examples have been submitted by the organizations and individuals working in this domain. The referenced tools in these case studies may relate to environmental 'footprint' assessments, such as Carbon, Water Footprints as well as Life Cycle oriented tools for assessing and managing other dimensions of sustainability.

<http://www.ficci.com/publication-page.asp?spid=20426>



India-Latin America & Caribbean: Talking Business

The paper specifically recommends a three-fold approach for doing business with India. One, finding a reliable and talented local partner at the very early stages of investment, two, become conversant with local cultures and business practices and raise awareness of government programmes and government agencies that can facilitate bilateral investment cooperation and three, consider LAC and India as not just standalone markets, but as platforms for tapping a wider market in their neighborhoods.

<http://www.ficci.com/publication-page.asp?spid=20442>



India-Turkey Trade and Economic Relations: Prospects for the Future

Turkey and India have emerged as economic force to reckon with in their respective regions and beyond. The time has come for both the countries to aggressively reach out to each other for mutual gains. This report seeks to establish and cement existing opportunities and also find newer aspects of furthering the relations, business and people to people interaction between the two countries.

India is one of the fastest growing free market economy with a sustainable development model built on a solid foundation of entrepreneurial energy, youthful dynamism and creativity. India and Turkey will be benefited by stronger ties in the background of inherent and complementary economic strengths of each other. There may be cooperation in facilitating FDI inflows not only between large corporate but also between small and medium enterprises (SMEs) on both sides. More foreign investment flow from Turkey would lead to more jobs and skill development in India. At the same time Turkish global competitiveness will improve. Enhanced economic activities will also lead to job expansion in Turkey.

The fact that India has a strong and stable political system, based on parliamentary democracy and a fast and modern economy that attracts foreign investors reveals the potential for establishing a strategic partnership and international cooperation. This represents a unique opportunity also for Turkey to develop joint initiatives aimed at fostering trade, business and cultural relations.

<http://www.ficci.com/publication-page.asp?spid=20414>



INDUSTRY'S VOICE FOR POLICY CHANGE

Federation of Indian Chambers of Commerce and Industry, FICCI

Federation House Tansen Marg, New Delhi - 110001
Phone: 23738760-70 (11 Lines), Fax: 23320714, 23721504
E-Mail: ficci@ficci.com, Website: www.ficci.com



For more details contact at tripti.kataria@ficci.com

WE LISTEN

WE ANALYZE

WE INFLUENCE

WE CONNECT