



BUSINESS DIGEST

Vol No 12

Issue No 3

June 2015

Energising the country's digital nervous system



Chairman-Editorial Board

Dr. A Didar Singh

Editor

Sukumar Sah

Assistant Editor

Sushmita Yadav

Advertising & Circulation

PL Joseph

Rakesh Arora

Veena Srivastava

Rahul Siwach

Dinesh Bhandari

Anjana Rajwar

Design & Art

Visualeyes Communications Pvt. Ltd
vipul2001@gmail.com

Printed by

Innovative Designers & Printers
innodelhi2014@gmail.com

© All Rights are reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, Electronic, Mechanical, Photocopying, Recording and/or otherwise without the prior written permission of the Publisher.

Statement about Ownership and other Particulars about the Journal (FICCI Business Digest) required to be published under Rule 8 of the Registrar Central Rules, 1956.

Printed and Published by Secretary General on behalf of (or owned by) Federation of Indian Chambers of Commerce and Industry, New Delhi and Published at Federation House Tansen Marg, New Delhi - 110001
R.N.I No. DELENG/2004/13722

Federation of Indian Chambers of Commerce and Industry,
Federation House, Tansen Marg,
New Delhi - 110001

Phone: 23738760-70(11 Lines)

Fax: 23320714, 23721504

E-Mail: ficci@ficci.com

Website: www.ficci.com

FICCI is the voice of India's business and industry. Established in 1927, it is India's oldest and largest apex business organization. FICCI is in the forefront in articulating the views and concerns of industry. It services its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

Special Features

- 06 Digitalising 'Bharat': Spectrum auction road map to be disclosed well in advance
- 09 To embrace mega regional pacts... 'Prepare and undertake domestic market reforms'
- 11 Membership of APEC will make India an active global player
- 14 Ties with Korea of central importance in India's 'Act East' policy
- 16 Korean firms urged to set up manufacturing and R&D bases in India



- 04 From the Secretary General's Desk...
- 13 Africa-India Partnership Day at Cote d'Ivoire
- 18 CEOSPEAK: In quest of smart cities
- 20 CEOSPEAK: Make our cities smart
- 22 Integrating efficient land use with location based services will transform India's landscape
- 24 Construction chemicals industry as enabler for smart cities
- 25 Indo-US roundtable unveils smart city plans for Ajmer
- 26 FICCI delegation participates in Metropolitan Solutions 2015, Germany
- 27 Restoration of investor confidence & establishment of 'Brand India' are major achievements of government in its first year
- 29 Dr. Harsh Vardhan gives away DST-Lockheed Martin Innovation Award to 30 innovators
- 30 48th Algiers International Trade Fair: India Pavilion shows technology, services paces
- 32 FICCI organises business delegation coinciding with President of India's state visit to Sweden
- 33 Lack of quality infrastructure, inadequate skilled manpower hampering growth of F&B service industry
- 34 Private industry has big role in making modern equipment for Army
- 35 Candle light congregation against smuggling & counterfeiting
- 36 Creating a roadmap for survival and protection of handloom & handicrafts
- 38 Aligning & incorporating CSR with business strategy key to maximising social impact
- 39 FICCI Quality Forum- Leading the way in quality & behavioral trainings
- 43 In the States
- 48 Macroeconomic Indicators

We look forward to your feedback

We would like your feedback/comments to enable us to improve our offering. Write to us at: sukumar.sah@ficci.com or sushmita.yadav@ficci.com



From the Secretary General's Desk...

There is little doubt that the digital revolution now stands at the cusp of a transformation, with the government having laid out its vision of a digitally enabled India over the last one year. The success of both 'Digital India' and 'Make in India' programmes envisioned by the Government of India and embraced by the people, will ride on the back of a strong telecom ecosystem, digital infrastructure and industry's link in the value chain.

In this backdrop, FICCI, in association with the Department of Telecommunications, Ministry of Communications & IT, Government of India, organised 'Digital Bharat 2015' in New Delhi last month, the maiden edition of FICCI's 'Digital Bharat', a platform for transformative exchanges and deliberations.

In a whiff of fresh air, Ravi Shankar Prasad, Union Minister for Communications & IT, who inaugurated the event assured industry that the auction of spectrum in the future too would be conducted in a timely, fair and transparent way. The hallmark will be good governance and "the road map will be fully disclosed in advance so that industry can put its act together in a planned manner." We bring to you a report in this issue.

We also bring to you perspectives by two CEOs on 'Smart Cities', one by Harshvardhan Neotia of Ambuja Neotia Group and Senior Vice President of FICCI and Hari Sankaran of IL&FS. Additionally, we carry a report on how Location Based Services (LBS) can transform the Indian landscape. According to a FICCI-PwC report, in order to mitigate challenges and ensure effective implementation of LBS along with smart city components across cities, there is a need to use LBS during assessment of city master planning; create a single agency for generating, collecting and utilising location and geospatial data of a city and frame a policy for data security and privacy.

The New Government at the Centre led by Narendra Modi completed one year in office last month. FICCI unveiled a comprehensive report card on the Government's one year in office. At a media conference, Dr. Jyotsna Suri, President of FICCI, said, "The main achievement of the government in the past year is the creation of a positive business sentiment, restoration of investor confidence and establishment of 'Brand India', by framing policies that rest on transparency and fairness."

It was observed that no government at the Centre has worked so hard in one year to reverse the spiral of negativity and brought in policies that will spur demand and growth in the very near future. FICCI, however, believes that the government should now focus on raising farm productivity and formulate a water policy that ensures efficient and fair distribution of water for agriculture, industrial and domestic consumption.

Terming the government's pro-industry label as "pure rhetoric", Dr. Suri said that without growth, it would be impossible to provide jobs to the 23 million young people who descend in the job market every month. The slowing down of rural and urban demand was a cause for concern, she said and added that government spending on infrastructure projects must rise significantly to fuel the industrial economy. See report in this issue.

The challenge posed by the proposed mega-regional trade pact - the Trans-Pacific Partnership (TPP) - will impact India's exports significantly and the country would do well to make a concerted all-round effort to prepare for and undertake domestic market reform and push for not just export of manufactures but also of services and agricultural products. This word of caution by Suresh Prabhu, Union Minister for Railways, merits attention by policy makers and industry alike.

Prabhu's advice came at the conference on 'Changing Global Economic Scenario: Implications for India's Trade Policy and Make in India Programme', organised jointly by FICCI, International Institute for Sustainable Development (IISD) and Centre for WTO Studies. In the emerging global economic environment, domestic reforms would be the key to improving product standards, manufacturing and services delivery. Such an approach was vital to remain competitive in the global markets as the US was fast tracking the finalisation of TPP.

We welcome your views and comments on the contents of this issue.

A Didar Singh